

LET LOUISIANA SHINE SOCIAL MEDIA MESSAGING GUIDE

The *Let Louisiana Shine* social media messaging guide provides a recommended content calendar outlining evergreen (always relevant) dates and occasions each month of the year when #LetLouisianaShine messages would be most relevant to post/share. Note that all of the recommendations included are specific to social media. However, communication via email, newsletter inclusion or other communication platforms would also be appropriate and is encouraged.

Throughout this messaging guide, we’ve included screenshots of social media images, carousels, and stories that are all free to use and available for download on the *Let Louisiana Shine* Marketing Tool Kit page: <https://LetLouisianaShine.org/Marketing-Toolkit>

Recommended (evergreen) and suggested (seasonally-specific) messages have also been provided throughout. As you use the posts and messages provided, we simply ask that you tag @KeepLouisianaBeautiful and add the hashtag #LetLouisianaShine whenever you are posting an anti-litter message for the static and carousel social media posts. And, for the stories, please click the sticker tool add URL that leads to LetLouisianaShine.org.

JANUARY

- **January 3, Drinking Straw Day**

- **Suggestion 1:** Consider posting the last image of the #LetLouisianaShine “Top Littered Items on Our Roadways” social media carousel, along with the following message.



7.2% of the litter on Louisiana’s roadways is plastic fast food items, like plastic straws 🥤 On this #DrinkingStrawDay, consider how we can all do our part to stop littering 🗑️ in our Sportsman’s Paradise. #LetLouisianaShine @KeepLouisianaBeautiful

- **Suggestion 2:** Use this day to spread awareness about how harmful plastic straws are to the environment and encourage switching to more eco-friendly materials like paper or metallic straws. Use the hashtags #DrinkingStrawDay #KeepLouisianaBeautiful #LetLouisianaShine and tag @KeepLouisianaBeautiful

- **Third Monday of January, MLK Day of Service** - Encourage others to recognize and participate in MLK Day by committing to volunteering to improve their community.

- **Suggestion:** Consider using the #LetLouisianaShine “Let’s Keep Our Neighborhoods Clean” social media image with the recommended post message provided. Or, change it up to directly reference MLK Day of Service.



Grab a friend or family member and lend a helping hand. Check out litter cleanup supplies 🧤 from your local library 📖. Together, we can clean up and improve our communities.

<https://keeploouisianabeautiful.org/library-clean-up-kit-program/>
#LetLouisianaShine @KeepLouisianaBeautiful

- **Third Friday of January, Louisiana Arbor Day**

- **Suggestion:** Use this day to encourage people to plant trees in their community.
 - 📖 Studies show that a beautiful, well-maintained community has less litter. On this #LouisianaArborDay, plant trees, not litter #LetLouisianaShine
 - Today we’re celebrating #LouisianaArborDay by planting trees 🌳 Every tree that’s planted is a gift of life, helping to provide shade, clean air, and a green habitat for wildlife #LetLouisianaShine @KeepLouisianaBeautiful

- **January 19, Tenderness Toward Existence Day**

- **Suggestion:** Promote checking out “Harry the Snakebird” by Wendy Carbo.
 - Small actions make a difference! On this #TendernessTowardsExistenceDay, young readers and their parents should check out the children’s book “Harry the Snakebird” by Louisiana author, Wendy Carbo 📖🐦 This special book teaches the importance of protecting our wildlife from litter. <https://www.harrythesnakebird.com/> #LetLouisianaShine @KeepLouisianaBeautiful

- **January 26, International Environmental Education Day**

- **Suggestion 1:** Promote the availability of the environmental education curriculum, Rocksey’s Toolbox, available from Keep Louisiana Beautiful, which can be downloaded here: <https://keeploouisianabeautiful.org/programs-events/environmental-education/>
- **Suggestion 2:** Encourage environmental education by posting the #LetLouisianaShine “Let’s Learn About Litter” social media image along with the following message.



🏠 Education is the key to breaking the cycle of litter and neglect. On this #InternationalEnvironmentalEducationDay, read a book 📖 about litter and environmental stewardship. For recommendations visit: <https://keeploouisianabeautiful.org/readwithrocksey/> #LetLouisianaShine @KeepLouisianaBeautiful

FEBRUARY

- **Carnival Season** - As Mardi Gras approaches and parades begin to roll, consider posting about how our state's litter problem affects tourism.
 - **Suggestion:** Post the #LetLouisianaShine "First Impressions Count" social media image along with the following message.



