



UNDERSTANDING THE

SOCIAL MEDIA TOOLKIT

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NEARLY 50%

of U.S. social media users say they've taken part in some form of online activism in the past year — whether by sharing, posting, or joining campaigns.

Pew Research, 2023

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SMALLER FOLLOWINGS

generate higher engagement or more trust. Studies suggests that someone with 50 friends/followers who engages with their network can produce outsized influence per follower compared to a large account.

Journal of Business Research, Volume 158, 2023



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[TAKE ACTION](#)

GRIZZLY BEARS OF THE NORTHERN ROCKIES ARE IN DANGER.

We need you to send a message to Congress before September 30.

[TAKE ACTION](#)

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**YOU CAN'T CALL IT
RECOVERY IF IT ENDS
WITH A BULLET.**

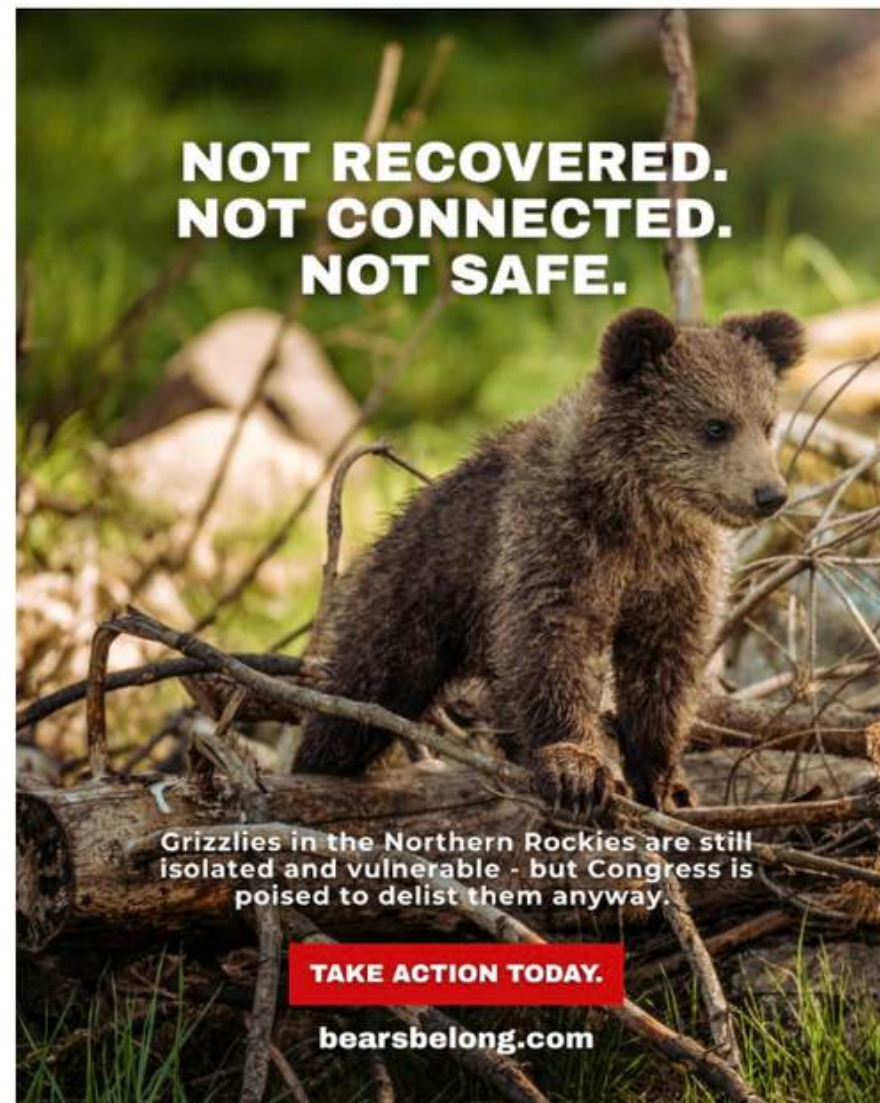


Congress plans to hand grizzly bears over to states already planning trophy hunts.

TAKE ACTION TODAY.

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**NOT RECOVERED.
NOT CONNECTED.
NOT SAFE.**



Grizzlies in the Northern Rockies are still isolated and vulnerable - but Congress is poised to delist them anyway.

