

## **FOCA Aquatic Invasive Species Monitoring Program, 2015 Social Media Communications Plan**

Goal: to reinforce the messaging of the FOCA AIS Monitoring Program, and deliver links to the Program website and the EDDMapS online reporting software

Timeline: March – August 2015

Recommended Social Media Platform: Facebook

- posts will be made from the FOCA page: <https://www.facebook.com/foca.on.ca>
- sample posts will be made available to program participants as part of program delivery

Projected reach: 400+ followers of FOCA Facebook page, plus sharing on members' Association Facebook pages and AIS volunteers' personal Facebook pages

Suggested Post Frequency: weekly

Suggested Facebook Posts:

- see next page for samples
- wherever possible, posts should include an image and a link to the AIS Program webpage: <http://foca.on.ca/invasive-species/>

## **FOCA Aquatic Invasive Species Monitoring Program, 2015 Social Media Posts**

AIS Monitoring Program volunteers and participating Associations are encouraged to use social media to share program messages and spread the word about invasives!

The following sample Facebook posts may be copied or modified for other social media platforms. Please include a link to the program webpage wherever possible: <http://foca.on.ca/invasive-species/>. Versions of these posts will also be distributed via the FOCA Facebook page, <https://www.facebook.com/foca.on.ca>, over the coming months. Connect with FOCA on Facebook and “like,” “share,” and “comment” on posts by FOCA and other AIS program participants, to extend the spread of these messages.

### **Sample Facebook Posts:**

What's lurking in our waters? Find out about aquatic invasive species in Ontario, and what you can do to help prevent their spread: <http://foca.on.ca/invasive-species/>

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Boaters have an important role in preventing the spread of aquatic invasive species in Ontario. Don't transport invasive species from one waterbody to another. Drain water from the motor, livewell, bilge and transom wells immediately after leaving the water. Wash and dry your boat, trailer and related equipment. Empty bait buckets on land. Get tips here: <http://foca.on.ca/invasive-species/> [or link directly to the Boater factsheet]

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Don't dump aquarium contents into Ontario waterways! Some aquarium species can become invasive populations that rapidly out-compete essential native species. Once introduced to an area, invasive species are extremely hard to eradicate. Be part of the solution! Become a volunteer in the FOCA Aquatic Invasive Species Monitoring Program: <http://foca.on.ca/invasive-species/>

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Learn to identify aquatic invasive plants and help protect Ontario's waters! Would you recognize water soldier, fanwort or Eurasian Water-Milfoil if you saw it? Get more information from FOCA here: <http://foca.on.ca/invasive-species/>

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Which of the following is an invasive species threatening Ontario's waterways? Round goby, Asian carp, zebra mussels, spiny water flea. Answer: all of them! Learn to identify aquatic invasive species and volunteer with the FOCA program this summer: <http://foca.on.ca/invasive-species/>

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Here's an important tip from FOCA: don't release live bait into the water! And don't move bait from one waterbody to another. You could be responsible for the spread of invasive species in Ontario. Learn more about how to prevent invasive species and how to report sightings: <http://foca.on.ca/invasive-species/>

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[add image here?]

Pictured: European water chestnut, an invasive aquatic plant that has been spotted in parts of Ontario. If you suspect you may have this plant in your lake or river, learn how to identify it, and how to make a report as part of the FOCA Aquatic Invasive Species Monitoring Program: <http://foca.on.ca/invasive-species/>

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Boating this weekend? Get important tips from FOCA about how to prevent spreading invasive species in Ontario waterways, here: <http://foca.on.ca/invasive-species/>  
**[or link directly to the Boater factsheet]**

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If you cottage in Ontario, we need your help to prevent the spread invasive species and identify possible sightings! FOCA has tips for waterfront property owners, boaters and outdoor enthusiasts: <http://foca.on.ca/invasive-species/>

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As a cottage owner, one of the best ways to help prevent the spread of invasive species is to maintain a naturalized shoreline on your property, to encourage habitat and reduce shoreline erosion. Resist gardening or planting ornamental plants that are aggressive or invasive on your property. FOCA encourages you to find out more about what to grow from the "Grow me instead" guide: <http://www.ontarioinvasiveplants.ca/index.php/gardenersandhorticulturalists>.