💜💚💛 This #CarnivalSeason, bring two bags to the parade route. One for catching your throws and another for responsibly disposing of your trash. Let's make cleanliness a priority and set a positive example for everyone around us. @KeepLouisianaBeautiful

- **February 2, World Wetlands Day**

- **Suggestion 1:** Post the #LetLouisianaShine "Don't Leave Behind Fishing Line & Hooks," "Litter Hurts Wildlife" or "Litter Pollutes Our Waterways" social media image with the recommended post message provided.



✔ Always bag your trash, including fishing line and hooks 🎣 Litter hurts wildlife 🐟 and pollutes our waterways 🌊 #LetLouisianaShine @KeepLouisianaBeautiful



Don't leave trash behind 🚫 Pick up litter when you see it 👁️ #LetLouisianaShine @KeepLouisianaBeautiful



Did you know that 80% of marine litter comes from land-based sources? Do your part to protect our wetlands and wildlife from litter. #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **Suggestion 2:** Use one of the social media images shown on the previous page with a more wetlands-focused message, such as:
 - On this #WorldWetlandsDay, let's all focus on what we can do to #LetLouisianaShine. #StopLittering @KeepLouisianaBeautiful

- **February 23, National Skip the Straw Day**

- **Suggestion 1:** Consider posting the last image of the #LetLouisianaShine "Top Littered Items On Our Roadways" social media carousel along with the following message.



7.2% of the litter on Louisiana's roadways is plastic fast food items, like plastic straws 🥤 On this #SkipTheStrawDay, we're encouraging everyone to "tip the glass" instead 🍺 #LetLouisianaShine @KeepLouisianaBeautiful

- **Suggestion 2:** Use this day to spread awareness about how harmful plastic straws are to the environment and encourage switching to more eco-friendly materials like paper or metallic straws. Use the hashtags #SkipTheStrawDay @KeepLouisianaBeautiful

- **February 26, National Set A Good Example Day**

- **Suggestion:** Use this day to encourage anti-litter behaviors like the 10 tips found on the *Let Louisiana Shine* webpage (<https://keeplouisianabeautiful.org/let-louisiana-shine/>). Use the hashtags #NationalSetAGoodExampleDay #LetLouisianaShine.

MARCH

- **March 3, World Wildlife Day**

- **Suggestion:** Post the #LetLouisianaShine "Litter Hurts Wildlife" social media image along with the following message.



Louisiana is home to more than 3,500 diverse species of plants 🌿 and animals 🐾 On this #WorldWildlifeDay, help keep their home clean by not leaving trash 🚫 behind and picking up litter when you see it. #LetLouisianaShine @KeepLouisianaBeautiful

- **March 18, Global Recycling Day**

- **Suggestion 1:** Consider posting the third image of the #LetLouisianaShine “Top Littered Items On Our Roadways” social media carousel along with the following message.



Did you know plastic beverage containers account for a considerable amount of the litter on Louisiana’s roadways? On this #GlobalRecyclingDay, find out 👁️ where you can recycle ♻️ plastic beverage containers and other recyclable materials near you by visiting earth911.com. #LetLouisianaShine @KeepLouisianaBeautiful

- **Suggestion 2:** Educate others about recycling and its benefits. Visit <https://keeplouisianabeautiful.org/tools-resources/recycling/> for information and resources.

- **March 20, First Day of Spring**

- **Suggestion 1:** As Spring is a time for beautification and renewal, consider posting the #LetLouisianaShine “When You See Litter Pick It Up” or “Stop Littering & Let Louisiana Shine” social media image with the recommended post message provided. Or, change it up to include a Spring-related message.



Pick up litter and throw it away in a receptacle 🗑️
#LetLouisianaShine



Let’s keep litter out of Louisiana 🚫 Do your part to keep our state clean and beautiful 🌳 ✨ #LetLouisianaShine
@KeepLouisianaBeautiful

- **Suggestion 2:** Post the #LetLouisianaShine “Stop Littering & Let Louisiana Shine” social story. Tag @KeepLouisianaBeautiful.



