

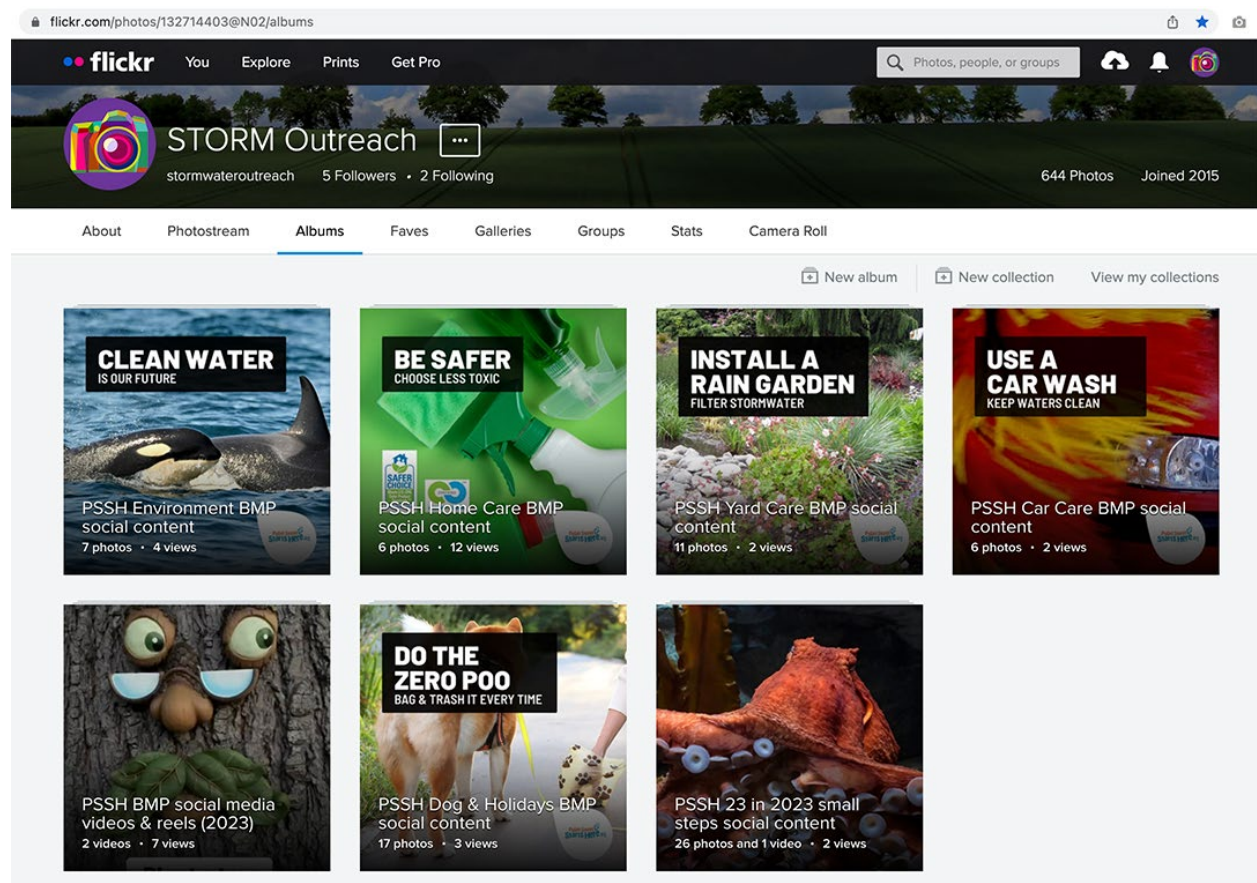
Fresh Set of PSSH Social Media Graphics and Planning Calendars Ready for Use

By Lori Kothe

Need some fresh seasonal or theme-based content to share best management practices on social media? We've got you covered. A new Puget Sound Starts Here (PSSH) collection of ready-to-use social media graphics and reference calendars and messaging are now available for download and use. All images are square format (1080x1080 pixels) for Instagram or Facebook, branded with the PSSH logo in the bottom right corner. You may add your region/org logo to another spot to co-brand the graphic if desired. They are organized into albums by best management practice:

