

## Work Group Contact

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# Stronger by sharing: Shared Messaging for October 2020

## Social media holidays

Date	Holiday
All month	National Seafood Month
All month	Bat Appreciation Month
All month	National Go on a Field Trip Month
September 15 – October 15	Hispanic Heritage Month
October 4	World Animal Day
October 7	World Habitat Day
October 7	Walk to School Day
October 12	Indigenous Peoples' Day
October 12	National Farmer's Day
October 12 - 16	Earth Science Week
October 16	National Fossil Day
October 18	Anniversary of the Clean Water Act (1972)
October 21	Reptile Awareness Day
October 26	National Make a Difference Day
October 31	Halloween

## Sample Content

### National Seafood Month

- ([Seafood businesses go online to stay afloat](#)) The COVID-19 pandemic has been hard on the Chesapeake's beloved seafood industry, forcing businesses to innovate and people to rally around local food. #NationalSeafoodMonth
- ([Clues of a growing blue crab](#)) A seasoned waterman can tell when a blue crab is mere hours from leaving its shell, looking for clues that most of us never ever see. #NationalSeafoodMonth
- ([Seven recipes using invasive species](#)) This #NationalSeafoodMonth, cook up a couple invasive species to bring better balance to the Bay's marine life.
- ([Maryland's waterman navigate challenges old and new during the COVID-19 pandemic](#)) Take a deeper look into the lives of the people harvesting crabs, oysters and other seafood from the Chesapeake Bay. #NationalSeafoodMonth

### Hispanic Heritage Month

- ([When a family heritage inspires a career in environmentalist](#)) For #HispanicHeritageMonth, former Chesapeake Bay Program intern Wuilliam Urvina talks about his family's deep ties to Chesapeake waters.
- ([Making the outdoors more accessible to the Chesapeake's Latinx communities](#)) Over 8% of the 18 million residents of the Chesapeake watershed are of Hispanic or Latinx descent. A program between the National Park Service Chesapeake Bay and Corazón Latino is working to make the Chesapeake feel like home. #HispanicHeritageMonth
- ([Defining Our Community: A Reflection on Hispanic Heritage Month](#)) The Alliance of the Chesapeake Bay highlights lesser known stories of Hispanic people in the Chesapeake watershed—from fishermen and crab picker to environmental scientists. #HispanicHeritageMonth

## Content to share

### Fall themed content

Top Places for a Fall Foliage Driving Tour ([Chesapeake Conservancy](#))

Where & When to Catch the Bay's Fall Bird Migration ([Chesapeake Conservancy](#))

Six Great Places to Go Camping in Virginia this Fall ([Chesapeake Conservancy](#))

### National Seafood Month

Seafood businesses go online to stay afloat ([CBP](#))

Bounty from the Bay ([CBP](#))

Fish Consumption Advisory ([Maryland Department of Environment](#))

Defining Our Bay Community: A Reflection on Hispanic Heritage Month ([Alliance for the Chesapeake Bay](#))

### Bat Appreciation Month

Virginia big-eared bat ([CBP](#))

Big appreciation for a little brown bat ([CBP](#))

Forest for the bats ([Alliance for the Chesapeake Bay](#))

### National Go on a Field Trip Month

Photo of the week: Terrapins take a field trip ([CBP](#))

### Hispanic Heritage Month

When family heritage inspires a career in environmentalism ([CBP](#))

Sandy Point State Park embraces its changing visitorship ([CBP](#))

Defining Our Bay Community: A Reflection on Hispanic Heritage Month ([Alliance for the Chesapeake Bay](#))

### World Animal Day

Chesapeake Bay Program Field Guide ([CBP](#))

### World Habitat Day

Chesapeake Bay Field Guide – Habitats ([CBP](#))

### Walk to School Day

### Indigenous Peoples Day

History page: Indigenous Peoples of the Chesapeake ([CBP](#))

An indigenous tribe conserves its ancestral landscapes ([CBP](#))

### National Farmer's Day

First farm on the left ([CBP](#))

Farmer Nell gives Baltimore a healthy dose of hope ([CBP](#))

Helping farmers help our waterways ([CBP](#))

### Earth Science Week

### National Fossil Day

Photo of the Week: Prehistoric treasures abound at Calvert Cliffs State Park ([CBP](#))

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### Anniversary of the Clean Water Act (1972)

Healthy beaches app ([Maryland Department of Environment](#))

### Reptile Awareness Day

Chesapeake Bay Field Guide - Reptiles & Amphibians ([CBP](#))

### National Make a Difference Day

### Halloween

Nature's body snatchers ([CBP](#))

Spooky Places to Visit in the Chesapeake ([Chesapeake Conservancy](#))

Chesapeake Bay Halloween Costume Ideas ([Alliance for the Chesapeake Bay](#))

How to Recycle Your Halloween Costume ([Alliance for the Chesapeake Bay](#))

American Chestnut: Ghosts of Our Eastern Forests ([Alliance for the Chesapeake Bay](#))