

Chesapeake Bay  AWARENESS WEEK

# Social Media Toolkit

## 2026

*Photos by Will Parson/Chesapeake Bay Program*

# Event Details

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Join us from June 6 to 14, 2026 for Chesapeake Bay Awareness Week!

Chesapeake Bay Awareness Week is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary.

During the week, there will be a wide variety of online and in-person events, volunteer opportunities and social media conversations for everyone to take part in to celebrate the Chesapeake Bay.

# How to Participate

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The 2026 theme is “Built by Nature, Protected Together.”

The theme will amplify and celebrate the habitats, species and elements—both natural and manmade—that support the Bay watershed.

Use this toolkit to kickoff your Chesapeake Bay Awareness Week social media campaign. Let’s use this week to connect with our local waterways and communities!

# Official Subthemes

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This year, we're breaking the 9 days up into two different subthemes:

- **June 6-10 | Natural Defenders**
  - *'Natural Defenders' will explore the natural aspects of the Chesapeake Bay watershed and how they support the nation's largest estuary.*
- **June 11-14 | Nature's Protectors**
  - *'Nature's Protectors' will detail the manmade and human features that have shaped the Chesapeake Bay watershed - for better or worse.*

Need ideas for your social posts? We've created a list of daily subthemes you can follow!

# Suggested minor themes

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Within each subtheme, we've created posts that fall into different categories. These themes vary, can be promoted throughout the week and feature an assortment of posts to help for scheduling.

Each social media document also features links to blogs, articles and web-pages that can be added to custom posts.

- Natural Defenders (June 6 - 10)
  - Bay habitats and ecosystems, ecosystem engineers, migratory species
- Nature's Protectors (June 11 - 14)
  - Indigenous inhabitants, recreation, The future of Bay restoration

# Kickoff + General Messaging

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[ideas!](#)

- Today, we kick off Chesapeake #BayAwarenessWeek. This year's theme, *Built by Nature, Protected Together*, celebrates the habitats, species, and systems that support the Chesapeake Bay watershed and the shared commitment it takes to protect them. #CBAW
- Nature built the Chesapeake Bay, from forests and wetlands to oyster reefs and underwater grasses. Protecting it takes all of us. This week, we are celebrating both the natural systems that support the Bay and the shared responsibility to protect them. #BayAwarenessWeek
- Nature provides powerful protection for the Chesapeake Bay, but people play a critical role too. Conserving land, restoring habitat, and caring for local waterways all help protect the Bay we depend on. #BayAwarenessWeek
- Built by nature and protected together, the Chesapeake Bay reflects a partnership between land, water, wildlife, and people. Every action that supports healthy habitats helps protect the Bay as a whole. #BayAwarenessWeek

# The Bay by Land

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- Forests are one of the Chesapeake Bay's strongest natural defenders. Tree roots stabilize soil, capture rainfall, and filter pollutants before they ever reach local streams. Protecting forests means protecting the Bay. #BayAwarenessWeek ([Forest Health | Chesapeake Bay Program](#))
- There are more than 282,000 acres of tidal wetlands in the Chesapeake Bay watershed. These wetlands act like giant sponges. They absorb floodwaters, trap pollution, and provide critical habitat for wildlife. #BayAwarenessWeek ([Wetlands | Chesapeake Bay Program](#))
- Healthy soil acts as a natural filter for the Chesapeake Bay. Living soils absorb rainfall, hold nutrients in place, and reduce runoff before it reaches nearby streams and waterways. ([Soil Health | USDA NRCS](#))

# The Bay by Water

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- Oyster reefs are living infrastructure. They filter water, provide habitat, and protect shorelines from erosion. Rebuilding reefs helps nature do what it does best! #BayAwarenessWeek ([Chesapeake Reefs | SERC](#))
- Tidal marshes are the Bay's natural buffers. Found along our shores, they slow storm surges, store carbon, and support diverse wildlife. Protecting these habitats strengthens our coastal communities. ([The Salt Marsh | Calvert Marine Museum](#))
- 70.5 billion gallons of freshwater flows into the Chesapeake Bay daily from the hundreds of thousands of creeks, streams, and rivers throughout the watershed. These water sources support diverse populations of invertebrates, amphibians, fish, and mammals. ([Rivers and Streams | Chesapeake Bay Program](#))