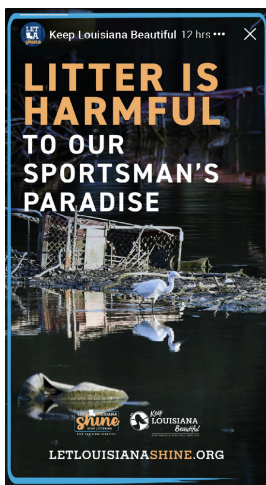
- **March 22, World Water Day**

- **Suggestion 1:** Post the second image of the #LetLouisianaShine “Protect Our Sportsman’s Paradise” social media carousel along with the following message.



👉 Keep our waterways clean. Bag your trash, including hooks and lines. 🐟 #LetLouisianaShine #WorldWaterDay

- **Suggestion 2:** Post the #LetLouisianaShine “Litter is Harmful to Our Sportsman’s Paradise” social story. Tag @KeepLouisianaBeautiful.



APRIL

- **The month of April, Love the Boot Week (typically the last full week of April)**
 - **Suggestion 1:** Throughout April, encourage participation in your organization's Love the Boot Week event(s) (if public).
 - **Suggestion 2:** Throughout April, encourage participation in any of the beautification and litter cleanup events occurring as part of the Love the Boot Week initiative. Interested volunteers can search for events on the Love the Boot website: LoveTheBoot.org
 - **April 22, Earth Day**
 - **Suggestion 1:** Continue to promote Louisiana's Earth Day-inspired cleanup and beautification initiative, Love the Boot Week.
 - **Suggestion 2:** Post an Earth Day-specific message, like one of the following options. Consider customizing to fit your area/parish.
 - On this #EarthDay 🌍 let's take a moment to appreciate the breathtaking landscapes, the diverse wildlife and the delicate balance that sustains life in Louisiana. Together, we can protect and nurture our state, ensuring its vitality for years to come. 🌱
#LetLouisianaShine #StopLittering @KeepLouisianaBeautiful
 - Whether it's planting a garden, picking up litter, reducing waste, or supporting eco-friendly initiatives, let's turn our love ❤️ for Louisiana into meaningful actions. Together, we can create a state where every day is #EarthDay. 🌍🌱 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful
 - **Last Friday of April, U.S. Arbor Day**
 - **Suggestion:** Share photos of your tree planting activities with a message encouraging others to do the same. Provide planting tips or make planting suggestions based the shrubs and trees which are most popular in Louisiana (i.e. Azaleas, Crape Myrtles, Holly, Willows, etc.). Use the hashtags #ArborDay #KeepLouisianaBeautiful.
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MAY

- **May 16, National Love a Tree Day**
 - **Suggestion 1:** See directly above for U.S. Arbor Day. Use hashtags #LoveATreeDay #LetLouisianaShine #KeepLouisianaBeautiful.
 - **Suggestion 2:** Post about the negative impact litter can have on trees, such as disrupting seed germination or inhibiting plant growth as the presence of litter can reduce the amount of light that reaches the soil. Use hashtags #LoveATreeDay #LetLouisianaShine.

- **May 22, International Day for Biological Diversity**

- **Suggestion:** Post the #LetLouisianaShine “Litter Hurts Wildlife” social media image along with the following message.



Louisiana is home to many unique plant and animal species 🌿🐦 On this #InternationalDayforBiologicalDiversity, let's show our appreciation by ensuring their habitats are litter free 🚫 #LetLouisianaShine StopLittering @KeepLouisiana Beautiful

- **May 25, International Plastic Free Day** - Participation is simple, just refrain from using single-use plastics for at least one day - don't buy it, don't use it, refuse it.
 - **Suggestion:** Post pictures of how you practice going plastic free and encourage others to do the same. Use the hashtags #InternationalPlasticFreeDay #LetLouisianaShine
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JUNE

- **The month of June, National Safety Month**

- **Suggestion 1:** Consider posting the #LetLouisianaShine “Keep Your Truck Bed Clean” social media image with the suggested post message provided. You may want to add the hashtag #NationalSafetyMonth.



🚚 A truck bed is not a trash can. Clean truck beds = clean roads.
#LetLouisianaShine @KeepLouisianaBeautiful

- **Suggestion 2:** Consider posting the #LetLouisianaShine “Don’t Throw Trash Out Your Vehicle” social media image with the suggested post message provided. You may want to add the hashtag #NationalSafetyMonth.



