

Laguna de Santa Rosa: 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 - Laguna de Santa Rosa

SHORT DESCRIPTION

<http://sfbayjv.org> – The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County. The Laguna is being restored to a natural floodplain where birds can thrive in the wetlands, and people can enjoy hiking and boating.

TAGS

wetlands, restoration, bay area, sonoma county, wildlife, kayaking, boating, laguna de santa rosa

EMAIL BLAST

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

Your Email Headline Goes Here

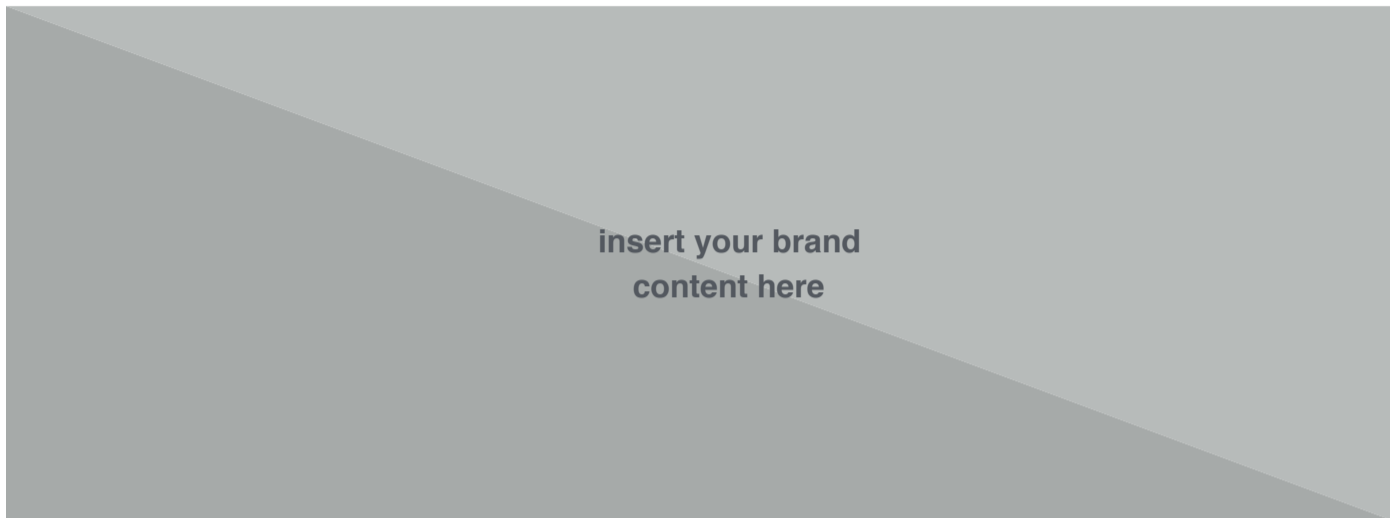


Your Organization email@emailaddress.org

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

The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County. The Laguna is being restored to a natural floodplain where birds can thrive in the wetlands, and people can enjoy hiking and boating. **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

The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County...
#WetlandRestoration <http://yourlinkhere.com>

use image



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

SOCIAL POST #2

Thanks to restoration efforts, people and wildlife can enjoy the natural freshwater floodplain of the Laguna de Santa Rosa. #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] The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County...#WetlandRestoration <http://yourlinkhere.com>

TWEET #2

insert a quick link
to blog post

[VIDEO] Thanks to restoration efforts, people and wildlife can enjoy the natural freshwater floodplain of the Laguna de Santa Rosa...#WetlandRestoration <http://yourlinkhere.com>

TWEET #3

insert a quick link
to blog post

[VIDEO] Once used as an airport, a recreational lake, and a garbage dump, The Laguna de Santa Rosa is being restored to critical wildlife habitat...#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