

# San Pablo Bay: Wetlands Restoration is Working

JANUARY 2017



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**YOUR STORY  
PUBLISHING GUIDE**

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**trimtab**  
MEDIA

# INTRODUCTION

SF BAY JOINT VENTURES - JANUARY 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.

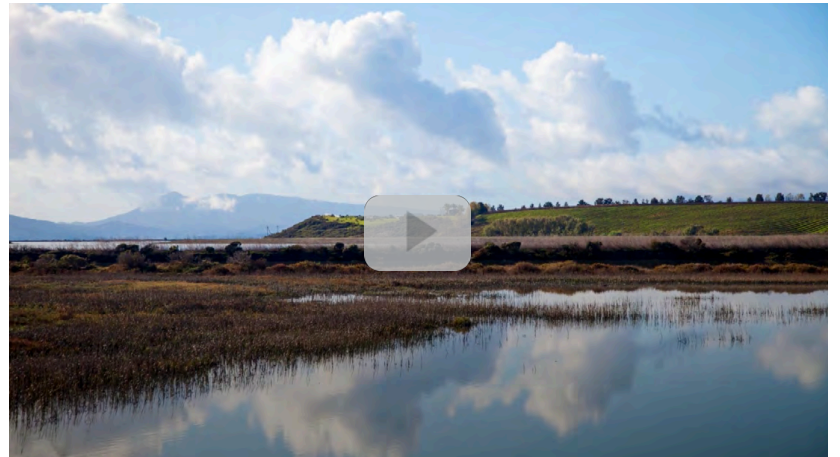
# VIDEO

SF BAY JOINT VENTURES - JANUARY 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

San Pablo Bay: Wetlands Restoration is Working

### SHORT DESCRIPTION

[www.sfbayjv.org](http://www.sfbayjv.org) - Is wetlands restoration working? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay. Thanks to a unique partnership of people working together, the northern tidal marsh basin will evolve into established tidal marsh once again. (January 2017)

### TAGS

wetlands, restoration, ecosystems, tidal marsh, san francisco bay, san pablo bay, sonoma land trust

# BLOG POST (page 1)

## SF BAY JOINT VENTURES - JANUARY 2017

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

title

### San Pablo Bay: Wetlands Restoration is Working

add heading styling here

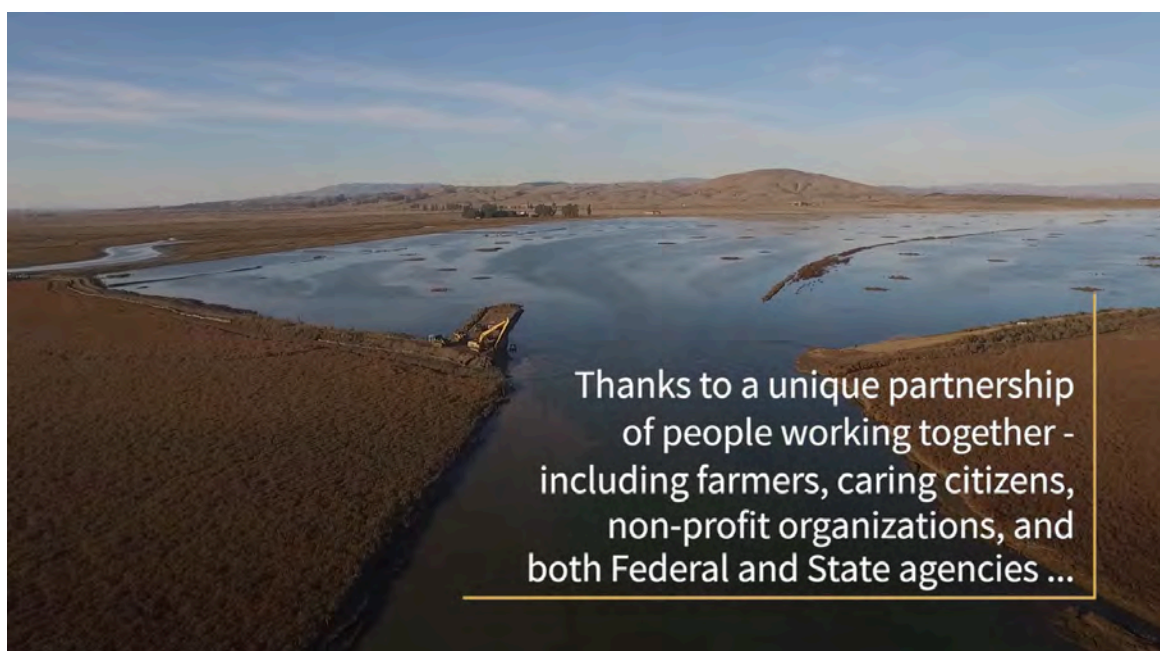
*At Sears Point in San Pablo Bay, wetlands restoration is working.*

insert video



Something unprecedented is happening along the Northern edge of San Francisco Bay. Since the mid 1990s, farmers, the Sonoma Land Trust, caring citizens, and staff from both federal and state agencies have come together to preserve miles of land and habitats. Close to 40,000 acres of land have been protected between the Petaluma and Napa Rivers.

insert image



Thanks to a unique partnership of people working together - including farmers, caring citizens, non-profit organizations, and both Federal and State agencies ...



