

Pollinators for Texas



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Pollinators for Texas Initiative

MEDIA AND SOCIAL MEDIA GUIDELINES FOR POLLINATOR PROJECTS

The Pollinators for Texas initiative is a wonderful opportunity for Texas Master Naturalist (TMN) chapters to increase awareness and support for native pollinators through habitat creation, community engagement, and educational outreach. The following media and social media guidelines have been developed to ensure your project receives proper visibility and contributes to the statewide goal of promoting pollinator conservation.

Media Guidelines

Projects funded under the Pollinators for Texas initiative must incorporate visibility and public acknowledgment strategies. This includes effectively using local media and digital channels to promote the project, inform the public about pollinator conservation, and engage community support. Please refer to the required social posts below.

All project winners *must* create and share *at least two posts*: one acknowledging the financial award and another to wrap up the chapter’s Pollinators for Texas initiative at the end of the funding cycle. These posts must be made on all public platforms the chapter has (Instagram, Facebook, Chapter Website, etc.) These posts will also be shared periodically on the Texas Master Naturalist socials and website. All project winners are encouraged to share a press release about receiving the award. Guidelines for the social posts and press releases are discussed in detail below.

SOCIAL MEDIA PLAN

To assist chapters with the required social plan to help generate awareness about the project, editable Canva templates are provided in the links below. Additionally, captions for the two required posts are provided. All posts must be made on all public chapter accounts (Facebook, Instagram, etc.). If your chapter does not have a public social media account, these required posts may be added to the chapter website instead. Keep in mind the “Social Media Do’s and Don’ts” below as you create social media posts. **If you have trouble accessing or editing any of the templates, email us at

TMNPollinatorsforTexas@ag.tamu.edu**

- **Required - Receiving Award:** Acknowledge the award and its partners (H-E-B and Texas Master Naturalist State Program) through all chapter social media outlets.
 - For receiving the award, use the following [template](#).
 - Use this standard caption for the announcement post:
 - We are excited to announce our participation in the Pollinators for Texas initiative! Our chapter project was selected to receive financial support to enhance native pollinator conservation in our area! Our project, [project name], aims to [describe project impact/goal], making a lasting impact on pollinator conservation. A big thank you to H-E-B for their generous support in this initiative and collaboration with the Texas Master Naturalist Program. Together, we're working to safeguard and enhance native pollinator populations across Texas! For more information about Pollinators for Texas visit the website at <https://txmn.tamu.edu/pollinators-for-texas/> #PollinatorsForTexas #TexasMasterNaturalist #OurTexasOurFuture.
 - Tag the Texas Master Naturalist Program and H-E-B in both the text and photo.
- **Optional - Project Progression:** As your project progresses, it is encouraged to update media coverage to show progress.
 - If this project is pre-existing, consider sharing the early development of the project if possible.
 - Include the Pollinators for Texas logo on social posts.
 - Include the project partners, H-E-B and TMN, logos in all posts.
 - Include the project hashtags of #PollinatorsForTexas, #TexasMasterNaturalist, and #OurTexasOurFuture must be included in the caption of any social media posts. They do not need to be included in any website posts.
- **Required - Project Conclusion:** Projects must be completed by the date listed in your award notification letter, and there should be media coverage to display the achievements of the project.
 - For the project conclusion, use the following [template](#).
 - Use this standard caption for the conclusion post:
 - “Our Pollinators for Texas project is complete, and we couldn't be more proud of the impact we've made! With the generous support from H-E-B and in collaboration with the Texas Master Naturalist Program, we've been able to [briefly describe the outcome of the project, e.g., create pollinator habitats, plant native species, host educational events, etc.]. This project has resulted in [Include important metrics, e.g., pollinator plants planted, people reached, volunteer hours, etc.]
This project wouldn't have been possible without the incredible funding and resources provided, and we are so grateful for the opportunity to contribute to native pollinator conservation in our community.

A huge thank you to H-E-B and the Texas Master Naturalist Program for your unwavering support. Together, we are making a lasting difference for native pollinators!

For more information about Pollinators for Texas visit the website at <https://txmn.tamu.edu/pollinators-for-texas/>.”

