



# Getting into Ship-Shape Social Media Kit



*Keep our waters blue by boating green!*

*The [Indiana Clean Marina Program](#) was developed in an effort to protect our state's inland and coastal waterways by reducing the potential environmental impacts associated with marinas and recreational boating.*

*You can help protect Indiana's waterways with the following materials and tips for sharing clean boating practices.*

**#CleanBoatersAreIN**



# About IDEM

- ❖ The Indiana Department of Environmental Management (IDEM) employs some of Indiana's most qualified engineers, scientists, and environmental project managers specializing in air, land, pollution prevention, and water quality issues.
- ❖ Our staff members work hard to provide quality environmental oversight and technical assistance in your community and around the state. Whether you're a business owner, consultant, student, farmer, teacher, or parent, IDEM is here to help you make choices that protect human health and the environment.



# Get to Know Your Kit

Social media is a highly effective way to reach residents.

We recommend posting one of our posts a week to supplement your current social media plan, but feel free to post more as you see fit!

Additionally, this kit includes a document containing messages that we recommend using for local outreach, such as e-mail lists or newsletter publications.

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This kit includes **13** graphics covering the following clean boater topics:

- Boat maintenance
- Clean Marinas
- Cleaning practices
- Fishing practices
- Hazardous liquids
- Pumpout maintenance
- Recycling equipment
- Shake the wake

*...and more!*

This PDF with our favorite social media tips.

Pre-written post text for each image.

Long-form content for local publications.

***All for free!***

# Tips for Posting on Social Media

## ❖ Know your audience

- Pay attention to your demographics and what messages perform best on each platform.

## ❖ Watch for trends

- If a popular pattern, strategy, or even meme aligns with your messaging, capitalize on it to drive engagement.

## ❖ Measure and analyze results regularly

- Is your audience liking, commenting, and/or sharing your posts? Are people clicking your links? Adjust as needed!

## ❖ Be consistent

- Post regularly and use similar handles across platforms so users may find you easily.





# Feedback & Engagement

We'd love to see where you go with this and celebrate your success. Tag us!

- Facebook: @IndDEM
- Twitter: @idemnews
- Instagram: @idemnews
- LinkedIn: @IndDEM
- YouTube: @idemvideo

Visit [idem.IN.gov/socialmedia](https://idem.IN.gov/socialmedia) for more tools and tips.