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**STRIPPING PROTECTIONS.
BLOCKING COURTS.
HUNTING BEARS.**



That's what's at stake if Congress removes current protections.

TAKE ACTION TODAY.

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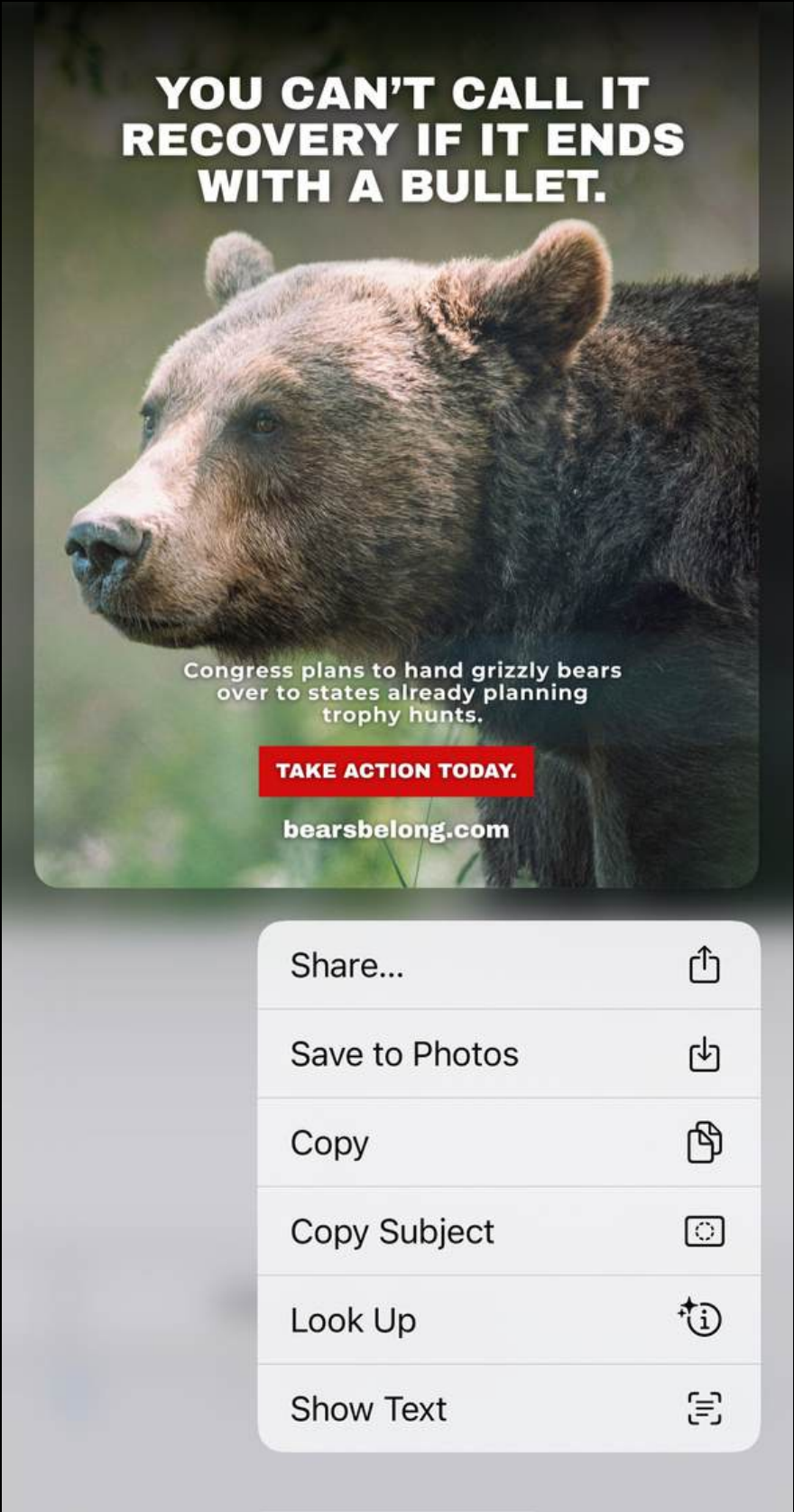
**POLITICIANS
SHOULDN'T
DECIDE IF SHE
HAS A FUTURE.**

Congress wants to strip grizzlies of federal protection—and block the courts from stepping in.