- Tag the Texas Master Naturalist Program and H-E-B in both the text and photo.
- The project hashtags of #PollinatorsForTexas, #TexasMasterNaturalist, and #OurTexasOurFuture must be included in the caption.
- **Optional - YouTube:** Videos are not mandatory; however, if your chapter would like to upload project-related videos, you must include the paragraph below in the caption of all videos relating to the project.
 - The [project name] is funded by the Pollinators for Texas initiative. Pollinators for Texas is a collaborative effort between H-E-B and the Texas Master Naturalist Program to provide Master Naturalist chapters with funding to support native pollinators and their habitats. Together, we’re working to safeguard and enhance native pollinator populations across Texas! For more information about Pollinators for Texas visit the website at <https://txmn.tamu.edu/pollinators-for-texas/>.

SOCIAL MEDIA DO’s & DON’TS

Do:

- Use the provided templates and captions above for the two required social posts
- Tag the Texas Master Naturalist Program in both the text and photo in all posts relating to the awarded project.
- Tag H-E-B in both the text and photo in all posts relating to the awarded project.
- The project hashtags of #PollinatorsForTexas, #TexasMasterNaturalist, and #OurTexasOurFuture must be included in the text of all posts relating to the awarded project.
- Use the [Pollinators for Texas logo and partner logos](#) in all social posts related to the awarded project.

Don't:

- We kindly remind you that H-E-B and the TMN program are politically neutral and do not share or take a stance on legislative topics or issues. You and your chapter may not promote or associate the H-E-B and TMN brands with political, policy, or controversial topics and issues.
- Do not use the H-E-B logos or TMN logos without prior review and approval from the Texas Master Naturalist Program. Do not alter the H-E-B or TMN logos in any manner. Email TMNPollinatorsforTexas@ag.tamu.edu to receive approval.
- Do not use Pollinators for Texas branding/templates/resources for other projects; you are only permitted to use these resources and promote the project on awarded chapter projects. Email TMNPollinatorsforTexas@ag.tamu.edu to receive approval.
- Do not publicize the dollar amount your chapter project received.

- ***Please note that we reserve the right to require that inaccurate or misleading content be deleted or modified.***

IMPORTANT EVENT METRICS TO CAPTURE

Please capture some of the following metrics from your project as they apply and regularly use these in project progression posts and the conclusion post. Additionally, these metrics are required for the mid-year and final report, so be sure your chapter is documenting this information.

- Total number of volunteers
- Total hours volunteered
- Total native plants planted
- Project location
- People reached
- Additional metrics as they relate to your project

ADDITIONAL TIPS FOR SOCIAL MEDIA

- **Consistency:** Post regularly and maintain a steady flow of content that is both informative and engaging.
- **Visuals:** Use high-quality photos, infographics, and videos to capture the attention of your audience.
- **Storytelling:** Share personal stories from volunteers and community members about why they are passionate about pollinator conservation. Use their experiences to inspire others.
- **Hashtags:** Use relevant hashtags (in addition to the required ones above) to make your posts discoverable to a wider audience interested in pollinators, conservation, and Texas-specific environmental projects.
- **Engage:** Interact with your followers. Respond to questions, comments, and post shares.

LOGOS

Pollinators for Texas



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If you require the logos in an alternative format, email your request to TMNPollinatorsforTexas@ag.tamu.edu.

PRESS RELEASE

At the start of the project, we encourage chapters to promote it through a press release that can be sent to local newspapers or newsletters. This is not mandatory, as we understand there may be some challenges in accomplishing this. However, to aid you in this endeavor we have provided a ready-made press release template. You can access the template using the link below and fill in your chapter's project information.

- Use the [template](#) to write the press release by filling in your chapter's information. Please make a copy of the template to make edits, of your own.
 - The press release/media launch should cover:
 - The goal and purpose of the project.
 - A description of the location, scale, and timeline.
 - The impact on local pollinator populations.
 - Any partners or collaborators involved (including the H-E-B and TMN State Program partnership).
 - How the community can participate or where the community will see the impact.
 - Remember that press releases in local newspapers are typically short. When filling out the press release, make sure to keep your descriptions as succinct as possible.

NEWSLETTERS

When sharing about your Pollinators for Texas project in chapter newsletters, follow the media language guide included below. Add the Pollinators for Texas logo and/or sponsor logos when applicable. Newsletter articles can announce the award, showcase progress made on the project, the conclusion of the project, etc. If you have a long-form article in a newsletter about your project, we recommend sharing the link on any public social media accounts.

