

Bay Point: Wetlands Restoration is Working

March 2018



**PUBLISHING
GUIDE**

trim**tab**media

INTRODUCTION

LET'S GET STARTED!

This fully customized **Story Publishing Guide** provides detailed instructions, tips, and tools for you to publicize and share this new story, across all your social media channels.

WHAT'S INSIDE...

- **YOUTUBE**
Optimize your video on YouTube.
- **EMAIL BLAST**
Link to that blog post in your next email newsletter.
- **FACEBOOK**
Link to that blog post in your next Facebook posts.
- **TWITTER**
Link to that blog post in your next Twitter tweets.

YOUTUBE

Use this information to upload and optimize your video on YouTube.

YOUR VIDEO

Upload your video to YouTube and choose the best available option for a thumbnail. If using Vimeo, upload a custom thumbnail of your choice.



METADATA

TITLE

#wetlandrestoration is working - Bay Point

SHORT DESCRIPTION

<http://sfbayjv.org> – Bay Point is being restored by East Bay Regional Park District - to provide natural habitat for wildlife and a place for people to reconnect with nature.

TAGS

wetlands, restoration, bay area, suisun bay, wildlife, migratory birds, wildlife, bay point, climate change, sea level rise

EMAIL BLAST

Use this guide to embed your story in your next email newsletter.

