

askHRgreen.org BRAND

	WATER AWARENESS	STORMWATER AWARENESS	RECYCLING & BEAUTIFICATION	FOG
PRIMARY	Aging Infrastructure	Preventing Leaves and Debris from Entering Storm Drains	Contamination / What Not to Recycle	No FOG Down the Drain
	Value of Tap Water	Removing & Disposing of Pet Waste Properly	Recycle More, Trash Less	What Not to Flush
	Wise Water Use	Soil Testing & Proper Fertilizing	Litter Prevention	Disposal Use Prevention/Reduction
SECONDARY	Source Water Protection	Litter Prevention & Cleanup Encouragement	Recycling Plastic Bags	Aging Infrastructure
	Choosing Tap over Bottled Water	Lawncare Best Practices	Reasons for Recycling	FSEs / Commercial
		TMDLs (Total Maximum Daily Load)	Alt. Recycling Places (vs. curbside)	
		Private Property BMPs (Best Management Practice)	Community Beautification	
		Car Washing		
		Baystar Homes Initiative		
		Commercial Polluter Outreach		

Marketing Communications

PUBLIC RELATIONS	SOCIAL MEDIA	EVENTS	LOCALITY COMMUNICATIONS	STAKEHOLDERS COMMUNICATIONS	PAID MEDIA	WEBSITE	OUTREACH MATERIALS	EVALUATION	REGIONAL COMMUNITY PROGRAM
News	Facebook	Trailer	Citizen / Schools Volunteer Outreach	Meetings	SEM	Blog	Rack Cards	Research	BSH
Releases	Twitter	Tabletop		Emails	Radio	Calendar	Brochures	Advertising Results	Pet Waste Station Grants
Partner-ships	YouTube		Public Events	Presentations	Online	News	Signage	Website Results	Storm Drain Medallions
Newsletters	Pinterest		Elected Official & Locality Leader Presentations	Website	TV	Landing Pages	Commercials	Trackable / Measurable Program Results	Mini Grants
	Instagram		Volunteer Programs		Social Media	Promotions	Videos		Tap It
			Municipal TV			Resources	Online ads		
						Links to Localities			

TARGET AUDIENCES



BRAND RELATIONSHIP BUILDING