

## Work Group Contact

Rachel Felver  
Director of Communications  
[rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)



## Stronger by sharing: Shared Messaging for December 2020

### Social media holidays

Date	Holiday
December 1	Giving Tuesday
December 3	National Disability Day
December 5	World Soil Day
December 11	International Mountain Day
December 17	National Maple Syrup Day
December 21	First day of winter
December 10 - 18	Hanukkah
December 14 - January 5	Audubon Christmas Bird Count
December 24-25	Christmas
December 26 - January 1	Kwanzaa
December 31	New Year's Eve

### Sample posts

#### First Day of Winter

- ([Bay 101: Waterfowl](#)) Happy first day of winter! As you try to stay warm, take a look outside and you might catch a glimpse of ducks and geese traveling to a nearby wetland. Waterfowl visit the Chesapeake Bay wetlands by the tens of thousands every winter. #FirstDayofWinter
- ([At the far reaches of our watershed, the National Park System shines](#)) It's easy to celebrate the first day of winter when your parks are as beautiful during the cold months as they are during the warm ones. #FindYourChesapeake
- ([Winter wildlife in the Chesapeake Bay watershed](#)) Celebrate the first day of winter by exploring your local trails and looking for some of the permanent residents and migratory species in the Chesapeake Bay region. #birding #wildlife

#### Holidays

- ([Decking the halls of history](#)) That pop of green in the snow is more than holiday decorations. Learn about the ecological and historical importance of the American Holly.
- ([Seven tips for a Bay-friendly holiday gift exchange](#)) Give a gift to the Chesapeake Bay this year with this guide to reducing the impact of your holiday present exchange. #holidaygiftguide #ecofriendlygifts
- ([Eternally Christmas at Poplar Island](#)) On Poplar Island, some Christmas trees get a second life as essential black duck cover and nesting habitat.

### Content to share

#### Giving Tuesday

Giving Tuesday ([givingtuesday.org](https://givingtuesday.org))

#### National Disability Day

All sensory trail makes for a more accessible park ([CBP](#))

## World Soil Day

The dirt on soil ([CBP](#))

Chesapeake Climate: Regenerative Farming ([CBP](#))

## International Mountain Day

From the air, Virginia's Piedmont transitions from mountains to metropolis ([CBP](#))

## National Maple Syrup Day

Sugar maples face a sticky situation ([CBP](#))

## First day of winter

Signs of the Chesapeake's glacial history ([CBP](#))

'Plugging up' a unique Delmarva bay ([CBP](#))

At the far reaches of our watershed, the National Park System shines ([CBP](#))

Winter wildlife in the Chesapeake Bay watershed ([CBP](#))

Ice displays in winter ([CBP](#))

## Hanukkah

### Audubon Christmas Bird Count

Join the Christmas Bird Count ([Audubon](#))

Begin Birding This Winter ([CBP](#))

## Christmas

Decking the Halls of History ([CBP](#))

Eternally Christmas at Poplar Island ([CBP](#))

## Kwanzaa

## New Year's Eve