Keep a bag for trash in your car 🚗 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **The month of June, National Camping Month**

- **Suggestion:** Consider posting the #LetLouisianaShine “Pack Out What You Pack In” social media image with the recommended post message provided. You may want to add the hashtag #NationalCampingMonth



Pack out what you pack in 🏕️ Litter destroys our state’s natural beauty 🌻 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **The month of June, National Rivers Month**

- **Suggestion:** Consider posting the #LetLouisianaShine “Litter Pollutes Our Waterways” social media image along with the following message.



More than 53,600 miles of rivers flow throughout Louisiana. During this #NationalRiversMonth, let’s all work together to keep these waterways litter-free 🚫💧 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

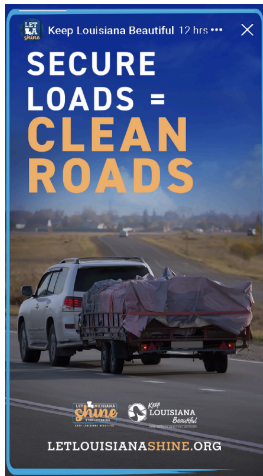
- **First full week of June (Sun-Sat), National Trailer Safety Week**

- **Suggestion 1:** Consider posting the #LetLouisianaShine “Secure Your Load” social media image with the recommended post message provided.



⚠️ Make sure what you haul is covered and secure.
 Litter can be a dangerous road hazard. ⚠️
 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **Suggestion 2:** Post the #LetLouisianaShine “Secure Loads = Clean Roads” social story. Tag @KeepLouisianaBeautiful.



- **Second Saturday in June, National Get Outdoors Day**

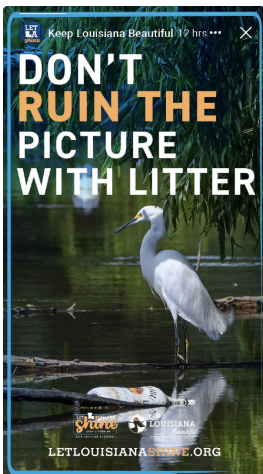
- **Suggestion 1:** Consider posting the #LetLouisianaShine “When You See Litter Pick It Up” or “Stop Littering & Let Louisiana Shine” social media image with the recommended post message provided (see page 5).

- **Suggestion 2:** Post the #LetLouisianaShine “Stop Littering & Let Louisiana Shine” social story. Tag @KeepLouisianaBeautiful.



- **June 5, World Environment Day**

- **Suggestion:** Post the #LetLouisianaShine “Don’t Ruin The Picture With Litter” social story. Tag @KeepLouisianaBeautiful.



- **June 18, National Go Fishing Day**

- **Suggestion:** Post the #LetLouisianaShine “Don’t Leave Behind Fishing Line & Hooks” social media image with the recommended post message provided (see page 3).

- **June 24, Upcycling Day**

- **Suggestion:** Recommend being imaginative about how to give household items new life through upcycling, such as using Legos to create an outdoor planter, repurposing rusted garden tools to create a garden trellis, using an old lamp base and glass dish to make a bird bath, using a muffin pan as a seedling starter for a herb garden or turning an old golf bag into a lawn tool caddy. Use the hashtags #UpcyclingDay #LetLouisianaShine.

JULY

- **The month of July, Go Plastic Free Month**

- **Suggestion:** Encourage the swapping out of single-use plastics for sustainable products for at least the month of July. For example, replace...
 - single-use straws with reusable metal straws
 - plastic cups with reusable tumblers.
 - plastic or paper shopping bags with reusable cloth bags
 - plastic storage bags with reusable silicone bags
 Use the hashtags #GoPlasticFreeMonth #LetLouisianaShine.

- **The month of July, Parks and Recreation Month**

- **Suggestion 1:** Post the #LetLouisianaShine “Litter Is Harmful To Our Sportsman’s Paradise” or “Stop Littering & Let Louisiana Shine” social story.
- **Suggestion 2:** Post the #LetLouisianaShine “Protect Our Sportsman’s Paradise” social media carousel with the recommended post message provided. Consider adding the hashtag #ParksAndRecreation Month
 - 🦋 Outdoor life is part of our culture. Take the time to #LetLouisianaShine 🌟Protect our wildlife from litter.



