

Stronger by sharing: Shared messaging for April 2020

Earth Day: April 22

- Theme: Climate Action
- Happy #EarthDay! This year's theme is climate action. Learn how climate change affects the Chesapeake region and what you can do.
https://www.chesapeakebay.net/issues/climate_change
- Happy #EarthDay! There are plenty of ways to help the environment from home—get some ideas here.
<https://www.chesapeakebay.net/action/howtotips>
- Increasing temperatures in the region can have serious effects on the local wildlife. Learn what's happening and how you can help this #EarthDay.
https://www.chesapeakebay.net/news/blog/increasing_temperatures_threaten_chesapeake_wildlife
- Supporting content:
 - Bay Program Blogs:
 - Upcoming blog on community science apps
 - https://www.chesapeakebay.net/news/blog/increasing_temperatures_threaten_chesapeake_wildlife
 - https://www.chesapeakebay.net/news/blog/how_rising_temperatures_put_our_well_being_at_risk
 - <https://www.earthday.org/earth-day-2020/>
 - How to celebrate Earth Day while staying home:
<https://www.allianceforthebay.org/2020/03/how-to-celebrate-earth-day-while-staying-home-during-covid-19/>
 - **What else?**
- Related hashtags: #EarthDay #EarthDay50

Arbor Day: April 24

- Happy #ArborDay! Do you know your state's official tree?
https://www.chesapeakebay.net/news/blog/celebrating_state_trees_of_the_chesapeake
- Trees are critical to the health of the Chesapeake. Large stands of trees protect clean water and air, provide habitat to wildlife and support the region's economy. #ArborDay
- Did you know? 40 percent of watershed residents have recently planted a

tree. #ArborDay

[https://www.chesapeakebay.net/news/blog/by the numbers 40](https://www.chesapeakebay.net/news/blog/by_the_numbers_40)

- “Throughout the entire tree’s life—even after a tree has given its life [trees sustain us].” -Sarah Anderson, American Forests #ArborDay
https://www.chesapeakebay.net/news/blog/equity_grows_on_trees
- Supporting content:
 - Bay Program Blogs:
 - [https://www.chesapeakebay.net/news/blog/whats in a tree oxygen food clean water and money](https://www.chesapeakebay.net/news/blog/whats_in_a_tree_oxygen_food_clean_water_and_money)
 - [https://www.chesapeakebay.net/news/blog/upon release in mates in pennsylvania look to the outdoors](https://www.chesapeakebay.net/news/blog/upon_release_in_mates_in_pennsylvania_look_to_the_outdoors)
 - [https://www.chesapeakebay.net/news/blog/invasive insect poses unprecedented threat to urban forests](https://www.chesapeakebay.net/news/blog/invasive_insect_poses_unprecedented_threat_to_urban_forests)
 - [https://www.chesapeakebay.net/news/blog/climbing toward a better future](https://www.chesapeakebay.net/news/blog/climbing_toward_a_better_future)
 - [https://www.chesapeakebay.net/news/blog/trees are keeping baltimore cool](https://www.chesapeakebay.net/news/blog/trees_are_keeping_baltimore_cool)
 - What else?
- Related hashtags: #ArborDay #TimeForTrees

Other shared messaging opportunities:

EPA 50th Anniversary Monthly Theme: 50 Years of Earth Day

Earth Month

National Garden Month

Keep America Beautiful Month

Stress Awareness Month

April 1: April Fools Day

April 5-11: National Public Health Week; Bat Appreciation Week

April 7: National Beer Day; World Health Day

April 10: National Farm Animals Day

April 11: National Pet Day

April 14: National Dolphin Day

April 17: Bat Appreciation Day

April 20: National Lookalike Day

April 22: Earth Day

April 23: National Picnic Day; National Talk like Shakespeare Day

April 24: Arbor Day

April 26: National Audubon Day