

2025 TNPW Social Media Campaign

#TexasNativePlantWeek

Toolkit for a Social Media Campaign on Facebook & Instagram

2025 #texasnativeplantweek

Social Media Campaign themed day options



SUNDAY 10/19
#sustainablesunday

MONDAY
#backyardhabitat

TUESDAY
#pollinatorgardens

WEDNESDAY
#waterwisewednesday
#droughtresistantplants

THURSDAY
#endangeredplants

FRIDAY
#fallplanting

SATURDAY 10/25
#leavetheleaves

About hashtags:

According to Merriam-Webster and other online dictionary sources: a hashtag is a word or phrase preceded by a hash sign (#) used on social media websites and applications, to identify digital content on a specific topic.

In addition to the traditional [Native Plant Society Of Texas](#) (NPSOT) social media photo and event posts during [Texas Native Plant Week](#), we invite you to join in a **coordinated social media hashtag campaign to amplify our native plant advocacy messaging.**

About the Texas Native Plant Week social media toolkit:

The themed-day hashtags for the original 2022 Texas Native Plant Week social media campaign focused on *sustainability, backyard habitats, tiny plants, water conservation, native trees/foliage*. The 2023 Native Plant Week hashtag campaign themes were updated and approved by NPSOT members, and ongoing interagency collaborations. In 2024, a day was designated to focus on endangered plants. The social media campaign includes both specific and more general themed days that offer flexibility for the selection of images and/or articles to share.

How to participate:

During Texas Native Plant Week, all are invited to post something on Facebook and/or Instagram based on that day's hashtag theme. For example, post an article or photo on Sunday about why native plants are more sustainable and use the hashtags [#sustainablesunday](#) [#texasnativeplantweek](#)

Below are some suggested articles to choose from, but you can use any relevant content you like. For example, NPSOT members and allied native plant advocates can share plant photos, online videos or webinar recordings, articles from your chapter or favorite native plant blog, etc.

Remember to always include
[#texasnativeplantweek](#) in all of your posts from **10/19/25 - 10/25/25!**

Daily Themes & Content:

SUNDAY (launch day) hashtag & related content

[#sustainablesunday](#) [#texasnativeplantweek](#)

[Vision led to Texas Native Plant Week](#)

[What is Texas Native Plant Week?](#)

[Sustaining Health Through Native Plants and Biodiversity](#)

[Texas Ecoregion Map](#)

[Plant Lists by Ecoregion](#) - Native Plant Society of Texas (NPSOT)

[Native Plant Database](#) - NPSOT

[Native Pollinators and Private Lands: Native Bee Needs](#)

[Plant awareness disparity: A case for renaming plant blindness](#)

En español

[El papel de las plantas nativas en la sostenibilidad del paisaje: beneficios y ejemplos](#)

MONDAY hashtag & related content

#backyardhabitat #texasnativeplantweek

[Homegrown National Park](#)

Grassroots call-to-action to regenerate biodiversity and get on the map

[Container Gardening With Native Plants](#)

[Beauty on the Balcony](#)

[Container Gardening Keystone Plants List](#) (With photos!)

[Demonstration Gardens](#) - NPSOT

[Native Plants for Urban Balconies](#) via Wild Ones

[Native Plant Gardening for Patios and Balconies](#) via Garden for Wildlife

En español

[Plantas nativas y adaptadas para el jardín](#) - growgreen.org

[Diseño de jardines](#) - growgreen.org

[¿Cómo podemos crear un hábitat favorable para la vida silvestre al hacer jardinería?](#) -
nwf.org

[Crea un Jardín Sostenible Que Ayude a la Vida Silvestre](#) - nwf.org

TUESDAY hashtags & related content

#pollinatorgardens #texasnativeplantweek

[Ecoregional Planting Guides](#) - Pollinator Partnership

[POLLINATOR HABITAT INITIATIVE](#) - Texas Butterfly Ranch

[Gardening for Pollinators](#)

Forest Service U.S. DEPARTMENT OF AGRICULTURE

[Bee Friendly Gardening program](#) - Pollinator Partnership

[Butterfly Garden brochure](#) - Texas Parks & Wildlife

[Texas native pollinator ID guides, photo species-lists, conservation tips](#)

(from the Jha Lab research website)

En español

[Cómo crear un jardín para polinizadores y por qué es muy buena idea hacerlo](#)

- La Vaca Independiente

[Jardín para Polinizadores](#) - National Wildlife Federation factsheet

[Planta un jardín para polinizadores durante la Semana Nacional de las Flores Silvestres](#)

World Wildlife Fund

WEDNESDAY hashtag & related content

#waterwisewednesday #droughtresistantplants #texasnativeplantweek

[What Is Drought Tolerant Gardening?](#)

[15 Stunning Native Texas Plants Accustomed to the Harsh Climate and Soil](#)

[Drought-Tolerant and Drought-Resistant Grass Alternatives](#)

[Watering & Conservation Guide](#) - Texas SmartScape program

En español

[Plantas para el Jardín de uso Racional de Agua](#) - Alliance for Water Efficiency

[El jardín para el consumo inteligente del agua](#) (guia PDF) - The Green Gardens Group

[Cómo ahorrar agua en mi jardín](#) - Fundación Aquae

THURSDAY hashtags & related

#endangeredplants #texasnativeplantweek

[Federal And State Listed Plants Of Texas](#) - Texas Parks and Wildlife Department

[State of Texas Endangered Plants](#) (with images) - Dallas Council of Garden Clubs

[A rare Texas wildflower gets protection under the Endangered Species Act](#)

The Texas Tribune

[Rare Texas Plant Proposed as Endangered Under Endangered Species Act](#)

U.S. Fish & Wildlife Service

En español

Importancia De La Ley De Especies En Peligro De Extinción

Coalición de Especies en Peligro de Extinción

Proponen incluir una planta de Texas en la lista de especies en peligro de extinción

Telemundo Dallas

FRIDAY hashtags & related content

#fallplanting #texasnativeplantweek

Why Texas has its own Arbor Day ... in the fall

WILD HARVEST

Use Texas' bounty of native fruits for your next pie or jelly.

