

# Redwood Creek: Wetlands Restoration is Working

FEBRUARY 2017



---

YOUR STORY  
PUBLISHING GUIDE

---

**trimtab**  
MEDIA

# INTRODUCTION

SF BAY JOINT VENTURES - FEBRUARY 2017

## 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

SF BAY JOINT VENTURES - FEBRUARY 2017

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

Redwood Creek: Wetlands Restoration is Working

### SHORT DESCRIPTION

[www.sfbayjv.org](http://www.sfbayjv.org) - There is a place you might know called Muir Beach. This is also the place where Redwood Creek meets the Pacific Ocean. Thanks to the efforts of many dedicated people, the health of this creek has been restored over the last several years, and this is good news for wildlife and people. (February 2017)

### TAGS

wetlands, restoration, ecosystems, creek, muir beach, muir woods, redwood creek, marin county

# BLOG POST (page 1)

## SF BAY JOINT VENTURES - FEBRUARY 2017

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

title

### Redwood Creek: Wetlands Restoration is Working

add heading styling here

*At Redwood Creek, wetlands restoration is working.*

insert video



There is a place you might know as Muir Beach. It is also a place where Redwood Creek meets the ocean and is home to numerous birds, amphibians, salmon and marshy, water-loving plants.

insert image





# BLOG POST (page 2)

## SF BAY JOINT VENTURES - FEBRUARY 2017

Over the last decade, Redwood Creek has been transformed into a healthier ecosystem with better habitat for wildlife, tidal lagoon and a highly functioning floodplain.



insert image(s)



Thanks to the efforts of many dedicated people, the health of this creek has been restored, and this is good news for wildlife and people for many years to come.



insert image

# BLOG POST (page 3)

## SF BAY JOINT VENTURES - FEBRUARY 2017

include tagline  
and hashtag

Wetlands restoration is working. #WetlandsRestoration

insert images



add call to  
action

The San Francisco Bay Joint Venture (SFBJV) is celebrating 20 years of partners protecting wetlands for wildlife and people. Learn more at [SFBayJV.org](http://SFBayJV.org).



# EMAIL BLAST

SF BAY JOINT VENTURES - FEBRUARY 2017

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

## Your Email Headline Goes Here

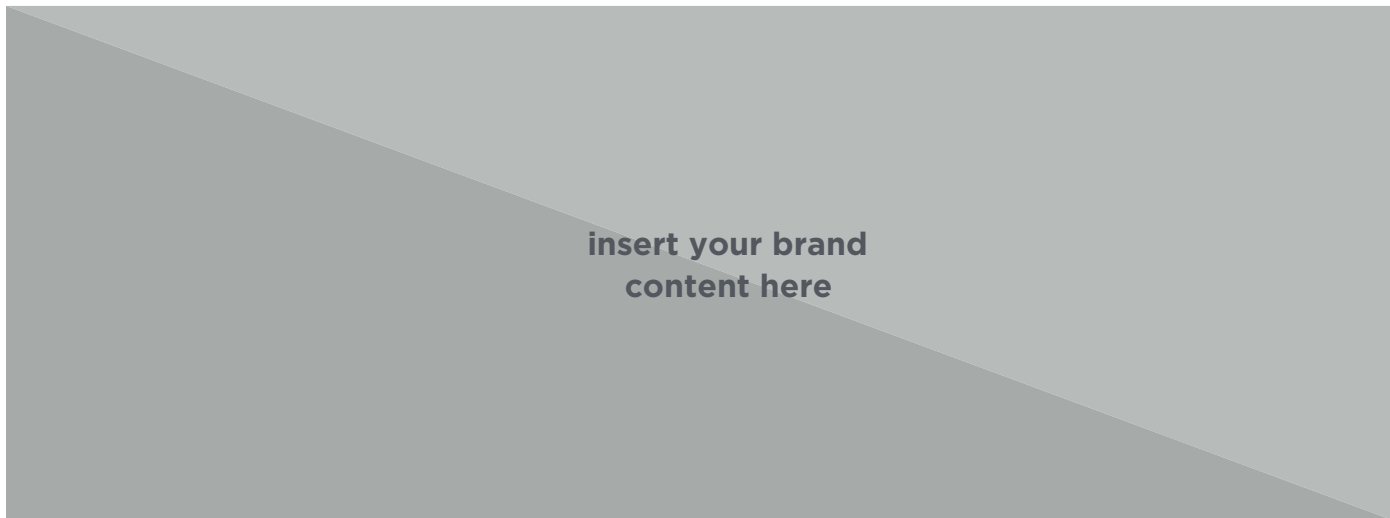


Your Organization email@emailaddress.org

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

## Redwood Creek: Wetlands Restoration is Working

insert featured image here



PLAY VIDEO

a place where a creek meets the ocean.

use bold styling, and add link to blog with video

There is a place you might know called Muir Beach. This is also the place where Redwood Creek meets the Pacific Ocean. Thanks to the efforts of many dedicated people, the health of this creek has been restored over the last several years, and this is good news for wildlife and people. **Watch the video...**

# FACEBOOK (TEXT+IMAGE)

## SF BAY JOINT VENTURES - FEBRUARY 2017

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? There is a place you might know as Muir Beach, a place where a creek meets the ocean...  
#WetlandsRestoration

use featured  
image #1



### SOCIAL POST #2

share a link to  
blog post+video  
with this text

Thanks to many dedicated people, the health of Redwood Creek at Muir Beach has been restored – and this is good news for wildlife and people for many years to come. #WetlandsRestoration

use featured  
image #2





# TWITTER (TEXT ONLY)

## SF BAY JOINT VENTURES - FEBRUARY 2017

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

Redwood Creek at Muir Beach has gone through an amazing transformation... <http://yourlinkhere.com> #WetlandsRestoration

### TWEET #2

insert a quick  
link to blog post

At Redwood Creek, wetlands restoration is working for wildlife and people... <http://yourlinkhere.com> #WetlandsRestoration

### TWEET #3

insert a quick  
link to blog post

“There is a place you might know as Muir Beach, a place where a creek meets the ocean.” <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](mailto:info@trimtabmedia.tv)

