

## **Campaign Debrief: #SweetonStreams February 14 Social Media Campaign**

Pennsylvania Department of Environmental Protection Communications Office

**Audience:** Pennsylvanians, Ches Bay advocates

**Goal:** Put some faces to the PA Chesapeake Bay Phase 3 plan process in a fun way.

**Outcomes:** Great positive social engagement by many others; all the feels.

**Lessons learned:** Hashtag is strong. Tie it more directly to PA Ches Bay local waters efforts in future.

**Posts by @PennsylvaniaDEP on Twitter and Facebook for:**

- DEP Secretary Patrick McDonnell
- Dept. of Agriculture Secretary Russell Redding
- Dept. of Conservation and Natural Resources Secretary Cindy Dunn
- John Brosius, Dep. Director, PA Municipal Authorities Association
- Frank Schneider, Dir. of Nutrient Management, State Conservation Commission
- Drew Dehoff, Exec. Dir., Susquehanna River Basin Commission
- Brion Johnson, Exec. Dir., PENNVEST
- And others working on Phase 3 plan

**Views:** 2,371; **Engagements:** 312

**Some others who joined in with Facebook shares, likes, retweets, hashtag use:**

- Individuals
- Alliance for the Chesapeake Bay
- Allegheny Front
- Allegheny Water
- Broski Outdoors
- Bucks County Audubon Society
- Chesapeake Conservancy
- Chester County, PA
- Creek Connections (Allegheny College)
- Cumberland County, PA
- Evergreen Conservancy
- Keep Philly Beautiful
- Lackawanna River Conservation Assn
- Middle Susquehanna Riverkeeper
- Midstate Trail Pa
- Northcentral Pennsylvania Conservancy
- PA Environment Digest (blog)
- PA Parks and Forests
- Penn State Extension in various counties
- Penn State College of Ag Environment and Natural Resources Institute
- Penn State Master Watershed Stewards
- Pennsylvania Fish and Boat Commission
- Perkiomen Valley Trout Unlimited
- Princeton Hydro engineers
- Reporter Donna Morelli
- Restore the Delaware
- Stroud Center
- Susquehanna Greenway Partnership
- Tookany/Tacony-Frankford Watershed Partnership
- York County, PA