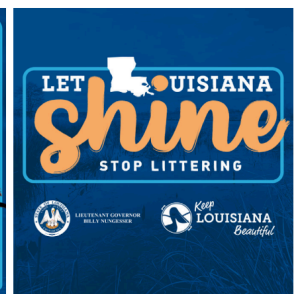
Pack it in? Pack out! Leave no trace
Let Louisiana Shine



Bag your trash, including hooks & lines
Let Louisiana Shine



Litter hurts Louisiana's wildlife
Let Louisiana Shine



Let's keep litter out of Louisiana
Let Louisiana Shine

- **July 1-7, Clean Beaches Week**
 - **Suggestion:** Share photos of your beach cleanup efforts. Use the hashtags #CleanBeachesWeek #LetLouisianaShine.

- **July 3, International Plastic Bag Free Day**
 - **Suggestion:** Consider creating a social graphic communicating these 3 simple steps on how to swap out using plastic bags for reusable bags. Use the hashtags #InternationalPlasticBagFreeDay #LetLouisianaShine.
 - 🛍️ Here's how you can make reusable cloth bags a part of your shopping routine:
 - ① *Keep Them Handy.* Always have a few cloth bags ready in your car, purse and/or backpack, so you're prepared for impromptu shopping trips.
 - ② *Make a List.* Plan your shopping list in advance to estimate the number of bags you'll need and ensure you have enough.
 - ③ *Go Stylish.* Invest in a variety of reusable cloth bags that match your style and personality. From colorful patterns to personalized designs, there's a cloth bag for everyone.

- **July 28, World Nature Conservation Day** - The purpose of this day is to emphasize safeguarding our natural environment for future generations.
 - **Suggestion 1:** Post the #LetLouisianaShine "Let's Learn About Litter" social media image with the recommended post message provided (see page 2), but replace the hashtag #InternationalEnvironmentalEducationDay with the hashtag #WorldNature ConservationDay
 - **Suggestion 2:** Post the #LetLouisianaShine "143 Million Pieces Of Litter" social media image with the recommended post message provided.



Little pieces of litter amount to a big problem. We all have a responsibility to keep Louisiana clean and beautiful 🌸 #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **Weather/Hurricane Season**

- **Suggestion:** Since July and August tend to be our state’s wettest months, consider posting the #LetLouisianaShine “Prevent Street Flooding Remove Litter And Debris” social image with the recommended post message provided.



Clogged storm drains = street flooding. Make sure your drains are clear of litter and debris
#LetLouisianaShine

AUGUST

- **The month of August, National Fishing Month**

- **Suggestion 1:** Post the second image of the #LetLouisianaShine “Protect Our Sportsman’s Paradise” social media carousel along with the recommended post message provided (see page 6). Consider adding the hashtag #NationalFishingMonth.
- **Suggestion 2:** Post the #LetLouisianaShine “Don’t Leave Behind Fishing Line & Hooks” social media image with the recommended post message provided (see page 3). Consider adding the hashtag #NationalFishingMonth.

- **August 30, National Beach Day**

- **Suggestion:** Use this day to encourage beach clean up with the following message:
 - 🌊 From Cypremort Point Beach to White Sands Lake, there are many lovely beaches in Louisiana. On this #NationalBeachDay, let’s work on turning the tide on beach pollution. Grab your gloves, bags and sunscreen and head out to remove litter and debris from our shores 🏖️ #LetLouisianaShine #StopLittering @KeepLouisianaBeautiful

- **Weather/Hurricane Season** - See top of page.

- **Anytime in August, Back to School**

- **Suggestion:** Consider encouraging parents to skip the plastic and opt for reusable containers/food packaging for child’s lunch. Include the hashtags #BackToSchool #LetLouisianaShine

SEPTEMBER

- **Third Saturday of September, International Coastal Clean-Up Day**
 - **Suggestion:** Use this day to encourage coastal clean up with the following message.
 - Keeping our coastline clear of trash and debris is just one way we can help preserve the marine ecosystem and safeguard the well-being of marine life. 🐟🌿
#InternationalCoastalClean-UpDay #LetLouisianaShine @KeepLouisianaBeautiful

- **Third Saturday of September, National CleanUp Day**
 - **Suggestion:** Post pictures of your clean-up activities and encourage others to do the same. Use the hashtags #NationalCleanUpDay #LetLouisianaShine.

- **Fourth Saturday of September, National Hunting & Fishing Day**
 - **Suggestion 1:** Encourage mindfulness about littering during hunting season with the following message.
 - Our actions have a lasting impact. Let's protect our Sportsman's Paradise by not littering and packing out what we bring in 🌲🗑️ #LetLouisianaShine
#NationalHuntingFishingDay #SportsmansParadise
 - **Suggestion 2:** Post the #LetLouisianaShine "Don't Leave Behind Fishing Line & Hooks" social media image with the recommended post message provided (see page 3).

