

# Pumpout Nav App Social Media Toolkit

## Purpose of this Toolkit

To introduce the Pumpout Nav app to marinas' and partner organizations' boating community through content that was created for social media platforms such as Facebook, Instagram, and Twitter. The messages within each post encourage users to download the app, find a pumpout station and properly dispose of sewage to keep our water clean.

## Instructions

The Pumpout Nav App Toolkit provides pre-made social media posts that have a graphic paired with accompanying text. Keep in mind that when posting on different social media platforms, it is not a one size fits all approach. Every post that has been created in this toolkit has imagery correctly sized to fit the platform it is intended for.

- Copy and paste the suggested text directly into your social media post.
- Download the accompanying image or graphic specified for the platform and attach it to the post.
- Feel free to customize the post by adding your organization's hashtag and location.

## Primary Hashtag

Include this hashtag within every post.

**#PumpoutFlorida**

## Graphics

Please click →[here](#) for photos and video content to attach to posts. Each photo is sized correctly to the social media platform.

## Flyer

Please click →[here](#) for flyers to print and post at your marina, on your website, or on social media.

## Website

[www.flseagrant.org/clean-boating/sewage-solutions/](http://www.flseagrant.org/clean-boating/sewage-solutions/)

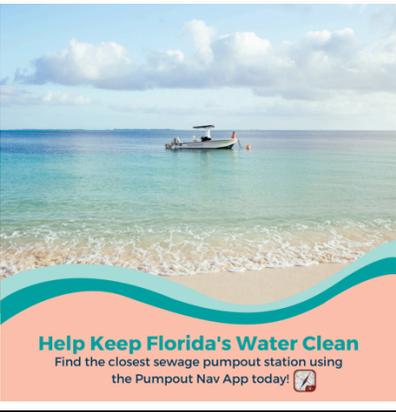
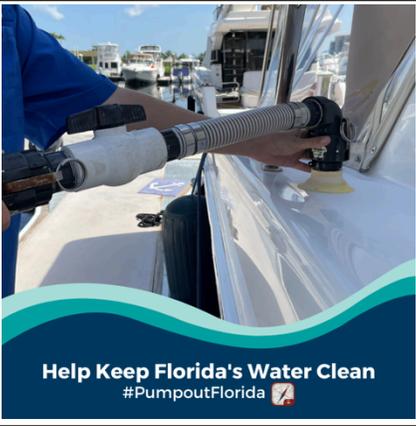
## Questions

Contact Victoria Gambale by email: [v.gambale@ufl.edu](mailto:v.gambale@ufl.edu) by phone: 352-562-1134

## Facebook Posts:

Image	Text
	<p>Help reduce pollution in our ocean by disposing of your boat sewage at the nearest pumpout station. Florida boaters can now find the closest public sewage pumpout, dump station, or mobile pumpout vessel using the <b>#PumpoutNav</b> app.</p> <p>Apple Users:  <a href="https://apple.co/3H5vJd6">https://apple.co/3H5vJd6</a></p> <p>Android Users:  <a href="https://bit.ly/downloadnavapp">https://bit.ly/downloadnavapp</a></p> <p><b>#PumpoutFlorida</b></p>
	<p>Attention boaters! Are you going out on the water this weekend? Plan your pumpout and be an example to other boaters by sharing a photo pumping out your boat's waste, tag <b>@FloridaSeaGrant</b>.</p> <p><b>#PumpoutFlorida</b></p>
	<p>Did you know that human sewage from a boat can be harmful to shellfish beds and pose a risk to public health and the environment? Download the <b>#PumpoutNav</b> app and properly dispose of boat sewage. Is a public pumpout missing from the app? Let <b>@FloridaSeaGrant</b> know, fill out a survey at: <a href="https://bit.ly/pumpoutsurvey">https://bit.ly/pumpoutsurvey</a></p> <p><b>#PumpoutFlorida</b></p>
	<p>[Insert Marina name here] is excited to be included in the <b>#PumpoutNav</b> app to help boaters find pumpouts and keep our water clean! Download it today, create a profile, and 'star' us as one of your favorite facilities.</p> <p><b>#PumpoutFlorida #CleanWater #FloridaBoatLife #Boaters</b></p>