Your Email Headline Goes Here

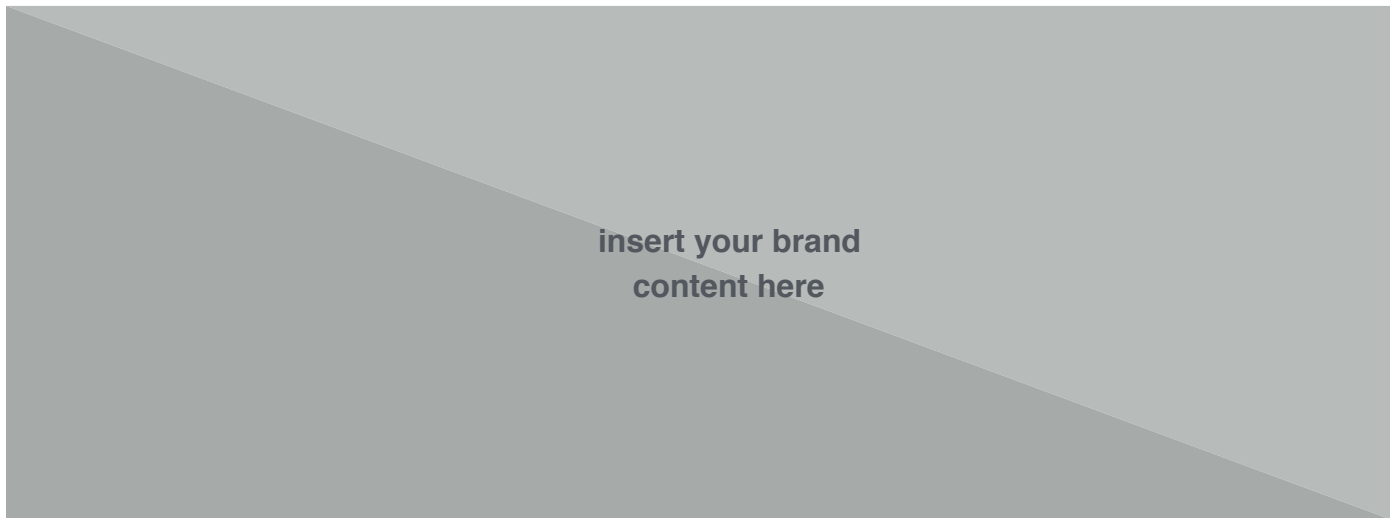


Your Organization email@emailaddress.org

Jan 1 (1 hour ago) ☆



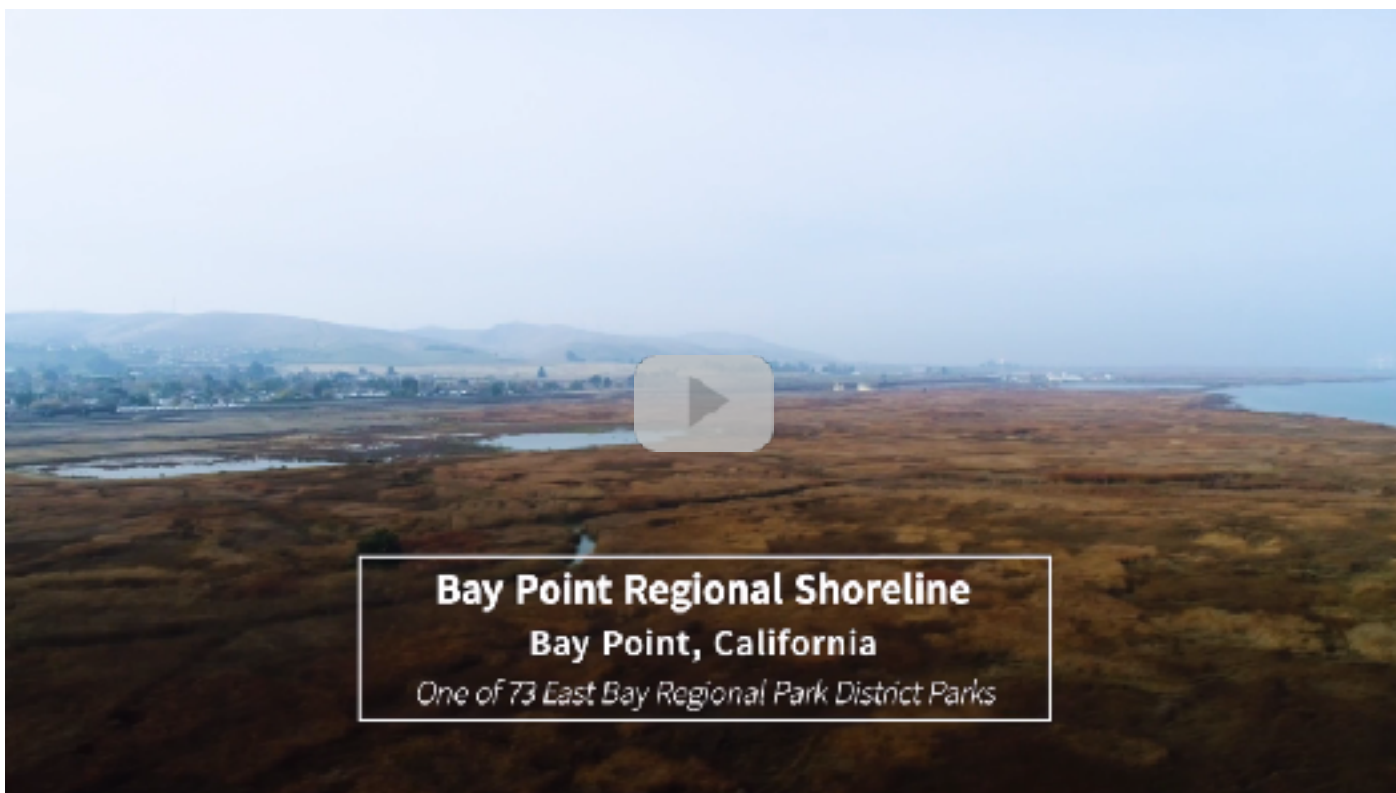
use your brand styling to open your newsletter



use bold header styling to introduce story

Laguna de Santa Rosa: Wetland Restoration is Working

insert featured image here



use bold styling, and add link to blog with video

Bay Point is being restored by East Bay Regional Park District - to provide natural habitat for wildlife and a place for people to reconnect with nature. **Watch the video....**

FACEBOOK (TEXT+IMAGE)

Use these suggestions to share your story on Facebook. These can be published as a “link” or a “photo” post – just be sure to include a link to your blog post!

upload video to Facebook and share a link to blog post with this text

SOCIAL POST #1

Bay Point Regional Shoreline is being restored to provide natural habitat for birds and wildlife, while creating more places for people to reconnect with nature...#WetlandRestoration <http://yourlinkhere.com>

use image

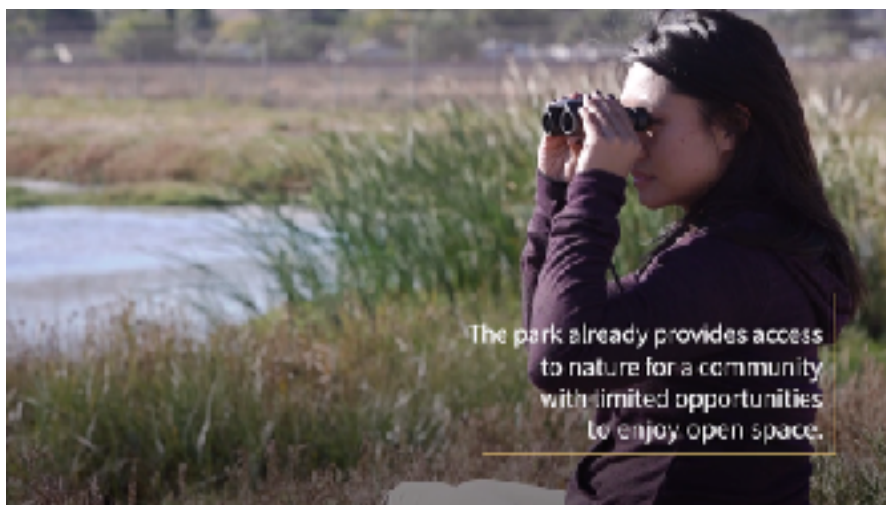


upload video to Facebook and share a link to blog post with this text

SOCIAL POST #2

Support the vision of a restored Bay Point Shoreline by volunteering or stopping by for a visit. #WetlandRestoration <http://yourlinkhere.com>

use image



TWITTER (TEXT ONLY)

Use these suggestions to share your story on Twitter. These are text-only suggestions and must be 140 characters or less. Always be sure to include a link to the blog post with your video!

TWEET #1

insert a quick link
to blog post

[VIDEO] Bay Point Shoreline is being restored to provide natural habitat for wildlife and expand areas for people to reconnect with nature...
#WetlandRestoration <http://yourlinkhere.com>

TWEET #2

insert a quick link
to blog post

[VIDEO] Support the vision of a restored Bay Point Shoreline by volunteering or stopping by for a visit. #WetlandRestoration <http://yourlinkhere.com> <http://yourlinkhere.com>

TWEET #3

insert a quick link
to blog post

[VIDEO] As restoration work continues at Bay point, natural habitat will be restored for birds, fish and other wildlife...#WetlandRestoration <http://yourlinkhere.com>

CLOSING

START SHARING!

Are there other channels or partners that can support you in sharing your story? We look forward to hearing about the success of this new story as it reaches your audience!

QUESTIONS OR COMMENTS?

We want to make sure that your story makes its greatest impact. If you have additional questions or need support in making that happen, get in touch with the TrimTab Media team.

info@trimtabmedia.tv