



Getting into Ship-Shape

Social Media Kit



Keep our waters blue by boating green!

The [Indiana Clean Marina Program](#) was developed in an effort to protect our state's inland and coastal waterways by reducing the potential environmental impacts associated with marinas and recreational boating.

You can help protect Indiana's waterways with the following materials and tips for sharing clean boating practices.

#CleanBoatersAreIN



About IDEM

- ❖ The Indiana Department of Environmental Management (IDEM) employs some of Indiana's most qualified engineers, scientists, and environmental project managers specializing in air, land, pollution prevention, and water quality issues.
- ❖ Our staff members work hard to provide quality environmental oversight and technical assistance in your community and around the state. Whether you're a business owner, consultant, student, farmer, teacher, or parent, IDEM is here to help you make choices that protect human health and the environment.



Get to Know Your Kit

Social media is a highly effective way to reach residents.

We recommend posting one of our posts a week to supplement your current social media plan, but feel free to post more as you see fit!

Additionally, this kit includes a document containing messages that we recommend using for local outreach, such as e-mail lists or newsletter publications.

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This kit includes **13** graphics covering the following clean boater topics:

- Boat maintenance
- Clean Marinas
- Cleaning practices
- Fishing practices
- Hazardous liquids
- Pumpout maintenance
- Recycling equipment
- Shake the wake

...and more!

This PDF with our favorite social media tips.

Pre-written post text for each image.

Long-form content for local publications.

All for free!

Tips for Posting on Social Media

❖ Know your audience

- Pay attention to your demographics and what messages perform best on each platform.

❖ Watch for trends

- If a popular pattern, strategy, or even meme aligns with your messaging, capitalize on it to drive engagement.

❖ Measure and analyze results regularly

- Is your audience liking, commenting, and/or sharing your posts? Are people clicking your links? Adjust as needed!

❖ Be consistent

- Post regularly and use similar handles across platforms so users may find you easily.





Feedback & Engagement

We'd love to see where you go with this and celebrate your success. Tag us!

-  Facebook: @IndDEM
-  Twitter: @idemnews
-  Instagram: @idemnews
-  LinkedIn: @IndDEM
-  YouTube: @idemvideo

Visit idem.IN.gov/socialmedia for more tools and tips.