

Celebrating
— 25 YEARS —

STATE & TRIBAL
WILDLIFE GRANTS
PROGRAM

**SOCIAL MEDIA
TOOLKIT**

2025



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

STATE & TRIBAL WILDLIFE GRANTS PROGRAM

25 Years of Conservation Success

Twenty-five years ago, recognizing the need for additional proactive conservation for our Nation's fish and wildlife, Congress created the **State and Tribal Wildlife Grant (STWG)** Programs. These programs re-shaped how state and tribal fish and wildlife agencies manage the tens of thousands of species entrusted in their care.

In 2000, the U.S. Congress created the State and Tribal Wildlife Grants program to address the longstanding need to support state and territorial efforts to conserve all declining fish and wildlife. Since the inception of the program, over **\$1 billion** has been appropriated to state, territorial, and District of Columbia fish and wildlife agencies to proactively conserve rare and declining species. The program led to the development of ground-breaking **State Wildlife Action Plans (SWAPs)** and is the principal source of funding for their implementation. SWAPs serve as our nation's roadmap for proactive conservation to prevent fish and wildlife from becoming endangered and support recovery efforts for species already listed. They also help ensure America's game and sport fish are managed sustainably. Congressionally mandated to be updated every 10 years, states and territories are updating and revising their plans to reflect the best available science and alignment with strategic priorities.



*Proactive
Conservation to
Prevent and Recover
Endangered Species*

SOCIAL MEDIA GUIDANCE

TAGS:

- Association of Fish & Wildlife Agencies:
 - @FishWildlife -Twitter/X
 - /FishWildlifeAgencies – Facebook

KEY HASHTAGS:

- #ConservationSuccess
- #SuccessStory
- #25YrsSTWGSUCCESS

SOCIAL VISUAL DIRECTION:

Effective and implementable creative approach

- Use of design elements is customizable by state:
 - “Success Story” box (no headline) + state logo
 - “Success Story” and state logo + a 2-to-3 sentence caption describing what is happening in the photo and the location of the photo.
 - “Success Story” and state logo + headline + a 2-to-3 sentence caption describing what is happening in the photo and the location of the photo.

NOTE: When there is not enough contrast between your logo and the background photo, create a thick white outline around the logo.

- Design elements should be placed over top of a well-shot, well-composed, high-resolution, full-color image that visually represents the state STWG conservation success story you are highlighting.
 - showcase wildlife and/or people; NOT landscapes.
- The campaign color palette for design elements should be pulled from your state’s brand. This makes the campaign feel customized to your state and in alignment with your brand. Customizable elements are:
 - “Success Story” box
 - Color bars behind headlines/secondary headlines
 - Headline/secondary headline type color
- The campaign headline font – Aileron Regular (similar fonts include Josefin Sans, Erbaum Regular, and Montserrat).

CREATIVE EXAMPLES

STATE-SPECIFIC IMAGE

well-composed, high-resolution,
colors pair well with state brand,
image composition works well with
themeline and logo placement

"SUCCESS STORY" BOX
color pulled from state's brand

CAPTION

compelling captions that lets the
reader better understand the image.



STATE LOGO

(use white outline for added
contrast, if needed)

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STATE LOGO

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SAMPLE SOCIAL TEXT

CALL TO ACTION:

- **TAKE ACTION:** