

Stronger by Sharing: Shared messaging for December 2018

Winter Holidays

- Between Thanksgiving and New Year's Day, Americans send about one million additional tons of garbage to the landfill. Give a gift to the Chesapeake Bay this year with our guide to reducing the impact of your holiday gift exchange.
https://www.chesapeakebay.net/news/blog/seven_tips_for_a_bay_friendly_holiday_gift_exchange
- This year, make a New Year's resolution to be #BayFriendly.
https://www.chesapeakebay.net/news/blog/five_resolutions_for_a_healthy_bay
- Make your holidays a #ChesapeakeCelebration with these unique food traditions.
https://www.chesapeakebay.net/news/blog/6_food_traditions_from_across_the_chesapeake_bay
- From shopping bags and gift wrap to the train, plane and car trips that we take to visit family and friends, our carbon footprints get a little larger during the holidays. So when it comes to choosing a Christmas tree, why not do so with the environment in mind?
https://www.chesapeakebay.net/news/blog/greening_your_christmas_tree
- Every year, residents of Easton, Md., put their old Christmas trees, unaware of the fact that their discarded holiday greenery will #BeRecycled into shelter and nesting habitat for black ducks, snowy egrets, red-winged blackbirds and diamondback terrapins.
https://www.chesapeakebay.net/news/blog/building_a_home_for_birds_on_marylands_poplar_island
- Supporting content:
 - Upcoming: Bay Program blog on bioluminescent critters in the watershed
 - What else?
- Related hashtags:
 - #ChesapeakeCelebration

Cold Weather Activities

- As the days shorten, the last of the leaves fall and temperatures start to drop, we often find ourselves spending more time huddled indoors than discovering the landscape. But the Chesapeake region still has plenty to offer in the winter months—whether you decide to brave the outdoors or explore from the warmth of your own home.
https://www.chesapeakebay.net/news/blog/six_ways_to_enjoy_the_chesapeake_region_in_winter
- Don't let the cold weather stop you from experiencing the Bay! Check out our list of six indoor places where you can learn about the Bay and its rivers, wildlife and history.
https://www.chesapeakebay.net/news/blog/six_places_to_learn_about_the_chesapeake_bay_indoors
- Due to its location on the Atlantic Flyway, the Chesapeake Bay region is full of great places for birding. But if you want to be able to enjoy birds from the comfort of your home, there are many things you can do to make your home bird-friendly, even in winter.
https://www.chesapeakebay.net/news/blog/photo_of_the_week_in_winter_the_bay_can_be_paradise_for_both_bird_and_bird
- Looking for something to brighten up the winter landscape? These native plants look great any time of year. #WatershedWinter
https://www.chesapeakebay.net/news/blog/nine_native_chesapeake_bay_plants_that_look_beautiful_in_winter
- Supporting content:
 - https://www.chesapeakebay.net/news/blog/cold_weather_contradiction
 - https://www.chesapeakebay.net/news/blog/walking_through_a_snowy_woods
 - https://www.chesapeakebay.net/news/blog/photo_essay_winter_wildlife_in_the_chesapeake_bay_watershed
 - https://www.chesapeakebay.net/news/blog/showing_up_in_numbers
 - https://www.chesapeakebay.net/news/blog/the_northern_shovelers_spoonbill_sets_it_apart
 - https://www.chesapeakebay.net/news/blog/how_six_chesapeake_bay_critters_survive_the_winter
 - https://www.chesapeakebay.net/news/blog/six_chesapeake_bay_animals_best_seen_in_winter
 - https://www.chesapeakebay.net/news/blog/by_the_numbers_87
 - https://www.chesapeakebay.net/news/blog/cold_snap_transforms_the_chesapeake
 - https://www.chesapeakebay.net/news/blog/a_woman_and_her_woods
 - https://www.chesapeakebay.net/news/blog/six_great_spots_to_explore_the_outdoors_this_winter

- Christmas Backyard Bird Count
<https://www.audubon.org/conservation/science/christmas-bird-count>
- What else?
- Related hashtags: #OptOutside, #GetOutside, #WatershedWinter

Chesapeake Bay Program's 35th Anniversary

- Most people are unaware of one of the more unique functions of the Chesapeake Bay Program: we provide funding for on-the-ground restoration work across the watershed.
https://www.chesapeakebay.net/news/blog/championing_on_the_ground_restoration_work_over_the_years
- Fueled by science, driven by partnership: these values have guided the Bay Program for 35 years.
https://www.chesapeakebay.net/news/blog/science_and_partnership_make_for_a_better_bay
- Over our 35-year history, the Chesapeake Bay Program partnership has changed and grown to address our evolving understanding of the Bay's needs.
https://www.chesapeakebay.net/news/blog/it_takes_a_partnership_to_save_an_estuary
- Supporting content:
 - Bay Program History
https://www.chesapeakebay.net/who/bay_program_history
 - https://www.chesapeakebay.net/news/blog/celebrating_35_years_of_restoration
 - Videos about the partnership:
 - <https://vimeo.com/220288523>
 - <https://vimeo.com/224937718>
 - <https://vimeo.com/224937950>
 - <https://vimeo.com/224937849>
 - <https://vimeo.com/224938067>
 - <https://vimeo.com/224938164>
 - <https://vimeo.com/224938283>
 - What else?
- Related hashtags: #OneChesapeake, #partnership, #ThisIsProgress, #ThrowbackThursday or #FlashbackFriday

Other shared messaging opportunities:

December 5: Soil Day

December 11: International Mountain Day