- **September 27, National Crush (A Can) Day**
 - **Suggestion:** Post pictures of aluminum recycling along with the following post copy.
 - 🗑️ 180 billion aluminum cans are produced every year, but only 70% get recycled. Do your part to protect the environment - find 👁️ where you can recycle ♻️ cans and other recyclable materials near you by visiting earth911.com. #LetLouisianaShine
#KeepLouisianaBeautiful

OCTOBER

- **Fourth Saturday of October, National Make A Difference Day**
 - **Suggestion:** Roadway litter is a real problem. Consider using this day to provide education about the issue by posting either the #LetLouisianaShine "Top 3 Littered Items On Our Roadways" or "Leading Litter Sources On Our Roadways" social media carousel with the recommended post message provided. You may want to add the hashtag #NationalMakeADifferenceDay.

- ⚠ There are approximately 143.8 million pieces of litter on Louisiana roadways

Be part of the solution, not the problem. #LetLouisianaShine

<p>TOP 3 LITTERED ITEMS ON OUR ROADWAYS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>21% CIGARETTE BUTTS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>13.8% PLASTIC BEVERAGE CONTAINERS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>7.2% PLASTIC FAST FOOD ITEMS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>LET LOUISIANA shine STOP LITTERING</p> <p>LETLOUISIANASHINE.ORG</p>
<p>Take a look at what we litter Louisiana Let Louisiana Shine</p>	<p>Tiny and toxic—don't leave them behind Let Louisiana Shine</p>	<p>After the last sip, throw it away Let Louisiana Shine</p>	<p>Don't turn fast food into illegal litter Let Louisiana Shine</p>	<p>Keep Louisiana Beautiful Let Louisiana Shine</p>

- 🤔 Where does the litter on Louisiana roadways come from? #LetLouisianaShine

<p>THE LEADING LITTER SOURCES ON OUR ROADWAYS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>53.2% MOTORISTS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>17% UNSECURED LOADS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>9.3% GARBAGE TRUCKS</p> <p>LETLOUISIANASHINE.ORG</p>	<p>LET LOUISIANA shine STOP LITTERING</p> <p>LETLOUISIANASHINE.ORG</p>
<p>Where does all our litter come from? Keep Louisiana Beautiful</p>	<p>Use a car trash bag Keep Louisiana Beautiful</p>	<p>Covered Loads = Clean Roads Keep Louisiana Beautiful</p>	<p>Bag your trash to prevent litter Keep Louisiana Beautiful</p>	<p>Let Louisiana Shine Keep Louisiana Beautiful</p>

- October 4, No Disposable Cup Day**

- Suggestion 1:** Use this day to encourage switching away from disposable cups to reusable drinkware such as glasses, mugs, and tumblers. Use the hashtags #NoDisposableCupDay #LetLouisianaShine @KeepLouisianaBeautiful.
 - Suggestion 2:** Use this day to post any of the general anti-litter #LetLouisianaShine social media images, such as “When You See Litter Pick It Up” or “Stop Littering & Let Louisiana Shine” with the recommended post message provided (see page 5). Or, post the “Stop Littering & Let Louisiana Shine” social story.

- October 30, National Speak Up For Service Day** - This day is intended to recognize the contributions of youth in serving their communities and encouraging youth to contribute their time to making an impact where they live.

- Suggestion 1:** Post a picture of your young volunteers from a beautification or clean-up project. Use the hashtags #NationalSpeakUpForServiceDay #LetLouisianaShine.
 - Suggestion 2:** Consider encouraging youth to take positive action using the #LetLouisianaShine “Let’s Keep Our Neighborhoods Clean” social image along with the following message.



📣 Calling all young changemakers! Your dedication to being a good citizen can lead to positive transformation. Today, we invite you to lend a helping hand and serve your community with passion and purpose. #SpeakUpForServiceDay #KeepLouisianaBeautiful.

