



Social Media Toolkit for Centennial Partners

Join us on social media to Stand for the Redwoods! 2018 is the 100th anniversary of the founding of Save the Redwoods League, and the celebration of 100 years of protecting and stewarding the iconic redwoods. This social media toolkit is for organizations who also care about the awe-inspiring redwoods.

Contact info: Annie Burke, aburke@SaveTheRedwoods.org, 510-333-7367

Begin using this toolkit on September 24, 2018 after 8:00am PST.

HASHTAG

#Stand4Redwoods

HASHTAG PARTIES

On these dates and times, we will cover the internet with redwoods and #Stand4Redwoods. Post, email, blog, retweet, repost, and do all we can to get #stand4redwoods trending.

- Wednesday, October 3 between 9am-10am PST
- Sunday, October 7 between 3pm-4pm PST
- Saturday, October 13 between 1pm-2pm PST

Save the Redwoods will be actively encouraging as many people as possible to use the hashtag and celebrate redwoods. Join us!

VIDEOS and IMAGES

[Click here for images and videos](#) you can download and use in your digital communications.

FACEBOOK POSTS:

- What could be better than redwoods & music? Enjoying it for FREE! We'll be celebrating the 100th anniversary of @SaveTheRedwoodsLeague and the 50th anniversary of @RedwoodNPS at a FREE festival in Orick, CA. Mark your calendar for Sunday, Oct. 7 and learn more at RedwoodsFestival.org. #Stand4Redwoods We hope to see you there!
- What could be better than redwoods & music? Enjoying it for FREE! In honor of 100 years of protecting redwoods, our friends @SaveTheRedwoodsLeague are hosting a FREE festival in San Francisco. Mark your calendar for Sunday, Oct. 14 and learn more at RedwoodsFestival.org. #Stand4Redwoods We hope to see you there!
- Congratulations to @SaveTheRedwoodsLeague on celebrating 100 years of protecting redwoods forests! Join the festivities at StandForTheRedwoods.org #Stand4Redwoods
- Our friends at @SaveTheRedwoodsLeague are throwing a week-long party to celebrate 100 years of protecting redwood forests. Join the celebration and learn more about all the free and fun events at SaveTheRedwoods.org/Celebrate! #Stand4Redwoods

- **[I/We] #Stand4Redwoods because...** [Please create a text, photo or video post to share why redwoods are so special to your organization! You can [download and print our Stand for the Redwoods sign](#) to use in your photos and videos (great to use during events!). Make sure you to include #Stand4Redwoods in your post so we can see your post and share it.]
- We are proud to be a Centennial Partner and Stand for the Redwoods with @SaveTheRedwoodsLeague, celebrating 100 years of redwood forest protection. What makes redwoods special to you? Use #Stand4Redwoods to share your answer.
- 100 Parks for 100 Years! For Free! @SaveTheRedwoodsLeague & 25 agencies are offering passes to 100+ redwood parks on 10/13 to celebrate the League's Centennial. Learn more and get your pass today: [FreeRedwoodsDays.org](#) #FreeRedwoodsDays #Stand4Redwoods

TWITTER POSTS

- Mark your calendars for Sunday, Oct. 7 – we'll be celebrating @savetheredwoods & @RedwoodNPS at a free festival in Orick, CA. Learn more: [RedwoodsFestival.org](#) #Stand4Redwoods
- Mark your calendars for Sunday, Oct. 14 – @savetheredwoods is hosting a FREE festival in San Francisco hosted & we'll be there! Learn more: [RedwoodsFestival.org](#) #Stand4Redwoods
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- Congrats @SaveTheRedwoods on celebrating 100 years of protecting redwoods forests! Join the party at [StandForTheRedwoods.org](#) #Stand4Redwoods
- Cheers to 100 years of protecting redwoods! Celebrate with @SaveTheRedwoods this October. [StandForTheRedwoods.org](#) #Stand4Redwoods
- **[I/We] #Stand4Redwoods because...** [Please create a text, photo or video post to share why redwoods are so special to your organization! You can [download and print our Stand for the Redwoods sign](#) to use in your photos and videos (great to use during events!). Make sure you to include #Stand4Redwoods in your post so we can see your post and share it.]
- We are proud to be a Centennial Partner and #Stand4Redwoods with @SaveTheRedwoods, celebrating 100 years of redwood forest protection.
- What makes redwoods special to you? Use #Stand4Redwoods to share your answer.
- Did you know @SaveTheRedwoods started in 1918 with donations of \$100? Discover more fun facts at [StandForTheRedwoods.org](#) #Stand4Redwoods

INSTAGRAM POSTS

- Mark your calendars for Sunday, Oct. 7 – we'll be celebrating @savetheredwoods & @RedwoodNPS at a free festival in Orick, CA. Learn more: [RedwoodsFestival.org](#) #Stand4Redwoods
- Mark your calendars for Sunday, Oct. 14 – @savetheredwoods is hosting a FREE festival in San Francisco hosted & we'll be there! Learn more: [RedwoodsFestival.org](#) #Stand4Redwoods

- 100 parks for 100 years! For Free! @SavetheRedwoods + 25 agencies offer passes for free on 10/13. Get your pass & see the tall trees! FreeRedwoodsDays.org #Stand4Redwoods
- [\[Suggested Image\]](#)
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- Our friends at @SaveTheRedwoods are throwing a week-long celebration to mark 100 years of protecting redwoods. Learn more about all the free and fun festivities at SaveTheRedwoods.org/Celebrate!
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- [\[Suggested image\]](#)
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SOCIAL MEDIA ACCOUNTS:

Facebook - <https://www.facebook.com/SaveTheRedwoodsLeague>

Twitter - <https://twitter.com/savetheredwoods>

Instagram - <https://www.instagram.com/savetheredwoods/>

Additional accounts: <https://www.savetheredwoods.org/get-involved/join-our-communities/>

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Thank you!

100 YEARS IS JUST THE BEGINNING

