



CBP Social Media

Overview of successful content



Twitter



Chesapeake Bay Program

@chesbayprogram



The Chesapeake Bay watershed stretches approximately 524 miles from Cooperstown, New York, to Norfolk, Virginia. It includes parts of six states—Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia—and the entire District of Columbia.

[#WatershedWednesday](#)



8:25 AM · Mar 24, 2021 · Hootsuite Inc.

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17 Retweets 3 Quote Tweets 50 Likes



Chesapeake Bay Program

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The Bay receives about half its water volume from the Atlantic Ocean in the form of saltwater. The other half (freshwater) drains into the Bay from the enormous 64,000-square-mile watershed. [#WatershedWednesday](#)
[#FunFact](#)



10:15 AM · Apr 14, 2021 · Hootsuite Inc.

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11 Retweets 1 Quote Tweet 29 Likes





Chesapeake Bay Program

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Happy Earth Day from our corner of the world, all 64,000 square miles of the beautiful Chesapeake Bay watershed! #EarthDay2021 🌍 #RestoreOurEarth



9:48 AM · Apr 22, 2021 · Twitter Web App

||| View Tweet activity

22 Retweets 8 Quote Tweets 67 Likes



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Happy #WorldWetlandsDay! Wetlands are some of the most diverse ecosystems on the planet. There are roughly 500,000 acres of wetlands in the Chesapeake Bay watershed.



by Will Parson



8:15 AM · Feb 2, 2021 · Hootsuite Inc.

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28 Retweets 1 Quote Tweet 78 Likes





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Happy #NationalBirdDay! What's your favorite bird in the Chesapeake watershed?

📷 Photos by Will Parson



8:10 AM · Jan 5, 2021 · Hootsuite Inc.

||| View Tweet activity

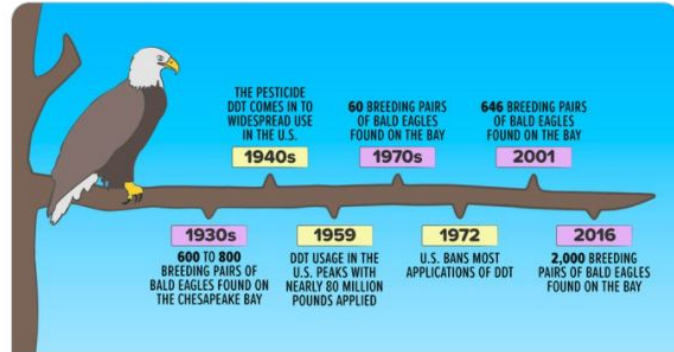
11 Retweets 2 Quote Tweets 35 Likes



Chesapeake Bay Program
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The Chesapeake Bay bald eagle population is the highest it has been in decades thanks to regulations on pesticide applications and active habitat management. #SaveTheEaglesDay



Bald Eagles | Chesapeake Bay Program

After widespread pesticide use devastated the region's bald eagle population, a ban on DDT and the active management of eagle habitat helped the region ...

🔗 chesapeakebay.net

8:25 AM · Jan 10, 2021 · Hootsuite Inc.

||| View Tweet activity

18 Retweets 4 Quote Tweets 52 Likes





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Forest buffers are critical to clean water: they prevent pollution from entering waterways and stabilize stream banks. They provide wildlife with food and habitat and shade streams to the benefit of sensitive aquatic species. [#NationalForestWeek](#)



Forest Buffers | Chesapeake Bay Program

Streamside trees and shrubs prevent pollution from entering waterways, stabilize stream banks, provide food and habitat to wildlife and keep ...

chesapeakebay.net

8:35 AM · Jul 18, 2021 · Hootsuite Inc.

View Tweet activity

18 Retweets 34 Likes



Chesapeake Bay Program
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Over 28 million baby oysters were "planted" in the Tred Avon River off Maryland's Eastern Shore last Wednesday—part of ongoing efforts to restore oyster reefs in Maryland and Virginia to meet Chesapeake Bay Program goals. 🍽️🍽️🍽️

📷 Photo by Ethan Weston/Chesapeake Bay Program



10:20 AM · Jul 8, 2021 · Hootsuite Inc.

||| View Tweet activity

20 Retweets 1 Quote Tweet 67 Likes



Chesapeake Bay Program
@chesbayprogram



Always recycle your oyster shells! Old shells can be used for new larvae before they are added back into local waterways. 🍽️



Millions of oysters being grown on Gwynn's Island for Chesapeake Bay res...
Oysters are being grown by the millions on Gwynn's Island. But they are not for farming, they are being used to restore the Chesapeake Bay.
wric.com

2:30 PM · Jul 18, 2021 · Hootsuite Inc.

||| View Tweet activity

11 Retweets 1 Quote Tweet 22 Likes



Chesapeake Bay Program @chesbayprogram · May 4



Happy #TriviaTuesday! What seasonal visitor to the Chesapeake Bay watershed lays this white and brown speckled egg?