Fall in Texas: 10 Fantastic Fall Foliage Destinations (+ Tips!)

NATIVE PLANTS: FALL PLANTING AND THE DORMANCY PERIOD

En español

El otoño es el momento para sembrar plantas que florecerán durante la primavera en Texas, según expertos - univision.com

SATURDAY hashtag & related content

#leavetheleaves #texasnativeplantweek

Leave The Leaves! - The Xerces Society

Skip the Rake and Leave the Leaves for a Healthier, Greener Yard

- Treehugger

What can you do with fall leaves instead of trashing them?

- Dallas County Master Gardener Association

Feed The Birds: 10 Plants With Great Winter Seedheads

En español

No uses el rastrillo y deja las hojas para tener un jardín más sano y verde

¡Deja de embolsar hojas! - Youngzine

Videos

[Home, Family, and Wildlife](#) - a DSTX example via Central Texas Gardener

[Planting in a Post-Wild World: Thomas Rainer](#)

[Take a Walk on the Dry Side Plants](#)

[Dispelling Ashe Juniper \(aka "Cedar"\) Myths](#)

Don Gardner talks about the ecological benefits of Ashe juniper.

[Saving Nature with Doug Tallamy](#)

[Native Plants for Bees](#)

Leslie Uppinghouse, Lady Bird Johnson Wildflower Center horticulturist
(This video offers some good information for fall planting.)

Supplemental Content

Habitats

[Verify whether your land qualifies as a Certified Wildlife Habitat](#)

[Top 35 Texas Deer Resistant Plants](#)

[Native Plant Landscaping](#) - NPSOT

Resources provided by NPSOT members who have spent years developing presentations, articles, guides, course materials and more!

Homeowners Associations (HOAs)

[HOAs Slow to Accept Native Plant Landscaping](#)

[Greening Your Homeowners Association](#)

[Dealing with your Home Owners Association](#) (HOA)

[Lawn vs. Garden: How To Stand Up To Your HOA For A Healthier Yard](#)

[314-Native Gardeners vs. the HOA: An Important Victory for Wildlife](#)

State Blog & YouTube Channel

[NPSOT Blog Archives](#)

[NPSOT YouTube](#)

Texas Native Plant Week Proclamation

[The Texas Native Plant Week proclamation template](#) is designed to be customized to meet diverse chapter outreach and community engagement needs.

Available in both English & Spanish, the template can also be customized for [National Native Plant Month](#) in April.

Texas Native Plant Week City & County PROCLAMATIONS



Some Basic Planning Steps

- ✓ Customize the Texas Native Plant Week Proclamation template for your region.
- ✓ Visit your region's city council websites to learn their meeting dates in October.
- ✓ Decide which cities you will focus on and identify your TNPW Proclamation Volunteers.
- ✓ Call to speak with the person responsible for receiving proclamations.
- ✓ Ask for a reading date the week before or during Texas Native Plant week.
- ✓ Ask for the deadline to submit your chapter's TNPW proclamation.
- ✓ Learn possible speaking and/or information-sharing protocol.
- ✓ Determine who will be attending the proclamation reading(s) and sharing information.
- ✓ Share the proclamation reading date(s) leading up to TNPW with various groups on social media and on your website!
- ✓ Take photos for next year, for either National Native Plant Month (in April) or to perhaps make this TNPW an annual proclamation.

*Spread the word about NPSOT & support
fellow NPSOT Chapters!*

NPSOT and the following chapters are on Instagram and can be tagged during TNPW:

@npsot
@npsotclearlake
@npsotwilco
@npsotboerne
@npsottrinityforks
@npsot_hou
@npsot.sanantonio
@northcentral_npsot
@lindheimernpsot
@npsot_fredericksburg_chapter
@prairierose.npsot
@big_bend_npsot
@npsotnb
@npsot.austin
@npsotboerne
@npsotbastrop

About Texas Native Plant Week & the social media campaign

H.B. 1739, was signed into law on June 19, 2009, to designate the third full week in October as Texas Native Plant Week to celebrate the native plants of Texas.

Thanks to the [vision and efforts of Faye Tessnow and Barbara Anderson](#), two members of the Highland Lakes Chapter of NPSOT who led the effort to push the proclamation to the Texas legislature, [Texas Native Plant Week](#) has been celebrated every 3rd full week of October, since 2009!

In 2014, Linda Lehmusvirta, writer and producer of Central Texas Gardener was the first to use the #texasnativeplantweek hashtag on Instagram. [@ctglinda](#)

Inspired by the #LatinoConservationWeek social media campaign, the Texas Native Plant Week social media campaign was created in 2022 by Laura Zárate, in her previous role as community outreach board member and Facebook co-admin for the Hill Country Chapter of NPSOT.

The themed-day hashtags for the original 2022 Texas Native Plant Week social media campaign focused on sustainability, backyard habitats, tiny plants, water conservation, native trees/foliage.

The 2023 Native Plant Week hashtag campaign themes were updated and approved by NPSOT members, and ongoing interagency collaborations. In 2024, a day was designated to focus on endangered plants.

With growing participation, this user-generated content campaign will continue to be grounded in the issues of most concern for native plant advocates, and as an educational tool to further the NPSOT mission to promote the ***"conservation, research and utilization of the native plants and plant habitats of Texas through education, outreach and example."***