TAKE ACTION TODAY.

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On a desktop: right click
and hit 'Save Image As'



On mobile: hold image and
select 'Save to Photos'



On a desktop:
highlight the text,
then copy it using
Control-C (on PC) or
Command-C (on
Mac).

About Action Center Media Toolkit Resources

TAKE ACTION

COPY, PASTE, SHARE

Below are ready-to-go posts for you to copy and paste and share to
your social media channels with a graphic or video.

On a phone: tap
and hold on the text
until it highlights,
then select “Copy.”

Members of Congress are trying to bypass science and silence the courts with legislation that would force grizzly delisting—even after courts struck it down—and block any future judicial review. Tell your lawmakers: Vote NO on any delisting effort!!
<https://www.bearsbelong.com/send-a-message>

Congress shouldn't decide wildlife science by vote. But some lawmakers are playing biologist with legislation that would override court rulings, force grizzly delisting, and silence judicial review. Oppose this attack on the Endangered Species Act. Contact your lawmakers today. <https://www.bearsbelong.com/send-a-message>

Grizzly bears still face isolation, habitat loss, and state policies that kill bears, including trophy hunting. But some in Congress are ignoring science and considering legislation to strip protections before recovery is complete. Contact your members of Congress and urge them to oppose any delisting effort. <https://www.bearsbelong.com/send-a-message>

Members of Congress are pushing legislation to strip away grizzly bear protections - the same failed federal policy that courts struck down—and bar future challenges. That's not recovery. That's extinction by politics. Urge Congress to reject any effort to remove current protections. <https://www.bearsbelong.com/send-a-message>

Western lawmakers are treating grizzlies as political pawns by trying to strip federal protections from grizzlies and hand management to hostile states that already kill bears with plans to kill more, including for trophy hunting. Tell your members of Congress Vote NO on any delisting effort. <https://www.bearsbelong.com/send-a-message>

A new 2025 national poll found 85% of Americans support continued ESA protections for grizzlies—including 77% of conservatives and 82% of hunters. But Congress is still considering legislation that goes against the will of the people. Tell Congress: Vote NO on any delisting effort. <https://www.bearsbelong.com/send-a-message>

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On Facebook: Paste the text,
upload the image, and post!

A screenshot of the Facebook 'Create post' interface for the 'Western Watersheds Project' page. The page is set to 'Public'. The text of the post reads: 'Members of Congress are trying to bypass science and silence the courts with legislation that would force grizzly delisting—even after courts struck it down—and block any future judicial review. Tell your lawmakers: Vote NO on any delisting effort! <https://www.bearsbelong.com/send-a-message>'. Below the text is a placeholder image with the text 'YOU CAN'T CALL IT RECOVERY IF IT ENDS WITH A BULLET.' and buttons for 'Edit' and 'Add photos/videos'. At the bottom of the post creation area are icons for adding photos, tagging people, adding videos, locations, and more, along with a 'Schedule your post from Meta Business Suite.' option. A blue 'Next' button is at the bottom of the modal. The background shows the Facebook page layout with a left sidebar containing navigation links like 'Professional dashboard', 'Insights', 'Ad Center', 'Create ads', 'Boost Instagram post', 'Settings', 'More tools', 'Meta Verified', 'Leads Center', and 'Meta Business Suite'. The right sidebar shows 'Professional dashboard', 'Edit', 'Advertise', 'Filters', and 'Manage posts'.



Using music on Instagram increases your reach!