# Ecosystem Engineers & Keystone Species

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- Beavers are ecosystem engineers in the Chesapeake Bay watershed. Their dams slow water flow, improve water quality, and create wetlands that support other wildlife. #BayAwarenessWeek ([Beavers: The Ultimate Ecosystem Engineers | World Wildlife Fund](#))
- Native plants are natural defenders. Their deep roots reduce runoff, support pollinators, and improve soil health throughout the watershed. #CBAW ([Maryland Native Plant Guide, Piedmont Region | UMD Extension](#))
- From underwater grasses to shellfish and hundreds of finfish species, the Chesapeake Bay is nurtured by the plants and animals that call it home. Meet the Bay's "natural defenders" and explore how this rich ecological community supports our nation's largest estuary ([Field Guide | Chesapeake Bay Program](#))
- Oysters can filter up to 50 gallons of water a day. These small but mighty native shellfish help keep the Chesapeake Bay clean while building habitat for countless other species. #BayAwarenessWeek ([Bay Basics, Oysters | UMCES](#))

# Migratory Species & Bay Visitors

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- Each year, millions of birds migrate through the Chesapeake Bay watershed. Forests, wetlands, and shorelines provide essential rest stops along their journey. ([Migratory Birds | U.S. Fish & Wildlife Service](#))
- Fisherman Island is a wildlife sanctuary off the mouth of the Chesapeake Bay. The island serves as an important stop for millions of critters along the Atlantic Flyway, from monarch butterflies to endangered shorebirds. ([Fisherman Island: Chesapeake Bay Migration Station | SpinSheet Magazine](#))
- Sometimes derided as an invasive species, cownose rays are a migratory species which visit the Bay every summer to mate. #BayAwarenessWeek ([Cownose Ray | Chesapeake Bay Program](#))

# Indigenous Inhabitants & Historical Stewards

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- Werowocomoco means “place of leadership” and was the home of [Powhatan](#), a regional political and spiritual leader. Archeologists confirmed the site of Werowocomoco in 2002. ([Werowocomoco | NPS](#))
- Discover and explore where Indigenous groups lived in our region and across the Chesapeake Bay Watershed with an interactive map. ([Native Lands Map](#))
- Blacks of the Chesapeake Foundation protects, amplifies and explores Black voices, stories and history across the Chesapeake Bay. Check out some of their recent projects this #BayAwarenessWeek! ([Projects | BOCF](#))
- Black history abounds in every corner of the Chesapeake Bay watershed. Discover and explore significant sites of Black history with a StoryMap. Check it out this #BayAwarenessWeek! ([Beaches and Sites of Black Historical Significance | Blacks of the Chesapeake Foundation](#))

# Stewards of Nature

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for more  
ideas!](#)

- Can I eat this? What's safe to forage? What tastes best when cooked? Learn all about foraging this [#BayAwarenessWeek](#) and how to live off your local land. ([Foraging 101 | Alliance for the Chesapeake Bay](#))
- Whether planted in your backyard or shared with your neighbors, community gardens provide fresh food, reduce stress, transform vacant lots into green spaces, and more. [#BayAwarenessWeek](#) ([Community Gardens | Chesapeake Inspired](#))
- Healthy soils on farms, parks, and backyards help keep the Bay clean. Practices like cover crops and native plantings reduce runoff while strengthening the land that supports our waterways. [#BayAwarenessWeek](#) ([Soil Health, USDA](#))
- An overabundance of deer can limit a forest's ability to regenerate, harm riparian buffers, and overcrowd other native species. Deer hunting is a conscientious way to reduce overpopulation and feed a local community. ([Where deer weigh heavily on the ecosystem, a hunter serves a role | Chesapeake Bay Program](#))

# Recreation & Restoration

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- No two living shorelines are the same! Living shorelines mimic natural shorelines and are an effective way to combat flooding, erosion, and loss of natural habitat. ([Living Shorelines | Alliance for the Chesapeake Bay](#))
- Sometimes the best medicine is nature! The outdoors offer boosted immune systems, stress relief, even better moods. #BayAwarenessWeek ([Nurtured by nature | American Psychological Association](#))
- From parks to museums and nature centers, to rivers and trails, there are hundreds of ways to explore the Chesapeake Bay watershed this #BayAwarenessWeek. ([Explore by Activity | Chesapeake Gateways](#))
- Have you ever picked up trash while walking or hiking? If so, then you've been plogging! Plogging is a great way to reduce litter in your community while staying active. ([How plogging turns an ordinary workout into a treasure hunt | PBS](#))
- Live stakes are cut branches from a tree which can be readily planted into the ground and eventually grow into a tree. Trees are restoration powerhouses and can store carbon, provide habitat for wildlife, and prevent erosion with their root systems. ([Live Staking: How to Plant Hundreds of Trees Fast | Maryland DNR](#))

