# 15th Annual Creek to Bay Cleanup
# Social Media Toolkit

**What: Creek to Bay** is a countywide volunteer cleanup event
to beautify San Diego's neighborhoods, beaches, canyons & waterways.

**When**: Saturday, **April 22nd**, 9AM – 12 NOON

**Where**: Over **100 cleanup sites** around San Diego County.
Find a complete list of locations at www.CreektoBay.org.

Registration opens **April 1st**

**ILACSD empowers everyone to improve the health and beauty of our local environment.**

**Volunteers of all ages are invited to participate. There is no cost to participate.**

# Follow ILACSD

Check out our website:

http://www.CleanSD.org/

Like us on Facebook:

https://www.facebook.com/iloveacleansd/

Follow us on Twitter:

https://twitter.com/iloveacleansd/

Follow us on Instagram:

https://www.instagram.com/iloveacleansd/

# #CreektoBay

Share pictures, posts, tweets, and stories about Creek to Bay.
Use #CreektoBay in your social media posts to join the conversation!

# Post

**Example Facebook Posts:**

- Save the Date: Register on April 1st for San Diego's countywide cleanup, Creek to Bay, hosted by @I Love A Clean San Diego!

- San Diego is America's finest city. Help us keep our local environment beautiful on Earth Day. Join us at **(name of cleanup site)** on Saturday, April 22nd from 9am-noon. Register today at CreektoBay.org!

- We're excited to be a sponsor of the 15th Annual Creek to Bay Cleanup! Join us and thousands of San Diegans on April 22nd as we help beautify more than 100 San Diego neighborhoods with @I Love A Clean San Diego! Register today at CreektoBay.org.

- Celebrate Earth Day by beautifying your neighborhood with @I Love A Clean San Diego! Join one of 100 San Diego cleanup sites on April 22nd at CreektoBay.org.

# Tweet

**Example Tweets:**

- Join **(your company/organization name)** and @iloveacleansd on 4/22 at **(cleanup location)** for this year's #CreektoBay Cleanup! Details: CreektoBay.org

- **(your company/organization name)** is proud to invest in #SanDiego as a sponsor of the 4/22 #CreektoBay Cleanup with @iloveacleansd! Details: CreektoBay.org

- Together with @iloveacleansd, we're giving back locally and so can you! Choose from 100 #CreektoBay sites @ CreektoBay.org

- Celebrate Earth Day by beautifying your neighborhood with @iloveacleansd! Register at CreektoBay.org

# Post



If you've participated in previous cleanups, we encourage you to share photos from your past experiences!

**Example Instagram Posts:**

*Use an image from a past Creek to Bay cleanup:*

- **(Your company/organization name)** had a great time volunteering with @iloveacleansd at last year's #CreektoBay Cleanup! Join us again this year at **(cleanup location)**! Register at CreektoBay.org.

*Use an image of a local area important to you:*

- **(Your company/organization name)** loves **(neighborhood, location)**! What are your favorite places in San Diego? Help us keep #SanDiego beautiful with @iloveacleansd. Join us at the 15th Annual #CreektoBay Cleanup on 4/22! Register now at CreektoBay.org!

*Use one of our event flyers:*

- We're proud to be a sponsor for @iloveacleansd's 15th Annual #CreektoBay Cleanup! Register to volunteer with us at CreektoBay.org!

**Don't forget to tag us on your photos and use the event hashtag!**

# Sony Photo Contest



Take part in our Sony Photo Contest at this year's Creek to Bay event for a chance to win a Sony Cyber-shot camera!

## Contest Info

- Attend the Creek to Bay Cleanup and submit your ONE best photo to iloveacleansd@gmail.com.

- The best photos will be uploaded onto Facebook for the public to vote on their favorites.

- The picture with the most likes will win a brand new Sony Cyber-shot camera!

**Thank you for your help promoting Creek to Bay!**