Step 1: Select plus sign in top right of profile

Step 2: Select Post

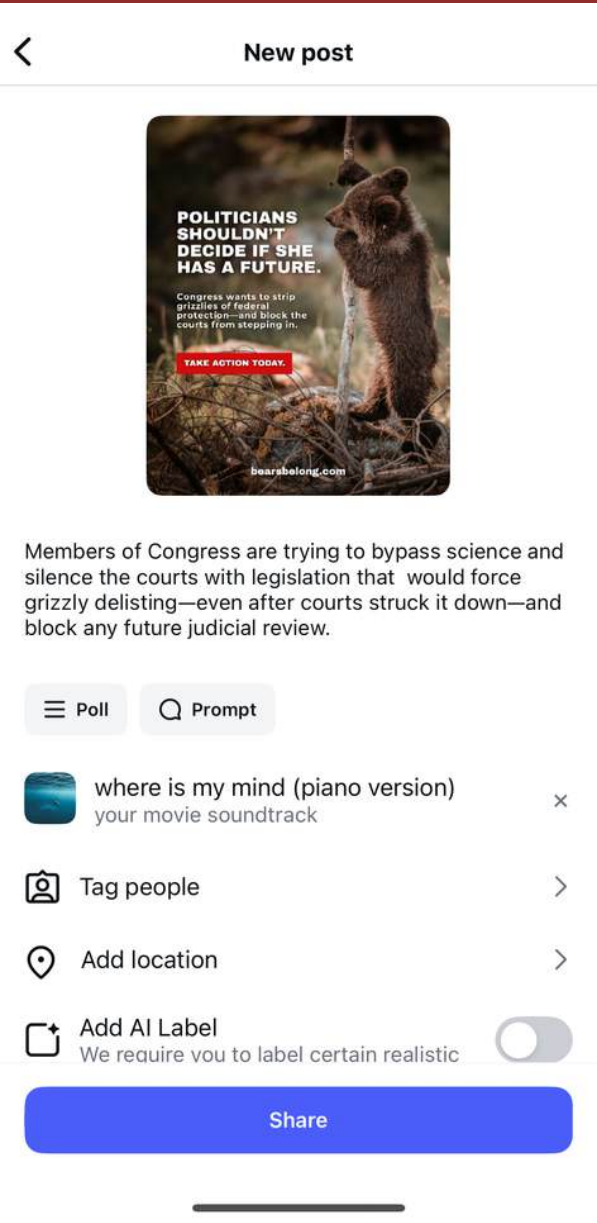
