

Work Group Contact

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Stronger by sharing: Shared Messaging for August 2021

Social media holidays

Date	Holiday
August	National Water Quality Month
August	Catfish Month
August	Back to School Month
August 1-7	National Farmers Market Week
August 5	National Oyster Day
August 7	Campfire Day, Lighthouse Day
August 8	International Cat Day
August 9	International Day of the World's Indigenous Peoples, Book Lovers Day
August 10	National S'mores Day
August 11	Mountain Climbing Day
August 11-12	Perseid Meteor Shower Peak
August 15	National Relaxation Day
August 16	National Tell a Joke Day
August 19	World Humanitarian Day, World Photo Day
August 21	National Honeybee Appreciation Day
August 22	Black Women's Equal Pay Day
August 25	NPS Birthday/Founders Day
August 26	Women's Equality Day
August 28	Important day in Black history
August 31	Eat Outside Day

Sample Posts

National Oyster Day

- ([Ten places where we're restoring oyster populations](#)) Happy #OysterDay! In 2014, the Chesapeake Bay Program committed to restoring native oyster populations in 10 tributaries. Learn more about the waterways we chose.
- ([Progress continues for oyster reef restoration](#)) This #OysterDay, check out all the latest updates on oyster restoration in the Chesapeake.
- ([Learn the issue: Oysters](#)) Happy #OysterDay! You don't have to like eating this peculiar-looking bivalve to appreciate its vital role in the Chesapeake Bay ecosystem and its importance to people in the region.
- ([A glimpse into a restored Chesapeake oyster reef](#)) Celebrate #OysterDay by taking a close up look at a restored oyster reef.
- ([Benefits of oyster restoration go beyond the Bay](#)) Oyster reef restoration offers a variety of benefits, from providing habitat to cleaning the water to supporting the local economy. #OysterDay

National Honeybee Appreciation Day

- ([Nine buzzworthy facts about the honeybee](#)) Happy #HoneyBeeAppreciationDay! Did you know close to one-third of all the food Americans eat is directly or indirectly benefited by honey bee pollination?



- ([Field Guide: Mason Bee](#)) It might be #HoneyBeeDay but don't let honey bees steal the show all year! Native mason bees are incredible pollinators. It would take 360 honey bees to pollinate the same fruit tree as six mason bees.
- ([The buzz around buying native plants](#)) Show some love for honey bees and native pollinators by adding native plants to your backyard. Native plants provide habitat and food for pollinators that help the entire Chesapeake Bay ecosystem thrive.

Content to share

National Water Quality Month

Ten places where we're restoring oyster populations ([CBP](#))
Interpretive buoy system ([NOAA](#))
Learn the issue: Nutrients ([CBP](#))
Learn the issue: Sediment ([CBP](#))
Learn the issue: Agriculture ([CBP](#))
Learn the issue: Wetlands ([CBP](#))
Learn the issue: Forest Buffers ([CBP](#))
Learn the issue: Oysters ([CBP](#))
Seeing green in infrastructure ([CBP](#))
Hunters, anglers and water quality ([CBP](#))
Streamside fencing could improve water quality, livestock health ([CBP](#))
Wastewater treatment plants use technology to tackle a lingering chemical ([CBP](#))
Infographic: Value of Chesapeake Bay Oyster Habitat ([NOAA](#))

Catfish Month

Field Guide: White Catfish ([CBP](#))

Field Guide: Blue Catfish ([CBP](#))
Field Guide: Channel Catfish ([CBP](#))
Field Guide: Flathead Catfish ([CBP](#))
Catfish of the Chesapeake ([CBP](#))
Understanding the threat of invasive catfish ([CBP](#))
Scientists to develop management plan for invasive catfish ([CBP](#))
Anglers asked to remove invasive catfish from Maryland, Virginia waters ([CBP](#))
From the Field: Monitoring Blue Catfish in Virginia's James River ([CBP](#))
Meet a small but tough native fish of the Chesapeake Bay ([CBP](#))

Back to School Month

National Farmers Market Week - 8/1-7

Fresh vegetables for everyone: CSAs in the watershed ([CBP](#))
Farmer Nell gives Baltimore a healthy dose of hope ([CBP](#))
Small markets step up in a big way during the coronavirus pandemic ([CBP](#))
Gardening in the heart of the city ([CBP](#))
How does buying local food help the Chesapeake Bay? ([CBP](#))

National Oyster Day - 8/5

Ten places where we're restoring oyster populations ([CBP](#))
Progress continues for oyster reef restoration ([CBP](#))
Learn the issue: Oysters ([CBP](#))
A glimpse into a restored Chesapeake oyster reef ([CBP](#))
Benefits of oyster restoration go beyond the Bay ([CBP](#))

Bringing up baby oysters ([CBP](#))
Infographic: Value of Chesapeake Bay Oyster Habitat ([NOAA](#))

Campfire Day - 8/7

Lighthouse Day - 8/7

Eleven lighthouses in the Chesapeake Bay watershed ([CBP](#))
Restoring a piece of maritime history ([CBP](#))
Experiencing the Bay's past at Point Lookout State Park ([CBP](#))
Fourteen reasons to love the Chesapeake Bay ([CBP](#))

International Cat Day - 8/8

Field Guide: Bobcat ([CBP](#))

International Day of the World's Indigenous Peoples - 8/9

Honoring native peoples through community engagement ([CBP](#))
Hear the stories and experiences of people from across the Chesapeake at these six museums ([CBP](#))

Book Lovers Day - 8/9

A reading list of books about the Chesapeake Bay watershed ([ACB](#))

National S'mores Day - 8/10

Mountain Climbing Day - 8/11

Perseid Meteor Shower Peak - 8/11-12

International Youth Day - 8/12

National Relaxation Day - 8/15

National Tell a Joke Day - 8/16

World Humanitarian Day - 8/19

World Photo Day - 8/19

National Honeybee Appreciation Day - 8/21

Nine buzzworthy facts about the honeybee ([CBP](#))
Restoration Spotlight: Protecting pollinators as important pieces of environmental puzzle ([CBP](#))
Field Guide: European Honey Bee ([CBP](#))

Black Women's Equal Pay Day - 8/22

NPS Birthday/Founders Day - 8/25

NPS Birthday ([NPS](#))
Seven National Park sites you've never heard of ([CBP](#))
National Park Service wants to help you 'Find Your Park' ([CBP](#))
At the far reaches of our watershed, the National Park System shines ([CBP](#))

Women's Equality Day - 8/26

Remarkable Legacies of American Women ([NPS](#))
19th Amendment ([NPS](#))

Black history - 8/28

This is not an official holiday but marks the day of several critical moments in Black history.

Aug. 28, 1833 - slavery was abolished in the UK by royal assent.

Aug. 28, 1955 - Emmett Till was murdered in Money, Miss.

Aug. 28, 2005 - New Orleans ordered mandatory evacuation due to Hurricane Katrina. Alabama, Mississippi declared a state of emergency. Major disaster declared in Florida.

Aug. 28, 2008 - Sen. Barack Obama accepted the Democratic nomination for President of the United States

Aug. 28: Smithsonian is Marking March on Washington Anniversary With Film Dedicated to Pivotal Day in Black History ([Culture Type](#))

Here's Why August 28 Is Such An Important Date In Black History ([HuffPost](#))

Eat Outside Day - 8/31