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# SAMPLE SOCIAL MEDIA POSTS FOR YOUR TreeDay

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## FACEBOOK POSTS TO ENCOURAGE NEIGHBORS TO **REGISTER**

### Initial Posts:

- We have exciting news! Our neighborhood has been awarded a grant from the City to host a TreeDay. This means FREE trees for all residents. Register on the TreesCharlotte website. Look for more information soon.
- Our neighborhood, (give specific name or homeowners Association), needs you! In order to have a successful TreeDay event we need lots of participation by residents signing up for trees. Sign-ups will continue until two weeks before our event on \_\_\_\_\_. Deadline for tree sign-up is \_\_\_\_\_.

### Shorter Posts:

- Want to increase your property values and lower your energy costs? Sign up NOW to receive three free trees for your property. Contact \_\_\_\_@\_\_\_\_\_
- Have you heard the news? A TreeDay is coming to our neighborhood. Free trees, personalized shirts and an opportunity to meet your neighbors. Want to attend? Contact \_\_\_\_\_ @ \_\_\_\_\_ for more information.
- Does your front or back yard need a new tree? Sign up to receive three free trees during our neighborhood event on \_\_\_\_\_ (date). Contact \_\_\_\_@\_\_\_\_\_ for more information.
- Your neighbors signed up for free trees. It's not too late to do the same. Our TreeDay event will be held \_\_\_\_\_ (date). Contact \_\_\_\_ @ \_\_\_\_\_ to sign up for your trees.

## SAMPLE FACEBOOK POST TO ENCOURAGE NEIGHBORS TO **ATTEND**

Our date is set! On \_\_\_\_\_, TreesCharlotte will help us host a TreeDay where you can select up to three trees to plant in your yard. Tree experts and volunteers will be on hand help you pick the right tree. Plus you'll learn how to care for your tree.




## FACEBOOK POSTS FOR **TREESTEWARDS**

Our event is set for \_\_\_\_\_ (date). TreeStewards are needed to serve as both a resource to residents for follow up on tree care and as liaisons to TreesCharlotte for contacting residents about tree care. If you are interested, contact \_\_\_\_\_@\_\_\_\_\_.

## SAMPLE **EMAIL TEXT**

\_\_\_\_\_ neighborhood is partnering with TreesCharlotte to host a TreeDay event where residents can select up to 3 trees to plant in their yards. The event is free and easy and open to both homeowners and renters. Residents can choose from several varieties of trees. Tree experts will be on site to share tips on proper tree planting and care. To make this a successful event, we need strong participation. If we don't have enough residents preregistered to plant trees, then the event will not take place. Also, the organizers need to determine beforehand the correct number of trees to have at the event. The date and location of the event will be determined soon and shared with residents through email, printed documentation on mailboxes and the neighborhood association website. Please respond by contacting \_\_\_\_ @ \_\_\_\_\_. The deadline to respond is \_\_\_\_\_. Thank you in advance for participating — this TreeDay is vital to preserving Charlotte's nationally recognized tree canopy.

## **FOLLOW TREESCHARLOTTE ON SOCIAL MEDIA**

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