PARTNERSHIP PAGES AND MEDIA

If you are collaborating with another organization on your Pollinators for Texas project, request a preview copy of their social post, press release, newsletter article, etc. To ensure it follows these media guidelines.

MEDIA LANGUAGE & PROGRAM DESCRIPTION

When speaking to the press or posting media coverage, please use the following program descriptors to discuss *Pollinators for Texas* initiative.

- **What is Pollinators for Texas?**
The Pollinators for Texas initiative is a collaborative effort with H-E-B and the Texas Master Naturalist Program focused on enhancing native pollinator conservation

across the state by promoting awareness, conservation efforts, and creating sustainable environments for vital species like bees, butterflies, and other pollinators. The initiative aims to engage communities in supporting pollinator-friendly practices through the funding of chapter-led educational programs, habitat restoration, and partnerships with local organizations.

- **How do we refer to funding?**

You may express H-E-B provided the Texas Master Naturalist Program with a \$80,000 donation that is allocated to chapter pollinator projects across Texas, do not use the specific dollar amount received by your chapter.

- **Why Pollinators?**

Pollination is a critical ecosystem service that helps to maintain the ecological integrity of native plant communities. Native pollinators—bees, butterflies, moths, bats, birds, and more—play a critical role in sustaining ecosystems and provide essential services to American agriculture ([estimated at as much as \\$9 billion annually](#)). Interest in the conservation of native pollinators has grown rapidly over the last few years as several species have experienced dramatic population declines.

PROJECT PHOTOGRAPHY DISCLAIMER

****Awarded Project Photography Disclaimer:** By submitting photos or videos to the Texas Master Naturalist Program or posting them online on a public website or social media account, you grant permission for the TMN Program and H-E-B to use these materials for promotional and educational purposes.

PHOTOGRAPHY SHOT LIST

Please take a variety of photos, both portrait and landscape, of volunteers working on the project and the project/project area. The included shot list are examples of what chapters may provide; however, we encourage our chapters to be creative and capture content that is best fit for their projects. Suggestions for shots include:

- **Before and After:** If applicable, take before, during, and after shots of the project locations that are being worked on. This shows the progression of the project.
- **Group Photos:** Take photos of chapter members, partners, and volunteers posing with/working on the project. Encourage members to wear TMN logo gear (shirts, hat, nametags, etc.) in photos.
- **Action Photos:** Take fun, candid photos of project participants and volunteers in action.
- **Native Pollinators:** If applicable, take photos of pollinators interacting in gardens, with plants, etc.
- **Native plants/Gardens:** If applicable, take photos of native plants used in gardens that have been planted during the chapter's project.

VIDEO SHOT LIST

Please take a variety of videos, both long (portrait) and wide (landscape) of volunteers working on the project, and the project/project area. The included shot list are examples of what chapters may provide; however, we encourage our chapters to be creative and capture content that is best fit for their projects. It is important to think about the intended use of the videos you will be taking - landscape is best for producing videos and YouTube, while portrait videos may be better for some social media platforms. Suggestions for shots may include:

- **Before and After:** If applicable, take before, during, and after videos of the project locations that are being worked on. This shows the progression of the project.
- **Community Engagement:** Record footage of volunteers and partners working on the project, highlighting the community-building aspect of the project (at least 5-10 seconds per shot).
- **Native Pollinators:** Record footage of native pollinators interacting with gardens (at least 5-10 seconds per shot).
- **Educational Outreach:** If the project is educational-based, record educational initiatives, presentations, workshops, etc. (at least 5-10 seconds per shot).

FINAL NOTE

By following these guidelines, you will ensure that your project not only achieves its conservation goals but also garners the community support and visibility it needs to be a success. The Pollinators for Texas initiative is a great opportunity to amplify your work and share the importance of protecting native pollinators with the public. Be sure to use media outlets and social media as tools for education, outreach, and long-term impact. Good luck and thank you for your commitment to pollinator conservation in Texas!

Project Contact

If you have any questions or concerns, please reach out by emailing TMNPollinatorsforTexas@ag.tamu.edu