## Instagram Posts:

Image	Text
	<p>Help keep Florida's water clean for recreation and marine life. Florida boaters can now find the closest public sewage pumpout, dump station, or mobile pumpout vessel using the <b>#PumpoutNav</b> App.  <b>@floridaseagrant</b>  <b>#PumpoutFlorida #CleanWater</b>  <b>#FloridaBoatLife #Boaters</b></p>
	<p>Attention boaters! Are you going out on the water this weekend? Plan your pumpout and be an example to other boaters by sharing a photo pumping out your boat's waste, tag <b>@FloridaSeaGrant</b> and use the hashtag <b>#PumpoutFlorida</b>.  <b>#CleanWater #FloridaBoatLife #Boaters</b></p>
	<p>Did you know that human sewage from a boat can be harmful to shellfish beds and pose a risk to public health and the environment?          Download the <b>#PumpoutNav</b> app and properly dispose of boat sewage.  <b>#PumpoutFlorida #CleanWater</b>  <b>#FloridaBoatLife #Boaters</b></p>
	<p>Join Florida boaters today in keeping our water free from sewage. Download the <b>#PumpoutNav</b> app to find a public pumpout, dump station, or mobile pumpout vessel near you.  <b>#Pumpoutflorida #CleanWater</b>  <b>#FloridaBoatLife #Boaters</b></p>

## X (formerly Twitter) Posts:

Image	Text
 <p><b>Help Keep Florida's Water Clean</b> Find the closest sewage pumpout station using the Pumpout Nav App today! 📱</p>	<p><b>#PumpoutFlorida</b> is now on the <b>#PumpoutNav</b> app. Download it today to find the closest public pumpout, dump station, or mobile pumpout vessel.</p> <p>Apple Users: <a href="https://apple.co/3H5vJd6">https://apple.co/3H5vJd6</a></p> <p>Android Users: <a href="https://bit.ly/downloadnavapp">https://bit.ly/downloadnavapp</a></p> <p><b>#Cleanwater #FloridaBoatLife #Boaters</b></p>
 <p><b>Help Keep Florida's Water Clean</b> #PumpoutFlorida 📱</p>	<p>Exciting news to share for <b>#FloridaBoaters!</b> Florida marinas with public sewage pumpout stations are now listed on the <b>#PumpoutNav</b> app. Download the app to find the closest pumpout station in your area.</p> <p>Apple Users: <a href="https://apple.co/3H5vJd6">https://apple.co/3H5vJd6</a></p> <p>Android Users: <a href="https://bit.ly/downloadnavapp">https://bit.ly/downloadnavapp</a></p> <p><b>#PumpoutFlorida #CleanWater #Boaters #FloridaBoatLife</b></p>
 <p><b>DID YOU KNOW...</b> Your boat could cause the closure of shellfish beds?</p>	<p>Did you know that human sewage from a boat can be harmful to shellfish beds and pose a risk to public health and the environment?</p> <p><b>#PumpoutFlorida #CleanWater #Boaters #FloridaBoatLife #FloridaSeaGrant</b></p>
 <p><b>Attention Boaters!</b> Florida is now on the <b>Pumpout Nav App</b></p> <p><b>Help keep Florida's waters healthy and clean</b></p> <ol style="list-style-type: none"> <li>1 Download the app</li> <li>2 Find the closest pumpout</li> <li>3 Create an account</li> <li>4 Star your favorite marina</li> </ol>	<p>[Insert Marina name here] is excited to be included in the <b>#PumpoutNav</b> app to help boaters find pumpouts and keep our water clean! Download the app today and 'star' our marina as your favorite facility.</p> <p><b>#Pumpoutflorida #CleanWater #FloridaBoatLife #Boaters</b></p>

# Flyers

Please click → [here](#) for flyers.



The flyer features a background with a map of Florida and various locations like Key West and Florida Straits. At the top, it says "Attention Boaters" in a script font and "Find a Pumpout That Works!" in a bold, orange font. On the left, a smartphone displays the Pumpout Nav app interface, which includes a heart icon, the slogan "Save the waters you love", the app name "Pumpout Nav", and a compass graphic. To the right of the phone, a light blue box contains the heading "HELP KEEP OUR WATER CLEAN" and a four-step list: 1. DOWNLOAD THE APP, 2. FIND PUMPOUT, 3. CREATE ACCOUNT, and 4. REPORT UNIT STATUS. Below the list is a QR code with the text "SCAN HERE TO DOWNLOAD" and logos for Google Play and the App Store. At the bottom of this box is the website "www.fiseagrant.org/sewage-solutions". The bottom of the flyer features logos for the Florida Department of Environmental Protection, the Florida Fish and Wildlife Conservation Commission, and Sea Grant Florida. A small text at the very bottom states: "Funded through the Florida Department of Environmental Protection through a grant from US Fish and Wildlife Services."

## Attention Boaters

### Find a Pumpout That Works!

**HELP KEEP OUR WATER CLEAN**

- 1 DOWNLOAD THE APP
- 2 FIND PUMPOUT
- 3 CREATE ACCOUNT
- 4 REPORT UNIT STATUS

SCAN HERE TO DOWNLOAD

[www.fiseagrant.org/sewage-solutions](https://www.fiseagrant.org/sewage-solutions)

Sea Grant  
FLORIDA

Funded through the Florida Department of Environmental Protection through a grant from US Fish and Wildlife Services