



# RESTORE THE COAST

**Starter Kit**

**RESTORE**  
THE MISSISSIPPI RIVER DELTA

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# **As Louisiana residents, we know that coastal land loss is a critical problem for all of us.**

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Our disappearing coast is an environmental and economic crisis that puts our communities, jobs and way of life at risk. We need elected officials who share this concern and are committed to protecting and restoring our coast, for the people, wildlife and industries that call Louisiana home. We strongly believe it is crucial to support long-lasting, science-based coastal restoration efforts as outlined in the state's Coastal Master Plan.

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# Share the Coast, Save the Coast

The Restore The Mississippi River Delta Coalition is using #RestoreTheCoast to bring awareness to Louisiana's coast which is disappearing at an astonishing rate: A football field of wetlands vanishes into open water almost every hour.

Once you've taken the pledge at [RestoreTheCoast.org](http://RestoreTheCoast.org) we invite you to be a voice for coastal restoration and share this very important issue facing Louisiana across your social media accounts. Enclosed you'll find helpful fliers, photos, and example social media post that you can utilize to help make a difference for the coast. Join in and let's #RestoreTheCoast

# Use the Logo and Banners to Make a Difference

We invite you to share the Restore The Coast official logo and banners on your social media accounts, websites and blogs. You can link these items to [RestoreTheCoast.org](http://RestoreTheCoast.org)

**RESTORE  
THE COAST**

# Web Banners



160x600



300x600



300x250



728x90



320x50

# Hang Posters Where It Counts

You can post posters at your workplace, classroom, home, coffee shop and other community locations. It's always a good idea to ask permission prior to hanging posters to be respectful of the business owners.

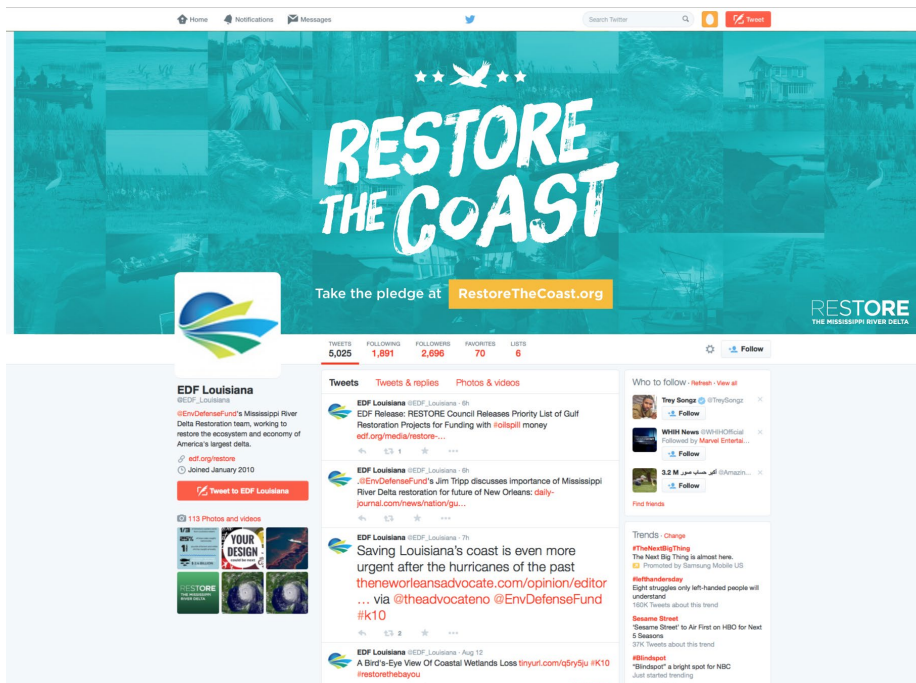
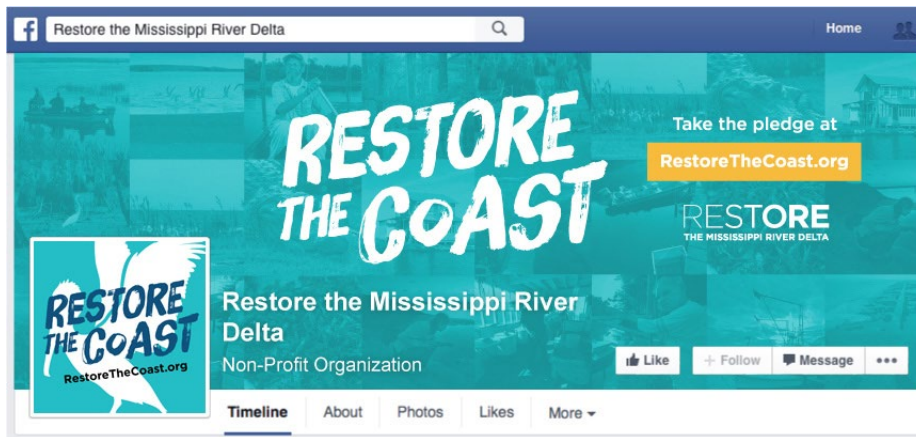
You can also utilize these mini posters(digital format) to share across your Facebook, Twitter, and Instagram accounts. Don't forget to add the hashtag **#RestoreTheCoast** and the URL

**RestoreTheCoast.org**



# Social Media Tool-Kit

Here are some handy cover photos and avatars for Facebook, Instagram, Tumblr, Twitter, and Youtube





# **Example Social Media Posts**



## Facebook Option 1

I took the pledge to vote in the upcoming elections and urge all candidates to support coastal restoration. You can too at [RestoreTheCoast.org](https://RestoreTheCoast.org)! #RestoreTheCoast



## Facebook Option 2

Louisiana needs leaders who will be a powerful voice for coastal restoration. Join me in taking the pledge at [RestoreTheCoast.org](https://RestoreTheCoast.org) #RestoreTheCoast



## Facebook Option 3

We need leaders who support the Coastal Master Plan.  
Join me in taking the pledge at [RestoreTheCoast.org](https://RestoreTheCoast.org)  
[#RestoreTheCoast](https://RestoreTheCoast.org)



## Facebook Option 4

Louisiana's coast is disappearing: A football field of wetlands vanishes into open water almost every hour –  
Make a difference. [RestoreTheCoast.org](http://RestoreTheCoast.org) #RestoreTheCoast



## Instagram Option 1

#RestoreTheCoast #TakeThePledge



## Instagram Option 2

#RestoreTheCoast #TakeThePledge



## Instagram Option 3

#RestoreTheCoast #TakeThePledge





## Twitter Option 1

Take the pledge to restore the coast at [RestoreTheCoast.org](https://RestoreTheCoast.org)!

#RestoreTheCoast #TakeThePledge



## Twitter Option 2

Pledge to Restore The Coast [RestoreTheCoast.org](http://RestoreTheCoast.org)

#RestoreTheCoast #TakeThePledge



## Twitter Option 3

Louisiana's coast is disappearing: A football field of wetlands vanishes into open water almost every hour -  
[RestoreTheCoast.org](http://RestoreTheCoast.org)