NOCTURNL Program Social Media Messaging

**Accounts to Tag in ALL Social Posts:**

**City of New Orleans Social Channels:**

* Facebook: @CityOfNOLA
* Instagram: @CityOfNOLA
* Twitter: @CityOfNOLA

**New Orleans Department of Parks & Parkways:**

* Facebook: @parksandparkways
* Instagram: @parksandparkways
* Twitter: @parkways1909

**New Orleans Office of Resilience & Sustainability:**

* Facebook: @ResilientNOLA
* Instagram: @resilient\_NOLA
* Twitter: @resilientNOLA

**USDA Forest Service Social Channels:**

* Facebook: @USForestService
* Twitter: @forestservice
* Instagram: @u.s.forestservice

**Hashtags:**

#UrbanForestry #GreeningNOLA #ResilientNOLA #PlantingForTheFuture #ClimateEquity #ParksandParkways #PKW #Parkways

**NOTE: D**o NOT use the USDA Forest Service insignia without written permission of the USDA Forest Service. The City of New Orleans must submit a written request, and the Forest Service Program Manager will notify the City of New Orleans when permission is granted.

### **Social Media Posts**

#### **Facebook/Instagram/LinkedIn**

**Post Option 1:**

🌳 We’re proud to partner with the City of New Orleans through the Department of Parks & Parkways and the Office of Resilience & Sustainability as a subgrantee of their Urban and Community Forestry grant!

With this funding from the USDA Forest Service, we’ll [insert specific project goals, e.g., plant trees in underserved neighborhoods, train forestry professionals, and support urban canopy growth]. Together, we’re building a greener, more resilient New Orleans. 🌿

Learn more at [link].

#UrbanForestry #GreeningNOLA #ClimateEquity

**Post Option 2:**

🌿 Thrilled to join forces with @CityOfNOLA through their Urban and Community Forestry Program! As a subgrantee, we’ll help expand tree canopy coverage and create job opportunities in urban forestry.

Let’s make New Orleans a model of environmental equity and climate resilience. 🌍 Learn more at [link].

#UrbanForestry #ResilientNOLA #GreeningNOLA

#### **Twitter**

**Tweet Option 1:**

Excited to partner with @CityOfNOLA on their Urban and Community Forestry grant! Together, we’ll plant trees, expand the urban canopy, and foster climate equity. 🌳 #UrbanForestry #GreeningNOLA

**Tweet Option 2:**

Through @CityOfNOLA’s Urban and Community Forestry Program, we’re planting trees, training a green workforce, and building a resilient future for New Orleans. 🌿🌍 #ResilientNOLA #UrbanForestry