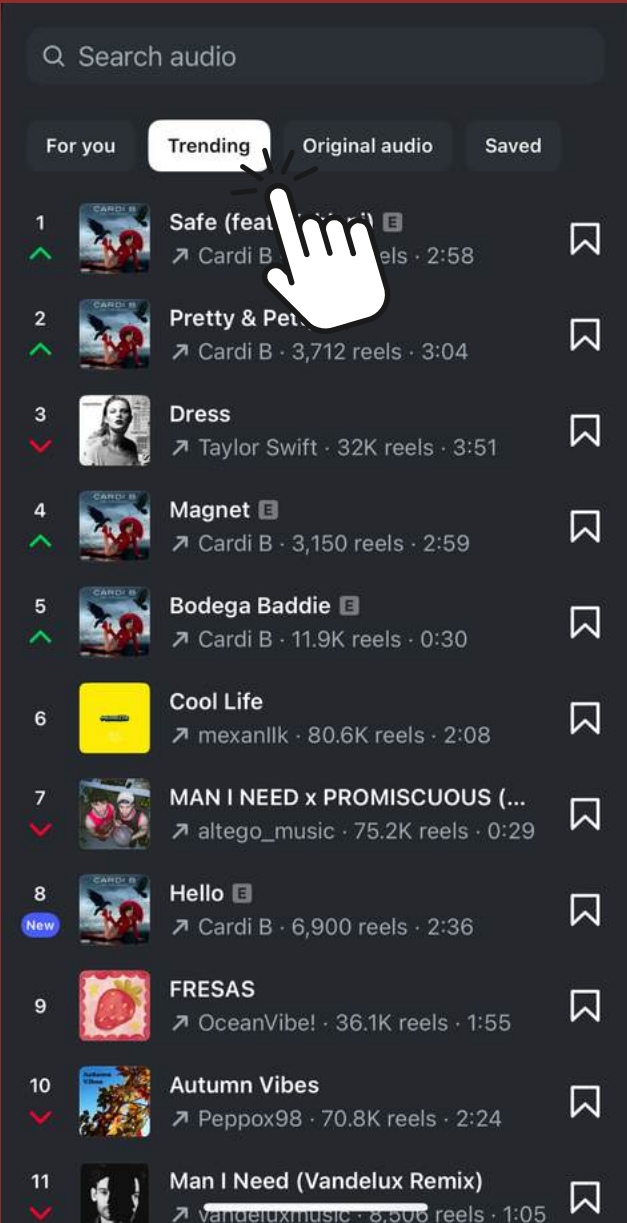
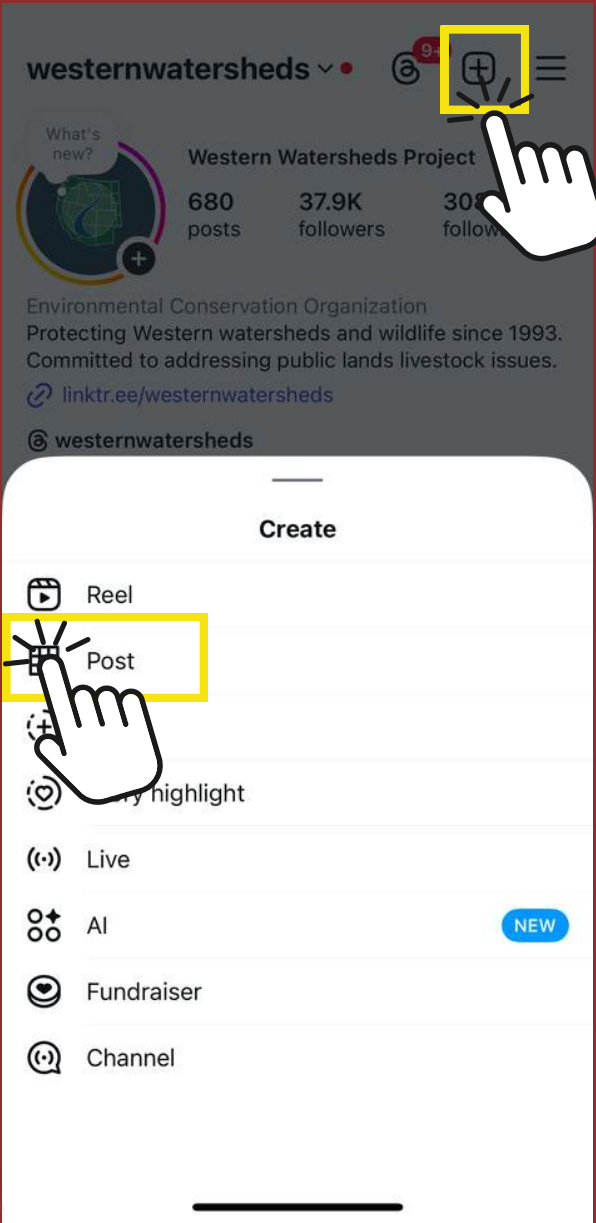
Step 3: Select Image from your library

