



## Love Our Waterways Social Media Messaging Guide

### About Love Our Waterways:

[Love Our Waterways](#) is a new statewide initiative launching in September 2026, led by Keep Louisiana Beautiful and the Office of the Lieutenant Governor, to address litter and marine debris impacting Louisiana's rivers, lakes, bayous, shorelines, and coastal areas. As Louisiana's largest coordinated waterway and shoreline litter removal initiative, Love Our Waterways mobilizes volunteers, businesses, nonprofits, schools, local governments, and community organizations to help protect and restore the waterways that are vital to our state's economy, culture, recreation, wildlife, and way of life.

Research shows that approximately 80% of marine debris begins as land-based litter that is carried into storm drains, bayous, rivers, lakes, and coastal waters. Through cleanup efforts and public education, Love Our Waterways aims to prevent litter from reaching our waterways while inspiring environmental stewardship across Louisiana.

### Social Media Instructions:

Use your own photos and graphics, or download the graphics provided by Keep Louisiana Beautiful in the toolkit. Post a visual with the corresponding post copy. During your event, take photos to post with the copy provided. When posting about your Love Our Waterways event, please tag @KeepLouisianaBeautiful on Facebook and Instagram and @KeepLABeautiful on X. This allows us to easily reshare your content. Included below are sample posts to help promote your event.

Thank you for helping protect Louisiana's waterways!

## Sample Posts for Promoting Your Event

### Facebook/Instagram

***Note that links are not clickable in an Instagram post. Use a short url and/or point people to the link in your bio. Links are clickable on Facebook. Edit your post accordingly.***

#### Post 1

We are excited to partner with @KeepLouisianaBeautiful and participate in #LoveOurWaterways! We will be hosting a waterway cleanup event on [date] from [time] to [time] at [location].

Join us as we help protect Louisiana's rivers, lakes, bayous, and shorelines from litter and marine debris. Together, we can make a lasting impact on our environment and our community.

Sign up to volunteer at [\[event URL or registration instructions\]](#).

## Post 2

Did you know that approximately 80% of marine debris begins as land-based litter?

That's why [\[Organization\]](#) is participating in #LoveOurWaterways, Louisiana's largest coordinated waterway and shoreline litter removal initiative led by @KeepLouisianaBeautiful.

Join us on [\[date\]](#) at [\[location\]](#) as we work together to protect Louisiana's waterways and keep litter from reaching our rivers, lakes, bayous, and coast.

Sign up to volunteer at [\[event URL or registration instructions\]](#).

## X

We're proud to partner with @KeepLABeautiful for #LoveOurWaterways! Join us on [\[date\]](#) at [\[location\]](#) as we help remove litter and debris from Louisiana's waterways. Sign up to volunteer: [\[event URL\]](#)

## Sample Posts for the Day of Your Event

Facebook/Instagram

### Post 1

Today is the day! We are joining volunteers across Louisiana for #LoveOurWaterways with @KeepLouisianaBeautiful.

Our volunteers are hard at work removing litter and debris from [\[waterway/location\]](#) to help protect wildlife, improve water quality, and preserve Louisiana's natural beauty.

### Post 2

What a difference a few hours can make!

Today our volunteers collected [\[number\]](#) bags of litter and debris from [\[location\]](#) during our #LoveOurWaterways cleanup event.

Thank you to everyone who helped protect Louisiana's waterways and make our community a cleaner, healthier place. @KeepLouisianaBeautiful

## X

### Post 1

Today is the day! We're participating in #LoveOurWaterways with @KeepLABeautiful and helping remove litter and debris from [\[location\]](#). Together, we can protect Louisiana's waterways.

## **Post 2**

Our volunteers collected [number] bags of litter and debris during today's #LoveOurWaterways cleanup! Thank you to everyone who helped make a difference. @KeepLABeautiful

## **Sample Posts for After Your Event**

### **Facebook/Instagram**

Thank you to everyone who participated in our #LoveOurWaterways cleanup event!

Together, we removed [number] bags of litter/debris from [location], helping protect Louisiana's waterways and prevent trash from reaching our rivers, lakes, bayous, and coast.

We are proud to contribute to this statewide initiative organized by @KeepLouisianaBeautiful and grateful to everyone who volunteered their time to make a difference.

### **X**

Thank you to everyone who joined our #LoveOurWaterways cleanup event! Together, we removed [number] bags of litter and debris from [location] and helped protect Louisiana's waterways. @KeepLABeautiful