



Scooping Ambassador

Social Media Toolkit



Scooping Ambassador Social Media Tool Kit

Messages are more compelling when they come from people we know like our friends, family members, and neighbors. As a Scooping Ambassador you are one of the best messengers to increase people's awareness and influence their opinions about why picking up after our pets on walks AND at home is important. We've put together this social media tool kit with post examples and graphics as a resource to help you get the word out. Use the posts as written or put your own spin on them.

Tips:

- When talking about behaviors like scooping poop it's better to focus on what people **are** doing, and less on the behaviors they aren't (e.g. leaving bags of poop around). **Why?** Talking about and emphasizing the good behaviors helps people think of them as the normal thing to do, which makes people more likely to do them.
- Sharing posts about places like trails and parks, or other recreation areas near your home, help create a connection between your message and a place that those in your circles are familiar with.
 - Remember to respect people's privacy. Maintain anonymity and remove identifying features/characteristics.
- Using hashtags can help messages spread more broadly and be more recognizable
 - #ScoopItBagItTrashIt, #PickItUpAndPackItOut, #MakeAPottyPlan, #StopPollution, #DoYourDoodooDuty

whatcomcounty.us/scooppoop



Topic/Title	Example Text	Picture
1 Ambassador Program Info		
Ambassador Program Promotion	Are lawn mines (<i>Post Suggestion - use dog and poop emoji</i>) littering your neighborhood? Have you noticed logs on the trail...that didn't come from a tree? Is puppy poop peppering your preferred park? If your favorite spot has a poop problem and you want to be part of the solution, join the Scooping Ambassador Program to encourage dog walkers to do their "doo-ty". Visit www.whatcomcounty.us/3462/Toolkit to learn more.	Picture: Ambassador Tool Kit Supplies
2 General Pet Waste Info		
Dog Poop Statistics Info Source (provided for reference not for post)	Did you know there are about 50,000 dogs in Whatcom County? That works out to about 37,500 pounds of poop, or the weight of 10 cars, dropping daily! That's why I #ScoopItBagItTrashIt	Picture: Pounds of Poop Per Day
What's the Problem? Pledge Pet Waste FAQs	Ever wonder what is the best way to get rid of dog poop? The solution is simple. Veterinarians and waste haulers agree: the trash is the safest place to dispose of pet waste. That's why we say Scoop it, Bag it, Trash it! Take the pledge to join your neighbors and be a part of the poop solution. #ScoopItBagItTrashIt www.whatcomcounty.us/scooppoop	Picture: Scoop at Home Picture: Scoop it or bag it, AND trash it
There is no Poop Fairy Info Pledge	Unfortunately, magic won't make dog poop disappear. Dog poop is raw sewage that contains bacteria, viruses, and parasitic worms which can make people and pets sick, and it pollutes our waterways. The only way to get rid of it is to #ScoopItBagItTrashIt. Want more info? www.whatcomcounty.us/scooppoop	Picture: Poop Fairy



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3 Scooping:		
General Information FAQ's	Picking up poop isn't the best part of having a pet, but it's in the job description. Every poop that gets picked up helps keep us all healthier. Remember to always have a few extra bags on and to #ScoopItBagItTrashIt.	Picture: Scoop It, Trash It
	Even if you don't live near water dog poop left on the ground gets into our streams, rivers, lakes, and bays. Curbs, storm drains, and ditches collect water runoff and direct it to the closest body of water. Just like that oil slick that you see moving along the pavement and into a storm drain when it rains, runoff carries germs from dog poop into our waterways. When we pick up after our dogs, we're helping keep our water clean and safe. Remember to #ScoopItBagItTrashIt on walks and at home.	Picture: Your Dog, Your DooDy
Why It's Important at Home Source	Dog poop has bacteria, viruses, and parasites that can make people and pets sick. It might look like the rain washes poop away but all the nasty stuff stays behind. The germs left behind can end up in the soil, where they can live on for weeks and even years. Germs that build up in your yard can get tracked inside on shoes and paws. Picking up poop helps stop those germs from building up in your yard and keeps your home clean. That's why it's important to pick up poop at least weekly during the rainy months. Whether at home or on walks, remember to always #ScoopItBagItTrashIt!	Picture Scoop at Home
	Rain is in the forecast...so if you haven't had a chance yet, get that poop scooped! #ScoopItBagItTrashIt.	Picture: Night Scooping
	Bacteria, viruses, and parasites can cause diseases to transfer from dog poop to the soil in your yard. They can survive there for weeks to years! Scooping regularly keeps those germs from contaminating your yard or being carried into your home on paws and feet. Yuck! Check out these FAQs and Myth Busters to learn more about the Poop Problem https://bit.ly/2XgoCsc .	Picture: Scooping Keeps Germs Out



Topic/Title	Example Text	Picture
3 Scooping:		
On Walks	<p>Ever forget to pack some extra poop bags on a walk? Keeping a bag holder clipped on your leash is an easy way to make sure you never get caught empty handed! Take the pledge and receive a Tagalong bag clip to help you get that bag-o-poo to the trash! Scoop it, bag it, AND trash it. #ScoopItBagItTrashIt! www.whatcomcounty.us/scooppoop</p>	<p>Picture: Pack it Out</p>
	<p>Carrying around a bag of dog dookie is gross, no question. But with a Tag-a-long those days of turd toting by hand can be behind you! Take the scooping pledge and receive a Tagalong bag clip to help you get that bag-o-poo to the trash! www.whatcomcounty.us/scooppoop</p>	<p>Picture: Scoop it, Bag it, Trash it</p> <p>Picture: Tagalong</p>
Bags to Trash	<p>Bags of dog poop left behind get swept into bushes, squished, or torn open and become poo-lluting litter. Please remember when you're walking your dog to scoop the poop AND get that bag in the trash. Take the pledge and receive a Tagalong to help you get that bag-o-poo to the trash! Scoop it, bag it, AND trash it. #ScoopItBagItTrashIt www.whatcomcounty.us/scooppoop</p>	<p>Picture: 60% of bags left are by the trash can</p>
	<p>Scooping dog poop is only one part of the equation. Bags of dog poop need to end up in the trash, not on the side of the trail! Take the pledge to scoop the poop and help keep our trails and waterways clean! www.whatcomcounty.us/scooppoop</p>	<p>Picture: Be Prepared on Walks</p> <p>Picture: Tagalong</p>

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