

# NC Native Plants Week Oct. 16-22, 2023

## Social Media Toolkit

Welcome to the social media toolkit for the 2023 Native Plants Week campaign. This toolkit includes basic information about Native Plants Week as well as social media graphics and language to use.

### **Introduction:**

Governor Roy Cooper has designated the week of Oct. 16-22, 2023 as Native Plants Week. Help us celebrate by sharing #NCNativePlantsWeek on social media.

This year, the state adopted two new policies that require native plants at state parks, historic sites, and roadways. The first, adopted by the [North Carolina Department of Cultural and Natural Resources](#), [requires the use of native plants at all of](#) the agency's properties. The second added Department of Transportation property to that list, and [gave it the force of law when it passed the legislature](#). This is great news for birds and people but we still need to encourage others—homeowners, businesses, government agencies—to do the same.

### **Social Graphics:**

We've created a series of social graphics that can be paired with the social language below. Find the graphics [here](#).

### **Social Copy:**

#### **Twitter/X**

North Carolina Native Plants Week is Oct. 16-22!

Celebrate by getting outside and enjoying #stateparks and #historicalsites that will soon be blooming with native plants—thanks to a @ncculture policy requiring the use of native vegetation for its managed lands. #NCNativePlantsWeek

#### **Facebook**

North Carolina Native Plants Week is Oct. 16-22!

Celebrate by getting outside and enjoying state parks and historical sites that will soon be blooming with native plants—thanks to a North Carolina Department of Natural and Cultural Resources policy requiring the use of native vegetation for its managed lands. #NCNativePlantsWeek

#### **Instagram**

North Carolina Native Plants Week is Oct. 16-22!

Celebrate by getting outside and enjoying #stateparks and #historicalsites that will soon be blooming with native plants—thanks to an @ncculture policy requiring the use of native vegetation for its managed lands.

Native plants are good for wildlife and people as they require less maintenance and provide abundant food and habitat for birds, insects, and other backyard critters. Creating healthier, more diverse ecosystems even in small areas like backyards and urban gardens.

Learn more about North Carolina Native Plants Week at the link in our bio!

[\[https://bit.ly/NCNativePlantsWeek2023\]](https://bit.ly/NCNativePlantsWeek2023)

Hashtags for comment section: #NCNativePlantsWeek #nativeplants #plantsforbirds #fall

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### **Twitter/X & Facebook**

Celebrate #NCNativePlantsWeek by making the switch to native plants! Native plants are low maintenance, beautiful, healthy for people, help the climate, conserve water, and provide food and shelter for a diversity of wildlife. Learn more: <https://bit.ly/NCNativePlantsWeek2023>

### **Instagram**

Celebrate #NCNativePlantsWeek by making the switch to native plants in your garden!

Fall is the best time to start a native plants garden as they require less water to become established than in the spring and summer.

More than that, native plants...

[flower emoji] are low maintenance once established

[flower emoji] are beautiful year-round

[flower emoji] provide healthier for people because they don't require fertilizer or pesticides

[flower emoji] are good for the climate—especially long-living trees that store carbon dioxide

[flower emoji] conserve water because they are adapted to the local environment

[flower emoji] benefit wildlife like butterflies, hummingbirds, bees, and bats by providing food and shelter

Learn more about North Carolina Native Plants Week at the link in our bio!

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### **Twitter/X & Facebook**

It's NC Native Plants Week! From the iconic red berries of Flowering Dogwoods to the blissfully beautiful fruit of Blackhaw Viburnum, there are plenty of native plants that can attract migrating birds to your yard this fall. #NCNativePlantsWeek Learn more: <https://bit.ly/NCNativePlantsWeek2023>

### **Instagram**

It's NC Native Plants Week!

Want to find the perfect plants to attract migrating birds this fall? From Eastern Bluebirds to Gray Catbirds and Wood Thrushes, we have a couple recommendations birds will love.

The red berries of Flowering Dogwood trees are a great food source for many songbirds from fall through winter.

By September and October, Blackhaw Viburnum produces a pinkish fruit that turns blue-black when mature. Birds and people can enjoy this blissfully beautiful berry.

When adding native berry-producing plants to your yard, look for varieties that fruit at different points of the year. This will give birds yummy food to eat year-round!

Learn more about North Carolina Native Plants Week at the link in our bio!

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### **Twitter/X & Facebook**

North Carolina is home to thousands of native plant species. Our natural wildlife - including birds - have adapted to the resources provided by these species from the insects they attract to the nectar, fruit, and seeds they produce. #NCNativePlantsWeek. Learn more: <https://bit.ly/NCNativePlantsWeek2023>

### **Instagram**

What are native plants?

Native plants are those that occur naturally in an area. North Carolina, with its diverse geography, is home to thousands of native plant species!

Our natural wildlife - including birds - have adapted to the resources provided by these species from the insects they attract to the nectar, fruit, and seeds they produce. These plants and trees are, in a real sense, home for our birds.

Celebrate NC Native Plants Week by learning how you can incorporate native plants into your space (link in bio). [<https://bit.ly/NCNativePlantsWeek2023>]

**Hashtags for comment section:** #NCNativePlantsWeek #nativeplants #plantsforbirds #fall

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### **Twitter/X & Facebook**

Native plants are now the law of the land for state parks, historic sites, and roadways! Thanks to @SenBillRabon and our members for continuing to champion native plants for birds. #PlantsForBirds More here: <https://bit.ly/native-plants-law-nc>

### **Instagram**

After years of advocacy from our members, a new state policy passed requiring native plants at state parks, historic sites & roadways.

“This policy is a big win for birds and everyone who cares about North Carolina’s wildlife,” said Brian Turner, policy director at Audubon North Carolina. “Native plants provide habitat for birds and other pollinators, are more resilient, and require less fertilizer and other maintenance. It just makes sense.”

Learn more about this new policy at the link in our bio. [<https://bit.ly/native-plants-law-nc>]

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