- **Home** (Safer Choice, household hazardous waste, septic & drain care, FOG clogs)
- **Yard** (Natural Yard Care, Rain Gardens, Pesticide-free)
- **Car** (Car washing, tire care, car leaks, dirty oil disposal)
- **Dog** (scoop the poop, keep on leash, leave no trace, trash don't compost)
- **Environment** (storm drain care, be a forest or salmon steward, orca action, anything beyond your property)

For a shortcut to access the entire set of new high-res PSSH image Flickr albums, [BOOKMARK THIS FLICKR LINK](#)



These images correspond to a 2023 editorial calendar of selected notable dates and themes by month as well as a high-level PSSH content calendar with messaging and images that can be sorted, filtered, and exported via Airtable (an online database tool; no password required to view). Content and messaging will continue to be added to the live

Airtable files (links below) for reference, but feel free to reference and download any content and create your own post copy as relevant! Static Excel versions are also available for download below (last updated July 24).

PSSH Editorial Calendar of Notable Dates and Themes (2023):

View live [Airtable sheet \(grid view\)](#)

Download [Excel file](#) (last updated July 24)

PSSH Content Calendar with Messaging and Images by BMP or Season (2023):

View live [Airtable sheet \(grid view\)](#)

View live [Airtable sheet \(gallery view\)](#)

Download [Excel file](#) (last updated July 24)

Topic	Spring	Summer	Fall	Winter	Image text	Post Image	Post text	2..	23 in 2023 PSSH Earth M...
CATEGORY: Home Count 5									
Choose safer, more environmentally-friendly products	★	★	★	★	Be safer Choose less toxic		The best way to reduce your family's exposure to potentially harmful materials i...	✓	Read the labels. Choose less toxic. Safer doesn't mean ...
2 Don't flush wipes	★	★	★	★	Don't flush that wipe Wipes clog pipes			✓	Flushable wipes clog pipes! Don't flush trouble. Only ...
3 Keep grease out of the sink (FOG clogs pipes)			★	★	Save your bacon Keep grease out of th...			✓	Keep grease out of the sink. Fats, cooking oil, and ...
4 Maintain your septic system			★	★	Pump the septic Maintain your system			✓	Maintain your system. If your home has a septic system, ...
5 FOG clogs pipes; don't pour down drain			★	★	FOG clogs pipes. Don't pour fats, oils & greas...		Don't pour fats, oils & grease (FOG) down the drain.		
CATEGORY: Yard Count 14									
6 Install a rain garden to manage runoff in your yard	★	★	★		Install a rain garden Filter stormwater			✓	Filter stormwater and prevent flooding naturally. ...
7 Plant native, flowering plants to attract pollinators	★	★	★		Go native Attract pollinators		Go native. Plant native, flowering plants to attract pollinators.	✓	Attract pollinators with native plants. Beneficial ...
8 Leave the leaves (mulch, etc.)			★	★	Leave the leaves For mulch & composte			✓	Mulch and compost for healthier soil and ...
9 Think twice before using pesticides	★	★			Stop spraying Save the good bugs		Stop before you spray. Save the good bugs. Think twice before using pesticides.	✓	Think twice before using pesticides. Identify the ...
10 Let the lawn go brown (water smart)		★			Water smart Let lawns go brown			✓	Practice smart watering and let your lawn go for the ...

Usage note: Puget Sound Starts Here branded graphics and videos have been prepped for social media using royalty-free images from Canva stock photos and other royalty-free sites, or with images by Lori Kothe, and may be used only in the context of prepped social media files. Please include #PugetSoundStartsHere and @pugetsoundstartshere when posting on social media. For questions or additions, please contact Mary Rabourn at Mary.Rabourn@kingcounty.gov or Lori Kothe at hey@pooqooder.com.

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