# The future of Bay restoration

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- In December 2025, the Chesapeake Executive Council signed an updated Chesapeake Bay Watershed Agreement. Complete with 4 goals related to Clean Water, Healthy Landscapes, Engaged Communities, and Thriving Habitat, Fisheries, and Wildlife, this agreement brings together communities from across the Bay watershed to work toward a healthier estuary. ([Chesapeake Bay Watershed Agreement](#)).
- Take a look back at a robust conversation between leaders of the Chesapeake Bay restoration movement as they geared up for an updated Watershed Agreement. ([Beyond 2025 | Chesapeake Bay Maritime Museum](#))
- Everyday actions can build up and have a major impact on our local environment and the Chesapeake Bay. What do you do to help nature? ([Help Protect the Bay | Chesapeake Bay Program](#))

# Images Gallery

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Use photos from our 2026 photo album to supplement your social media posts. Please refer to the title for a quick description of the photo. Any photos used from the toolkit should be credited to the Chesapeake Bay Program (e.g. Photo by Chesapeake Bay Program).

Access the album here: [Google Drive](#)



# Logos

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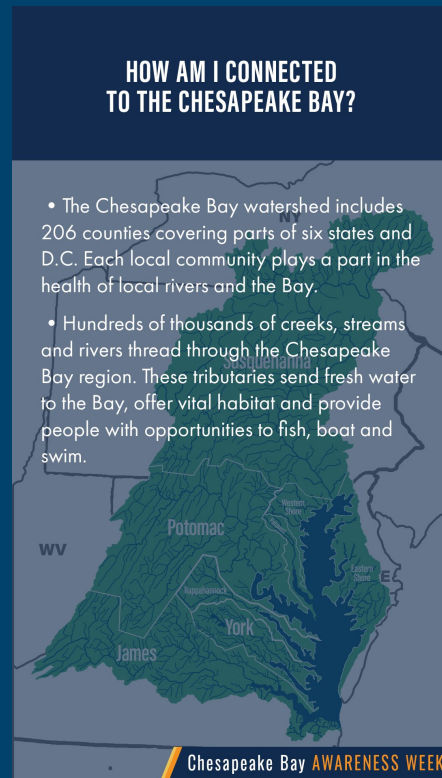
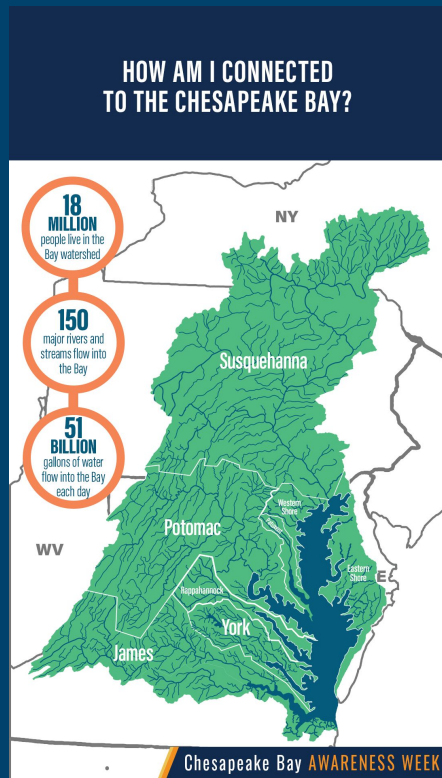
Use Chesapeake Bay Awareness Week logos to customize your promotional and social media materials.  
Access logos here: <https://bit.ly/42gbqfL>



# Graphics & Maps

Use Chesapeake Bay Awareness Week graphics and maps to customize your social media posts! Access graphics and maps here:

<http://bit.ly/3R7QsGF>



# Hashtags

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#BayAwarenessWeek #CBAW

#NatureBuilt

# Handles to tag

Facebook: [@ChesapeakeBayProgram](#)

Instagram: [@ChesBayProgram](#)

LinkedIn: [@ChesapeakeBayProgram](#)



# Events

Share your events with the Chesapeake Bay Awareness Week team to be featured on the [Chesapeake Bay Awareness Week webpage](#).

Send the title, date, time, cost and registration link to [bayweek@chesapeakebay.net](mailto:bayweek@chesapeakebay.net) to have your event added to the website.

## Attend an Event

### Saturday, June 6, 2026

#### Intro to Sailing Small Craft

Join us Saturday, June 6, for an introductory course in sailing small craft on the Miles River.

[View event details >](#)

ST MICHAELS, MD

#### Family Walk at Woodend

Come explore Woodend with your family this spring!

[View event details >](#)

CHEVY CHASE, MD

#### Fern ID and Reproduction

Learn about the identification, evolutionary history, and myriad reproductive strategies of ferns on a walk through Rachel Carson Conservation Park's network of trails.

[View event details >](#)

BROOKVILLE, MD

#### Family Fishing Fun!

Fishing is fun for the whole family and for all abilities!

[View event details >](#)

BOYDS, MD



Thank you!



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