The correct answer will be posted at 6 pm.



4



3



19



Chesapeake Bay Program @chesbayprogram · May 4



The eggs in our #TriviaTuesday post are osprey eggs! Widespread use of DDT in the mid-1900s caused osprey eggs to be so thin that they were crushed when parents tried to incubate the eggs. Osprey populations recovered after the ban of DDT in 1972.



Bay 101: Ospreys | Chesapeake Bay Program

How does studying this top predator help scientists understand the effects of toxics in the Bay ...

chesapeakebay.net



2



5





Chesapeake Bay Program

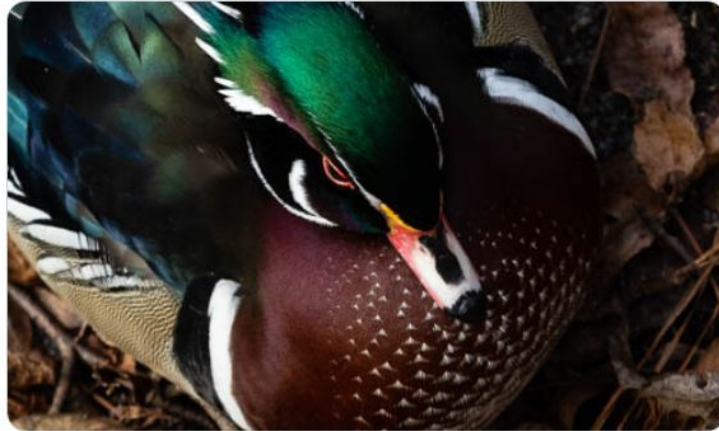
@chesbayprogram



Remember to look up if you want to see these beautiful ducks! Wood ducks are the only dabbling ducks in the Chesapeake region to nest in tree cavities.

[#FeatherFriday](#) [#FactFriday](#)

ow.ly/uzG650CMyhS



8:45 AM · Apr 9, 2021 · Hootsuite Inc.

View Tweet activity

9 Retweets 2 Quote Tweets 24 Likes





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Spotted lanternflies might look pretty but they can be a terror for the local ecosystem. 🏠 They cause extensive damage to native trees and are a threat to many local industries including orchards and vineyards.



Spotted Lanternfly | Chesapeake Bay Program

The spotted lanternfly is an invasive insect with distinctive spotted wings. It damages plants by feeding on the sap. (Photo courtesy mtsofan/flickr ...

chesapeakebay.net

2:40 PM · Jul 25, 2021 · Hootsuite Inc.

View Tweet activity

10 Retweets 3 Quote Tweets 9 Likes



Chesapeake Bay Program

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🔥 Skunk cabbage is coming in hot.... literally! This foul-smelling wetland plant can actually generate its own heat to melt overlying snow in early spring. 🔥



8:25 AM · Mar 9, 2021 · Hootsuite Inc.

||| View Tweet activity

8 Retweets 1 Quote Tweet 25 Likes



Chesapeake Bay Program

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This star can't be found on any trees but you can find it in the salty waters of the lower Chesapeake Bay. 🌲 ⭐



Common Sea Star | Chesapeake Bay Program

The common sea star is a spiny-skinned echinoderm with five pointed arms. It lives mainly on rocks, jetties and pilings in ...

chesapeakebay.net

10:02 AM · Dec 25, 2020 · Hootsuite Inc.

||| View Tweet activity

10 Retweets 23 Likes



Facebook



Chesapeake Bay Program

Published by Jake Solyst · July 6 at 4:00 PM · 🌐



Over 28 million baby oysters were "planted" in the Tred Avon River off Maryland's Eastern Shore last Wednesday—part of ongoing efforts to restore oyster reefs in Maryland and Virginia to meet Chesapeake Bay Program goals. 🍯🍯🍯