- **Late October, Halloween Message**

- **Suggestion:** Encourage anti-litter behavior for trick-or-treating with the following message.
 - 🎃 Don't leave candy wrappers in your neighborhood. Take care 🧡 by tossing those wrappers back in your candy bag 🛍️ to dispose 🗑️ at home. #ProtectWildlife #StopLittering #LetLouisianaShine @KeepLouisianaBeautiful

NOVEMBER

- **November 9, National Louisiana Day**

- **Suggestion:** Encourage environmental stewardship through beautification and clean-up with the following message.
 - On this #NationalLouisianaDay, we promise to do our part to protect our home and help Louisiana continue to shine ☀️ From planting foliage to cleaning up shared spaces, every small act of beautification can make a big difference 🧡 #LetLouisianaShine #KeepLouisianaBeautiful

- **Third Thursday of November, Use Less Stuff Day**

- **Suggestion:** Encourage reduced consumption with the following message.
 - Today we are celebrating the idea of "less is more." By cutting down on excess consumption, you can reduce the amount of waste you create and its negative impact on the environment. #UseLessStuffDay #LetLouisianaShine

- **November 15, America Recycles Day / National Recycling Day**

- **Suggestion:** Encourage recycling activities and education with one of the following messages.
 - ♻️ Visit [KeepAmericaBeautiful.org](https://keepamericabeautiful.org) to take the recycling pledge or find recycling events in your area. #AmericaRecyclesDay #KeepLouisianaBeautiful
 - On this #AmericaRecyclesDay, learn more about about recycling ♻️ and what's recyclable 🗑️ 📄 🗑️ 📄 in your parish by visiting <https://keeploouisianabeautiful.org/tools-resources/recycling/> #KeepLouisianaBeautiful

- **November 17, National Take A Hike Day**

- **Suggestion:** Consider posting the #LetLouisianaShine "When You See Litter Pick It Up" social media image with the recommended post message provided (see page 5). Or, change it up to include a call-to-action to pick-up litter on this #NationalTakeAHikeDay.

- **November 19, National Camping Day**

- **Suggestion:** Consider posting the #LetLouisianaShine "Pack Out What You Pack In" social media image with the recommended post message provided (see page 8).

DECEMBER

- **The month of December, tree planting**
 - **Suggestion:** Educate on the fact that December is an ideal time to plant trees in our state.
 - 🤔 Did you know December is one of the best months for planting new trees 🌳 in Louisiana? The soil is still warm, which encourages root growth and the trees will have several months to get established before summer ☀️ heat hits. #KeepLouisianaBeautiful
- **December 5, International Volunteers Day**
 - **Suggestion:** Plan ahead to host your next beautification or clean-up on this day and use #InternationalVolunteersDay to promote the event and encourage participation.
- **December 5, World Soil Day**
 - **Suggestion:** Consider posting the first image of the #LetLouisianaShine “Bag Your Trash” social media carousel along with the following message.



Help preserve the more than 300 diverse soils in Louisiana by keeping your trash from spilling out. Bag it and tie it tight. #WorldSoilDay #LetLouisianaShine

- **Early-to-mid December, Seasonal Message**
 - **Suggestion:** Recommend some ways to practice environmental stewardship during the holidays, such as promoting the use of reusable bags when holiday shopping, increasing the awareness of reusable gift wrap options such as cloth gift bags, encouraging upcycling items to give as gifts to friends and family or giving composting a try while cooking .

Additional Posting Opportunities

1. Consider posting litter-related messages in and around other events as they occur within your community each year, such as:
 - Beach Sweep
 - Waterway Cleanup
2. Consider posting charitable giving messages for your non-profit or Keep Louisiana Beautiful around regional Days of Giving, such as these May-based events:

<ul style="list-style-type: none"> ○ 225Gives ○ CENLA Giving Day 	<ul style="list-style-type: none"> ○ Give For Good Day ○ GiveNOLA Day ○ SOLA Giving Day
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Other Social Media Posts & Recommended Messages Available For Use

- **Bag Your Trash Carousel**

Keeping our neighborhoods clean is a job we all share 🙌 It starts with your own trash 🗑️
 So bag it, tie it tight, and put a lid on it ✅ #LetLouisianaShine



Loose trash creates litter, bag it up
 Let Louisiana Shine



Open bags spill. Always secure the top
 Let Louisiana Shine



Lids keep critters out and litter secure
 Let Louisiana Shine



Stand against litter, don't spread it
 Let Louisiana Shine

- **Litter Is Bad For Business Story**



- **Littering Is Illegal Image & Story**



🚨 It's not just ugly, it's against the law 🚚. Illegal dumping and littering can lead to major fines 💰
 #LetLouisianaShine