# BLOG POST (page 2)

## SF BAY JOINT VENTURES - JANUARY 2017

In October 2015, a breach was opened at Sears Point Ranch, allowing salt water to fill some of this area in the northern tidal marsh basin for the first time in over a century. In years to come, this area will evolve into established tidal marsh, as it was before being diked off from the bay.



insert image(s)

Thanks to a unique partnership of people working together, the beauty and quality of San Pablo Bay will be enjoyed by wildlife and people of generations to come.



insert image

# BLOG POST (page 3)

## SF BAY JOINT VENTURES - JANUARY 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 - JANUARY 2017

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

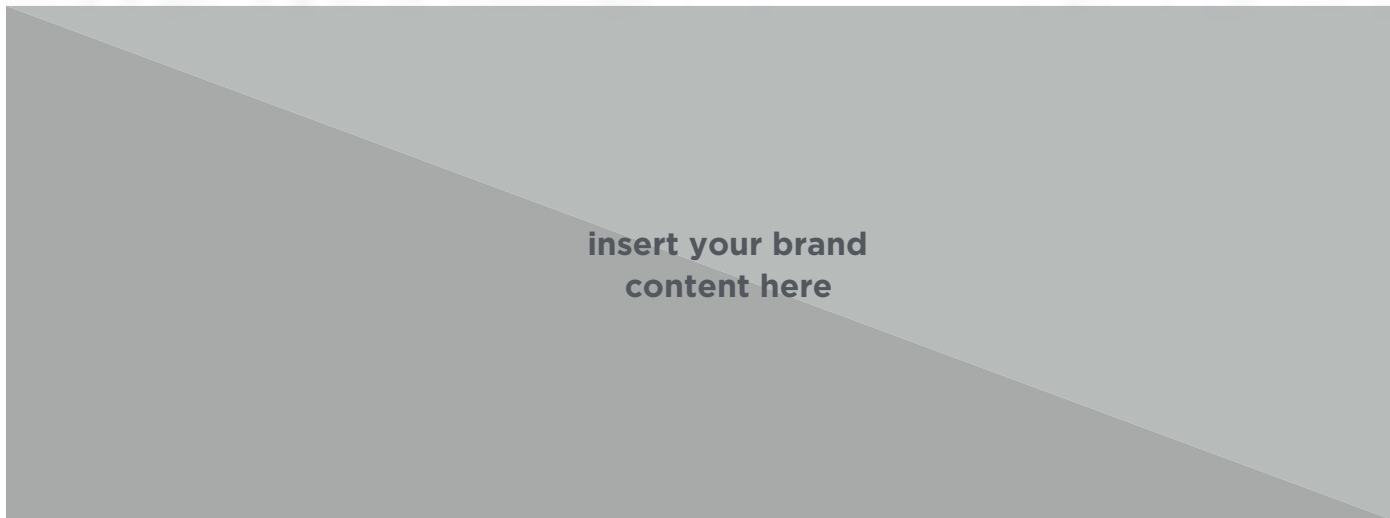
## Your Email Headline Goes Here

Your Organization email@emailaddress.org

Jan 1 (1 hour ago)