➔ <https://www.chesapeakeprogress.com/abundant-life/oysters>

(Photo by Ethan Weston/Chesapeake Bay Program)



1,951
People Reached

234
Engagements

↑ +2.3x Higher
Distribution Score

Boost Post

143

3 Comments 15 Shares



Chesapeake Bay Program

Published by Jake Solyst · July 14 at 4:00 PM · 🌐



You bet there are sharks in the Bay! As the water warms, these fish make their way into the estuary. [#SharkAwarenessDay](#)



CHESAPEAKEBAY.NET

Are there sharks in the Chesapeake Bay? | Chesapeake Bay Program

75,463

People Reached

8,928

Engagements

↑ +88.9x Higher

Distribution Score

Boost Post

👍 😮 589

91 Comments 435 Shares



Chesapeake Bay Program

Published by Jake Solyst · May 27 ·



Mainly living in woodlands, box turtles can be found in meadows or grasslands during wet seasons. They can live to be over 100 years, though disease, predators and disturbance often limit their lifespan. If you find one crossing a road, make sure to move it out of danger in the direction it was already traveling.

(Photo by Will Parson/Chesapeake Bay Program)



3,887

People Reached

399

Engagements

↑ +4.8x Higher

Distribution Score

Boost Post



191

6 Comments 57 Shares



Chesapeake Bay Program

Published by Jake Solyst · July 6 at 8:40 AM · 🌐



Cousin to the tropical passionfruit, the passionflower or "maypop" to some is an extraordinary flower that's native to the Chesapeake.



CHESAPEAKEBAY.NET

Growing a passion for an unusual native species | Chesapeake Bay Program

[Learn More](#)

12,276

People Reached

1,373

Engagements

↑ +11.9x Higher

Distribution Score

[Boost Again](#)

Boosted on July 6 at 2:48 PM

Completed

By Jake Solyst

People Reached

2.5K

Post Engagements

400

[View Results](#)

577

31 Comments 100 Shares



Chesapeake Bay Program

Published by Jake Solyst · May 3 · 🌐



From bugeyes to skipjacks to deadrisers, these 11 iconic boats all have a story to tell about the Chesapeake Bay.



CHESAPEAKEBAY.NET

Boats of the Chesapeake Bay | Chesapeake Bay Program

These iconic vessels trace the history of the nation's largest estu...

6,163

People Reached

797

Engagements

↑ +2.4x Higher

Distribution Score

Boost Again

Boosted on May 4

Completed

By Rachel Felver

People Reached

4K

Post Engagements

517

View Results



327

11 Comments 67 Shares



Chesapeake Bay Program

Published by Jake Solyst · June 24 ·



While we sleep, moths spend the night pollinating plants and flowers that other insects overlook. They navigate by the light of the moon. 🌻🌺🌸 #NationalPollinatorWeek



CHESAPEAKEBAY.NET

Moths pick up the night shift | Chesapeake Bay Program

The fascinating features and critical role of these nocturnal insect...

9,131

People Reached

1,709

Engagements

↑ +10.9x Higher

Distribution Score

Boost Post



224

6 Comments 207 Shares



Chesapeake Bay Program

Published by Jake Solyst · Yesterday at 9:00 AM · 🌐



Million dollar questions here. What do you prefer, blue crabs or oysters? 🦀🦪



1,432
People Reached

191
Engagements

↑ +1.9x Higher
Distribution Score

[Boost Post](#)

34

42 Comments 3 Shares



Chesapeake Bay Program

Published by Jake Solyst · July 14 at 8:30 AM



Happy [#SharkAwarenessDay!](#) 🦈 There are at least 12 species of sharks found in the Bay, and 5 of them are regular visitors. The lower Bay's role as a nursery area for sandbar sharks makes it the most abundant large shark population on the Atlantic coast. But populations of other shark species are limited in this area, so unprovoked attacks are incredibly rare.

5 SHARK SPECIES ARE COMMON VISITORS TO THE CHESAPEAKE BAY

Sandbar shark | Bull Shark | Spiny Dogfish
Smooth dogfish | Sand tiger shark



3,666
People Reached

266
Engagements

↑ +4.0x Higher
Distribution Score

Boost Post

👍🤔 61

3 Comments 52 Shares