Step 4: Select Music

Step 5: Search for a favorite song, use a suggested song, or for most visibility, select a song from the Trending section.

Step 6: Paste the text

Step 7: Share!





DOWNLOAD THE VIDEOS

Click on the video of your choice below and download to your device to pair with text and a link!



TIMING MATTERS

Posting when your audience is most active makes a difference.

Instagram

11 a.m.–1 p.m. and 7–9 p.m

Facebook

6–9 p.m

On Bluesky (or Twitter/X)

9 a.m.–1 p.m.



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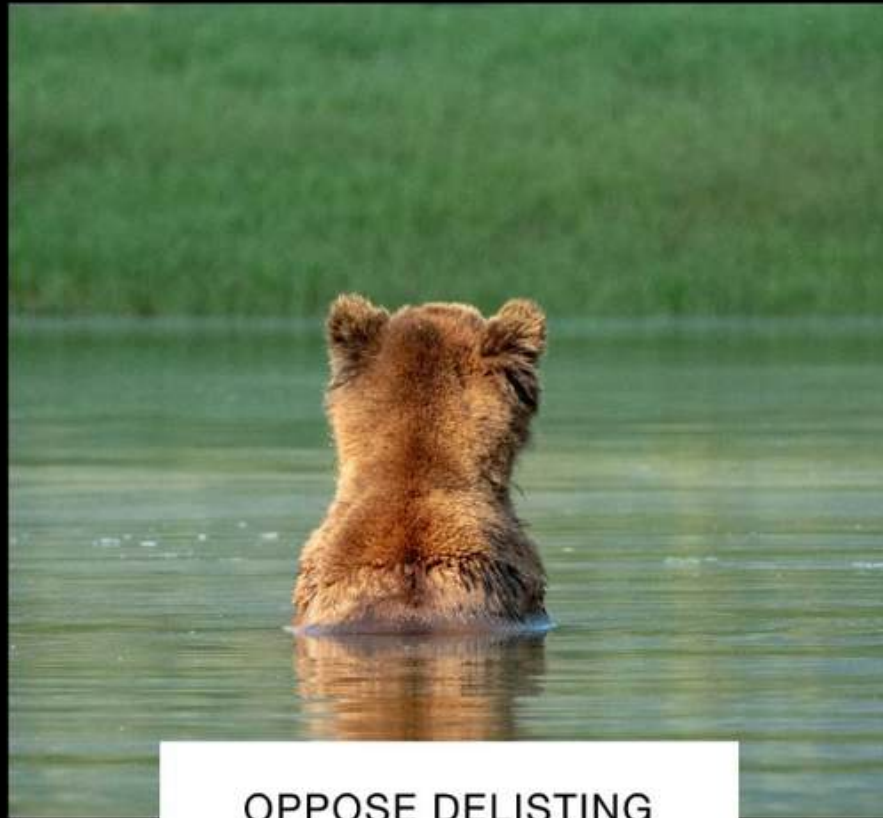


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TAKE ACTION

USE YOUR VOICE

Grizzlies need you to speak up for them **today**.



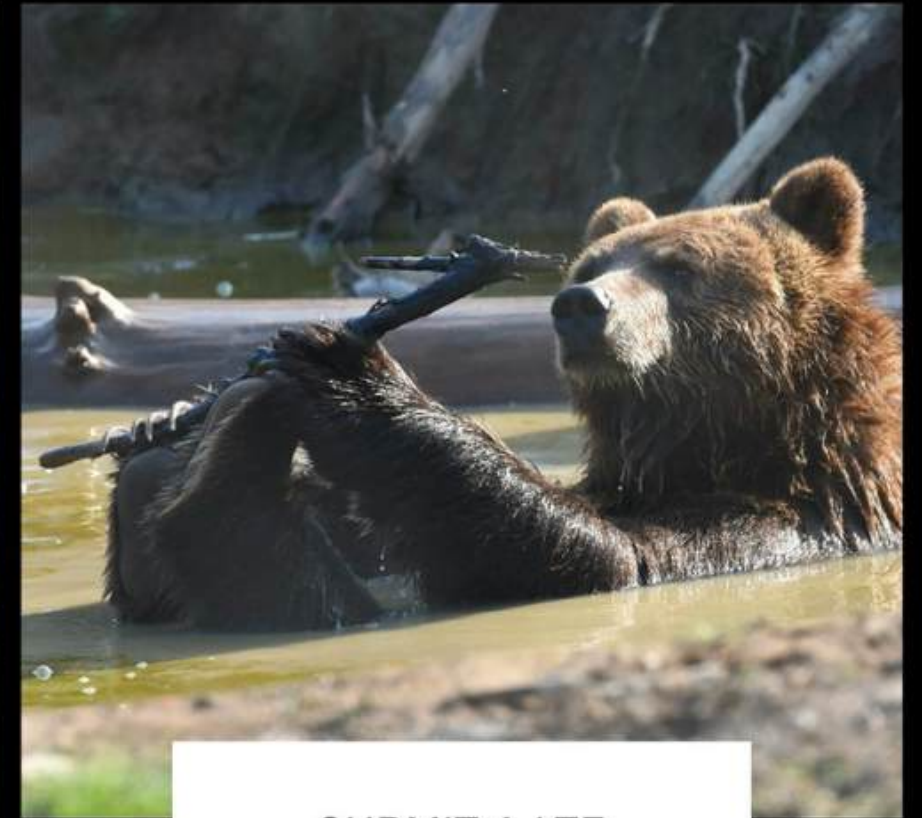
OPPOSE DELISTING
EFFORTS



TALKING POINTS



COUNTERPOINTS



SUBMIT A LTE

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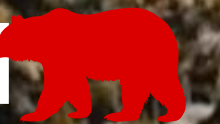


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SUBMIT A LTE

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THANK YOU!

grace@westernwatersheds.org

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