

Stream Selfie Walk Outreach Guidelines

This is less likely than other stream-related events to garner media coverage, but the use of technology to engage youth and families in the outdoors is a hook that may work for you.



- **Media Alert:** Send a media alert out at least 14 days before the event to invite local media to attend. Send another 1 day before the event as a reminder.
- **Press Release:** Send a press release after the event (preferably the same day or the morning after) with photos and specific details for post-event coverage.

Include just a few photos as an attachment to the press release (or photos from a previous event with the media alert), provide a link to a DropBox folder where you have additional photos available, or let reporters know whom to contact for photos. *NOTE: Ensure you have all attendees sign a photo release waiver, which can be included within a general liability waiver that all participants must sign.*

Bringing In Volunteers and Partners

This is the easiest “ask” in terms of volunteer involvement in stream activities, particularly for tech-obsessed teens. It’s also a great way to introduce people to the chapter and make that initial connection that can lead someone to volunteer for additional projects and, potentially, join the chapter.

The walk could begin or end on chapter grounds (if applicable) and introduce the community to the Izaak Walton League and everything your chapter has to offer (stream sites included)!

A Selfie Walk is also a great opportunity to build partnerships with other organizations in your area. Work with naturalists who can talk about local plants and animals along the way or a representative from the local watershed association who can talk more about water quality and pollution issues in your community. You can even invite someone from your local Historical Society to speak about the history of your area and how the town evolved within the watershed. The possibilities are endless!

Get the word out by:

- **Posting the event on local event calendars**, in print and online, with a link to the chapter website or Facebook page for more information.
- **Creating an event sign-up on Eventbrite** (www.eventbrite.com) – it’s free to use for fee-free events, and people can find the chapter stream clean-up when they are searching nearby events. Asking volunteers to sign up also provides chapter leaders with a head count for the event and a way to contact volunteers with reminders and updates.
- **Posting promotions on the chapter’s website and social media channels** (Facebook, Instagram, Twitter) and encouraging chapter members to share these posts on their personal social media feeds. Sample graphics are provided here. Create graphics with chapter photos using free tools on Canva (www.canva.com). See the “Creating Graphics” PDF for how-to instructions.

Sample Content

Use the sample graphics provided by the national office or new images with these sample posts.

Facebook

Strike a pose and put **CITY/TOWN** on the map! Help us document our streams and where there might be pollution problems – the first step in our effort to monitor more streams across the country. #IWLA #StreamSelfie #CleanWaterChallenge

[include a link to your web page or Eventbrite signup page]

What's in our water? Help us check the health of our local streams. Every photo will be pinned to the League's national map! Get the details: streamselfie.org. #IWLA #StreamSelfie #CleanWaterChallenge #MyStreamMatters

[include a link to your web page or Eventbrite signup page]

Twitter *(reminder that the total character count needs to be 140 or less)*

Strike a pose for clean water! Join **@XX [your handle]** for a community Selfie Walk. #StreamSelfie #IWLA

[include a link to your web page or Eventbrite signup page]

What's in our water? Join **@XX [your handle]** for a community Selfie Walk to find out. #StreamSelfie #IWLA

[include a link to your web page or Eventbrite signup page]

Web Page/Newsletter

Strike a Pose – for Clean Water!

If a picture is worth a thousand words, what is a collage of stream selfies across the country worth? In a word: priceless. Your photos will help the Izaak Walton League focus water quality monitoring where it's needed – including streams important to people right here in **CITY/TOWN**. (It's also a great way to get your tech-obsessed teens outdoors!)

Please join us! *[List details here on date, location. Include information on partners, such as master naturalists who will highlight native plants and wildlife.]*

Every American has the right to know whether the streams running through their backyards and neighborhood parks are safe. But there is an alarming lack of up-to-date information about water quality across the country. The Izaak Walton League's "Stream Selfie" campaign will help bridge that information gap.

With each photo, the League is creating a first-of-its-kind national map for volunteers and community organizations involved with stream monitoring. By putting this information in one place, we can highlight streams that are being monitored today and develop a national inventory of streams that need to be monitored in the future.

We hope you'll join us on **DATE** to help put **CITY/TOWN** on the map!

[link or e-mail address to sign-up]