use your brand styling to open your newsletter

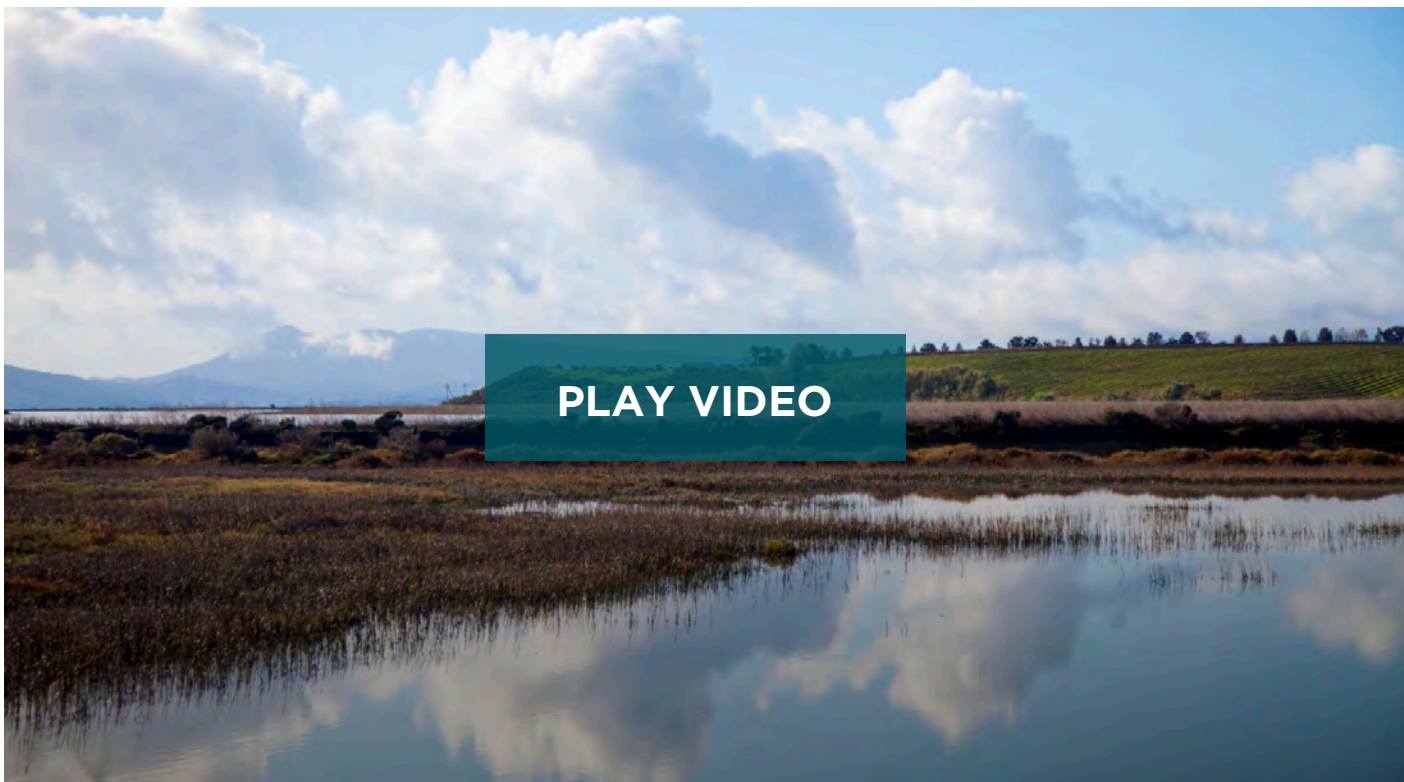


insert your brand content here

use bold header styling to introduce story

## San Pablo Bay: Wetlands Restoration is Working

insert featured image here



PLAY VIDEO

use bold styling, and add link to blog with video

Is wetlands restoration working? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay. Thanks to a unique partnership of people working together, the northern tidal marsh basin will evolve into established tidal marsh once again. **Watch the video...**



# FACEBOOK (TEXT+IMAGE)

## SF BAY JOINT VENTURES - JANUARY 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? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay... #WetlandsRestoration

use featured  
image #1

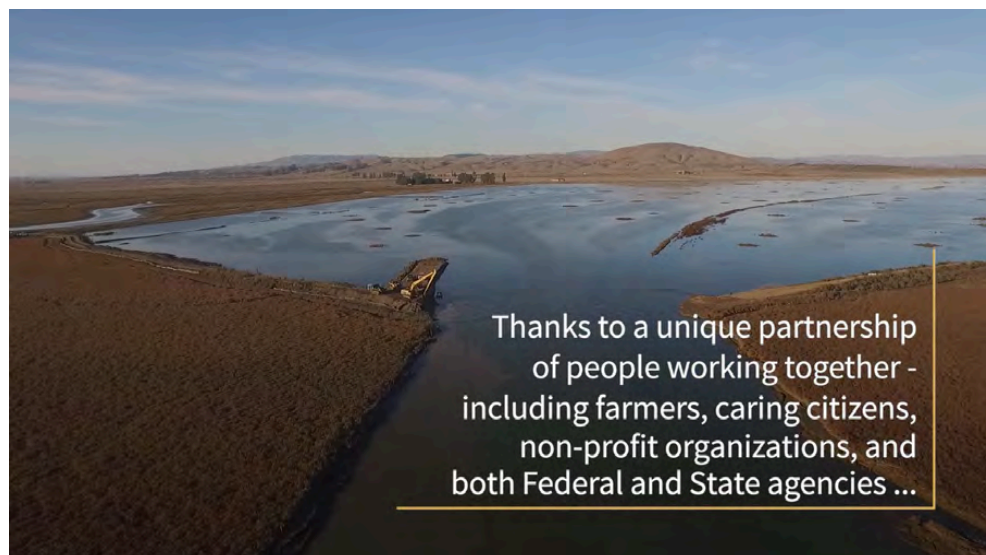


### SOCIAL POST #2

share a link to  
blog post+video  
with this text

This is how wetlands restoration works... Thanks to a unique partnership of people, the tidal salt marshes of San Pablo Bay will be enjoyed by wildlife and people of generations to come. #WetlandsRestoration

use featured  
image #2





# TWITTER (TEXT ONLY)

## SF BAY JOINT VENTURES - JANUARY 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

Something unprecedented is happening on the northern edge of San Francisco Bay... <http://yourlinkhere.com> #WetlandsRestoration

### TWEET #2

insert a quick  
link to blog post

At Sears Point, water filled the north tidal marsh basin for the first time in over a century: <http://yourlinkhere.com> #WetlandsRestoration

### TWEET #3

insert a quick  
link to blog post

“The beauty of San Pablo Bay will be enjoyed by wildlife and people of generations to come.” <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)