

Miami-Dade County Fertilizer Ordinance Marketing Toolkit

How to use Fertilizer Ordinance Marketing Toolkit

Digital Graphics Included in Marketing Toolkit:

Name: Fertilizer ban graphic # 1.



File Type: JPEG

Size: 1080 X 1080 pixels

Languages Available: English, Spanish, & Creole

Where to use: Facebook, Twitter, Instagram, Website, and Email

File Name: Fertilizer ban poster (22 x 28) #1



File Type: PDF

Size: 22 X 28 inches

Languages Available: English, Spanish, & Creole

Where to use: Print and Website

Name: Fertilizer ban graphic # 2



File Type: JPEG

Size: 1080 X 1080 pixels

Languages Available: English, Spanish, & Creole

Where to use: Facebook, Twitter, Instagram, Website, and Email

File Name: Fertilizer ban poster (22 x 28) #2



File Type: PDF

Size: 22 X 28 inches

Languages Available: English, Spanish, & Creole

Where to use: Print and Website

Customizable Graphics

This marketing toolkit also includes customizable graphics that allow your municipality or organization to add your logo and/ or image.

File Name: Customizable fertilizer graphic #1



How To Use: Add image and Logo

File Type: PDF

Size: 1080 X 1080 pixels

Languages Available: English, Spanish, & Creole

Where to use: Facebook, Twitter, Instagram, Website and Email

File Name: Customizable fertilizer graphic #2



How To Use: Add Logo

File Type: PDF

Size: 1080 X 1080 pixels

Languages Available: English, Spanish, & Creole

Where to use: Facebook, Twitter, Instagram, Website and Email

How to use the Customizable Graphics

Customize these marketing materials with your logo by following these easy instructions:

1. Click to download the flyer.
2. Open the file you downloaded by using Adobe Acrobat Reader. If you do not have Adobe Acrobat Reader, [download it for free now](#).
3. Print out the desired number of copies and share it with your customers and collaborators.

Download all the graphics [here](#):

<https://www.miamidade.gov/sites/global/economy/fertilizer-ordinance-marketing-toolkit.page>

Messaging for Digital Graphics

Below are some messaging options for social media. Feel free to modify the messaging to fit your municipality or organizations voice. You can also use this messaging for emails and websites.

Twitter:

#DYK that fertilizers contain nutrients that can be harmful to aquatic and marine systems such as lakes, canals, and especially Biscayne Bay. Learn more at <http://miamidade.gov/fertilizer> #StartTodayToSaveTheBay #BiscayneBay

Do your part and reduce the amount of nitrogen and phosphorus entering our sensitive water resources. Stop using fertilizers and help improve the health of Biscayne Bay. #StartTodayToSaveTheBay #BiscayneBay

@MiamiDadeCounty's #FertilizerOrdinance was developed to reduce the amount of nitrogen and phosphorus entering our sensitive water resources and to improve the health of #BiscayneBay. #StartTodayToSaveTheBay

The use of nitrogen and phosphorus fertilizer is prohibited during the summer rainy season, May 15 – October 31, when nutrients are more likely to be carried in water flowing off the urban landscape. #StartTodayToSaveTheBay #BiscayneBay

If you apply fertilizers as part of your job, get trained on the best management practices that help protect water resources. Visit <http://miamidade.gov/fertilizer> to learn more about training and licensing. #StartTodayToSaveTheBay

Commercial applicators must show evidence of certification by the Florida Department of Agriculture and Consumer Services by July 31, 2021. Visit <http://miamidade.gov/fertilizer> to learn more. #StartTodayToSaveTheBay

Facebook – Instagram – LinkedIn:

Did you know that fertilizers contain nutrients that can be harmful to aquatic and marine systems such as lakes, canals, and especially Biscayne Bay? Excess nutrients from our urban watershed including fertilizers impact the health of Biscayne Bay, and that nutrient pollution has contributed to seagrass die-offs and algal blooms in the Bay. Learn more at miamidade.gov/fertilizer #StartTodayToSaveTheBay #BiscayneBay

@MiamiDadeCounty's #FertilizerOrdinance was developed to reduce the amount of nitrogen and phosphorus entering our sensitive water resources. Stop using fertilizers and help improve the health of Biscayne Bay. #StartTodayToSaveTheBay #BiscayneBay

If you apply fertilizers as part of your job, get trained on the best management practices. Commercial and institutional fertilizer applicators must undergo training by July 31, 2021. Learn more about training and licensing at <http://miamidade.gov/fertilizer> and help protect our water resources. #StartTodayToSaveTheBay #BiscayneBay

Commercial applicators must show evidence of certification by the Florida Department of Agriculture and Consumer Services by July 31, 2021. Visit <http://miamidade.gov/fertilizer> to learn more. #StartTodayToSaveTheBay

Links:

www.MiamiDade.gov/fertilizer

Tag:

@MiamiDadeCounty

@MiamiDadeRER

Hashtags:

#StartTodayToSaveTheBay

#SaveBiscayneBay

#FertilizerOrdinance

#NoFertilizer

#nitrogen

#phosphorus