



SOCIAL MEDIA TOOLKIT

Drought Resilience Grant Program Announcement

On [INSERT DATE], the Bureau of Land Management (BLM) will announce a \$11.1 million cooperative agreement with the Foundation for America's Public Lands, BLM's official charitable partner, to improve drought resilience in the Colorado River Basin.

The Foundation will use the funds to create a new program that invests in community partnerships to advance drought resilience strategies for BLM-managed lands and waters. These pilot partnership investments will support communities that live, work, recreate, and steward lands and waters in the Colorado River Basin to meet the challenges of drought.

The Colorado River provides water to 40 million people in six western US states, 30 tribal nations, and two states in northern Mexico. Drought has been identified as the single most pressing threat to the Colorado River Basin.

The Foundation's projects and community partnerships are anticipated to result in reduced economic hardship from drought, strengthened landscape drought resilience, better fish and wildlife habitat, and improved community access to a reliable water supply. The funding is being invested through the Inflation Reduction Act, a Biden-Harris administration priority initiative.

Please join us in celebrating this announcement by posting on social media and amplifying posts from BLM and the Foundation.

PRESS RELEASE

Share this press release in your social media posts:

[INSERT LINK]

POSTS TO AMPLIFY

Amplify and share the Foundation's CEO announcement posts on:

[INSERT LINKS WHEN LIVE]



KEY MESSAGING

- Communities in the American West are resilient, independent, and strong - but the water crisis in the Colorado River Basin is threatening Western vitality and way of life.
- The Foundation's inaugural [FUND NAME] will address the water crisis in the American West by investing in innovative, locally-led partnerships to drive economic vitality in rural communities, foster landscape resilience, and improve access to reliable water.
- The Colorado River provides water to 40 million people in the US and 30 tribal nations.
- The Colorado River supports \$1.4 trillion of the annual US economy and 16 million jobs - 1/12 of the total U.S. domestic product.
- Drought creates economic hardship for ranchers and farmers, harm to fish and wildlife, degradation of cultural resources, and reduced access for recreational users.
- Clean and reliable water is essential for economic vitality: for the health of Western communities and the West's working lands.
- The Foundation's first-year investments drive economic vitality throughout the Colorado River Basin by:
 - **Contributing to local job creation and securing long-term economic stability** through enhancing communities' and working lands' ability to meet the challenges of drought impacts.
 - **Lessening drought's economic and resource hardships** by supporting collaborative, proactive groundwater and surface water management informed by the best available science.
 - **Improving communities' access to a reliable water supply** while also supporting water for wildlife and riparian oases in an arid landscape.
 - **Supporting the West's ranchers in using best-in-class grazing management** to improve range conditions across both BLM and private acres.
 - **Demonstrating how proactive water management, range and grazing management, and restoration work together** to support a more reliable water supply in the Basin.



FACEBOOK, LINKEDIN, X, AND INSTAGRAM

Sample Social Media Posts

Please customize the posts below and tag the corresponding handles for the Foundation for America's Public Lands and BLM:

FOUNDATION FOR AMERICA'S PUBLIC LANDS			
 @americaslands	 @americaslands_	 @americaslands	 @Foundation for America's Public Lands
BUREAU OF LAND MANAGEMENT			
 @BLMNational	 @BLMnational	 @mypubliclands	 @Bureau of Land Management

FACEBOOK / LINKEDIN #1

NEW: A historic partnership between @Bureau of Land Management and @Foundation for America's Public Lands will invest over \$10 million to improve drought resilience in the Colorado River Basin.

Through locally-led partnerships, the Foundation's new program will implement projects to improve range conditions and support ranchers' grazing management, enhance water management, restore streams and rivers, and support Tribal stewardship.

