

Heron's Head Park: Wetlands Restoration is Working

NOVEMBER 2016



**YOUR STORY
PUBLISHING GUIDE**

trimtab
MEDIA

INTRODUCTION

SF BAY JOINT VENTURES - NOVEMBER 2016

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...

- **VIDEO**

Optimize your video on the web.

- **BLOG POST**

Embed that YouTube video in a story-rich blog post.

- **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.

VIDEO

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

YOUR VIDEO

Upload your video to YouTube, Vimeo, or other channels - and choose the best available option for a thumbnail.



METADATA

TITLE

Heron's Head Park: Wetlands Restoration is Working

SHORT DESCRIPTION

www.sfbayjv.org - Is wetlands restoration working? See the difference it has made in San Francisco's Bayview/Hunters Point neighborhood. Here an abandoned pier development became the thriving ecosystem of Heron's Head Park. (November 2016)

TAGS

wetlands, restoration, ecosystems, birds, heron, san francisco, sfport, bayview, hunters head

BLOG POST (page 1)

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Use this guide to create a styled blog post for your story.

title

Heron's Head Park: Wetlands Restoration is Working

add heading styling here

At Heron's Head Park, wetlands restoration is working.

insert video



In the early 1970s, the Port of San Francisco filled in part of the San Francisco Bay to begin construction of a new shipping terminal, Pier 98. This created a new peninsula of land in the Bayview/Hunters Point neighborhood. However, the project never materialized, and the land remained undeveloped for many years.

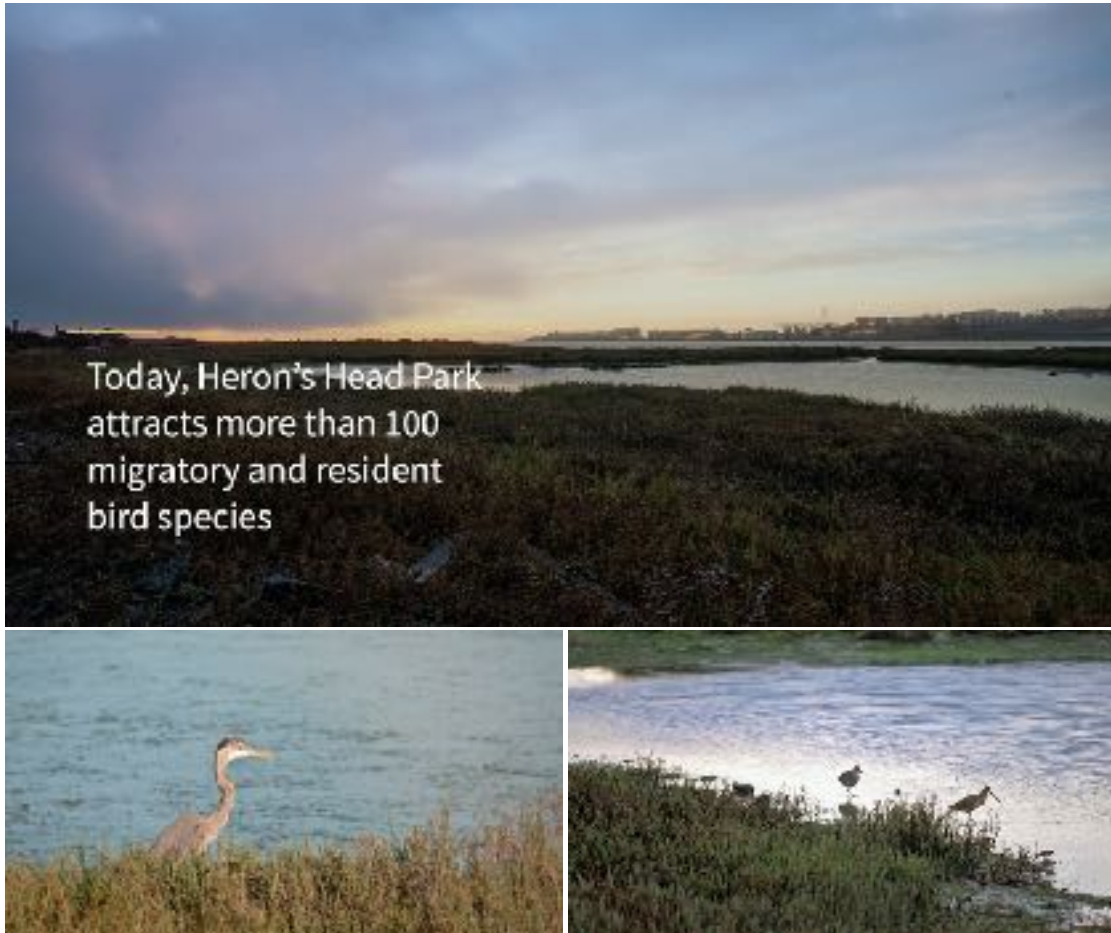
insert image



BLOG POST (page 2)

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Then in the late 1990s, with support of the San Francisco Bay Joint Venture, the Port undertook a major renovation of Pier 98 and the surrounding area. To restore native wetlands, the project removed tons of debris, created a tidal channel, and constructed upland trails and access areas for visitors.



Today, Heron's Head Park attracts more than 100 migratory and resident bird species

Today, Heron's Head Park attracts more than 100 migratory and resident bird species. In 1999, it was named Heron's Head Park for its resemblance - when viewed from the air - to one of its residents: the Great Blue Heron. The park welcomes thousands of visitors from around the Bay Area - who come to learn, enjoy, and restore in nature.



Thousands of visitors from around the Bay come to learn, enjoy and restore.

insert image(s)

insert image

BLOG POST (page 3)

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Heron's Head Park shows the positive potential of regional partnerships working together to conserve wetland habitats for the benefit of birds, other wildlife and people.

insert images



include tagline and hashtag

Wetlands restoration is working. #WetlandsRestoration

add call to action

To learn more, visit www.SFBayJV.org for more information.

EMAIL BLAST

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

Your Email Headline Goes Here

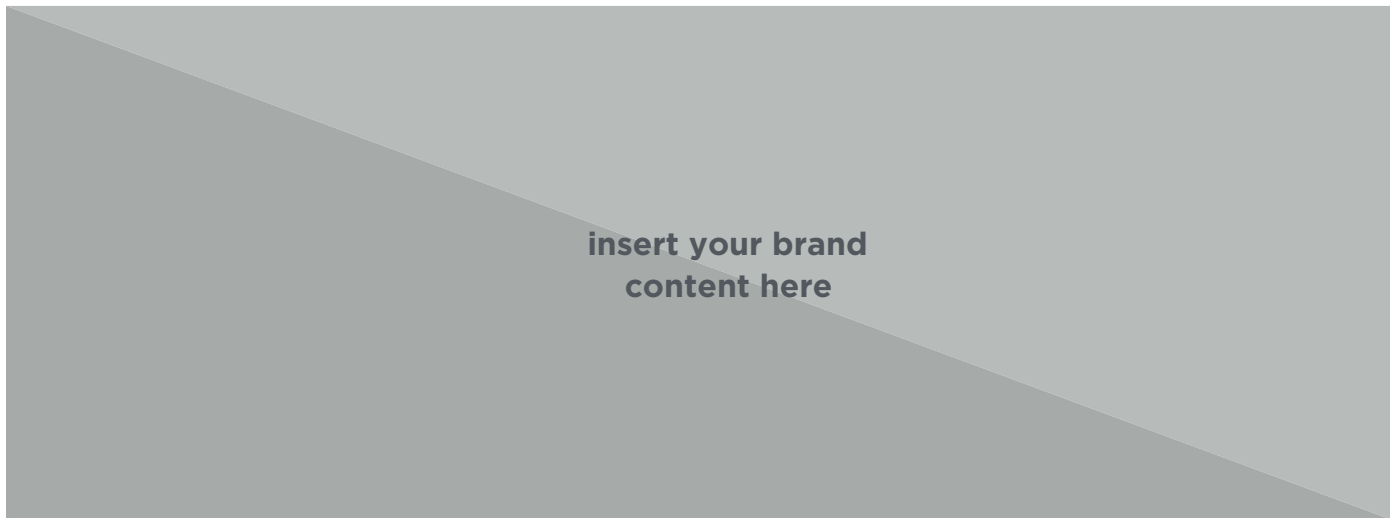


Your Organization email@emailaddress.org

Jan 1 (1 hour ago) ☆



use your brand styling to open your newsletter



insert your brand content here

use bold header styling to introduce story

Heron's Head Park: Wetlands Restoration is Working

insert featured image here



PLAY VIDEO

use bold styling, and add link to blog with video

Is wetlands restoration working? See the difference it has made in San Francisco's Bayview/Hunters Point neighborhood. Here an abandoned pier development became the thriving ecosystem of Heron's Head Park. **Watch the video...**

FACEBOOK (TEXT+IMAGE)

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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!

SOCIAL POST #1

share a link to
blog post+video
with this text

Is wetlands restoration working? See how an abandoned pier development was restored to become the thriving ecosystem of Heron’s Head Park in Bayview/Hunters Point...

#WetlandsRestoration

use featured
image #1



SOCIAL POST #2

share a link to
blog post+video
with this text

“Wetlands restoration is working.” Today, thousands of visitors come to restored wetlands at Heron’s Head Park in Bayview/Hunters Points to learn, enjoy and restore. #WetlandsRestoration

use featured
image #2



TWITTER (TEXT ONLY)

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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

How did an abandoned pier development become a thriving ecosystem? <http://yourlinkhere.com> #WetlandsRestoration

TWEET #2

insert a quick
link to blog post

Thousands of visitors learn, enjoy and restore at wetlands in Bayview/Hunters Points: <http://yourlinkhere.com> #WetlandsRestoration

TWEET #3

insert a quick
link to blog post

“Today, Heron’s Head Park attracts 100+ migratory and resident bird species.” <http://yourlinkhere.com> #WetlandsRestoration

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