Great news for #publiclands and the 40 million people who depend on the Colorado River for water! [INSERT PRESS RELEASE LINK]

FACEBOOK / LINKEDIN #2

The @Foundation for America's Public Lands is launching a new \$11.1 million program to improve drought resilience in the Colorado River Basin! Through a historic partnership with the @Bureau of Land Management, these investments will drive economic vitality throughout the Colorado River Basin over the next five years by:

 Contributing to local job creation and securing long-term economic stability



 Lessening drought's economic and resource hardships by supporting collaborative, proactive groundwater and surface water management

 Improving communities' access to a reliable water supply

 Supporting the West's ranchers in using best-in-class grazing management to improve range conditions

[INSERT PRESS RELEASE LINK]

FACEBOOK / LINKEDIN #3

Nearly 40 million Americans rely on a healthy Colorado River Basin for water, but drought is a grave threat to this vital resource.

The @Bureau of Land Management and the @Foundation for America's Public Lands are stepping up in a historic way.

Through a new \$11.1 million program, investments over five years will support communities that rely on the Colorado River Basin through locally-led partnerships.

This will be a game-changer for reducing economic hardship from drought, strengthening landscape drought resilience, and improving community access to a reliable water supply.

Learn more about the @Foundation's new program to sustain our #publiclands and waters:

[INSERT PRESS RELEASE LINK]

FACEBOOK / LINKEDIN #4

It's official: over the next five years, the Colorado River Basin and the communities it sustains will get a BIG boost towards improving drought resilience.

The @Foundation for America's Public Lands is launching a new \$11.1 million program with the @Bureau of Land Management to improve range conditions and support ranchers' grazing management, enhance water management, restore streams and rivers, and support Tribal stewardship.



These locally-led partnerships will implement projects that result in reduced economic hardship from drought, strengthened landscape drought resilience, better fish and wildlife habitat, and improved community access to a reliable water supply. #publiclands

[INSERT PRESS RELEASE LINK]

X / TWITTER #1

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Through locally-led partnerships, the Foundation's new program will implement projects to improve range conditions and support ranchers' grazing management, enhance water management, restore streams and rivers, and support Tribal stewardship.

Great news for #publiclands and the 40 million people who depend on the Colorado River for water! [INSERT PRESS RELEASE LINK]

X / TWITTER #2

The @Foundation for America's Public Lands is launching a new \$11.1 million program to improve drought resilience in the Colorado River Basin! Through a historic partnership with the @Bureau of Land Management, these investments will drive economic vitality throughout the Colorado River Basin over the next five years by:

👛 Contributing to local job creation and securing long-term economic stability

🌵 Lessening drought's economic and resource hardships by supporting collaborative, proactive groundwater and surface water management

💧 Improving communities' access to a reliable water supply

🐄 Supporting the West's ranchers in using best-in-class grazing management to improve range conditions

[INSERT PRESS RELEASE LINK]



X / TWITTER #3

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X / TWITTER #4

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[INSERT PRESS RELEASE LINK]



Stuart working temp below

1, 2, and 3 are working drafts. I did not have time to edit #4.

#1

NEW: @americaslands_ and @BLMNational invest \$10+ million for drought resilience in the Colorado River basin, empowering local leaders to improve range and water management, and increasing Tribal stewardship.

Great #publiclands news for 40 million people!

[Link]

#2

@americaslands_ and @BLMNational launch \$11.1 million program to improve Colorado River Basin drought resilience, ensuring long-term economic strength with:

secure jobs

reliable water access

ground and surface water management

best-in-class grazing practices for ranchers

#3

@americaslands_ and @BLMNational step up to protect 40 million Americans who drink water from the Colorado River Basin from the economic hardship of drought by investing \$11.1 million in locally-led programs for drought resilience and reliable water access.

→ [INSERT PRESS RELEASE LINK]

#4

It's official: over the next five years, the Colorado River Basin and the communities it sustains will get a BIG boost towards improving drought resilience.



@americaslands_ is launching a new \$11.1 million program to improve range conditions and support ranchers' grazing management, enhance water management, restore streams and rivers, and support Tribal stewardship. #publiclands

[INSERT PRESS RELEASE LINK]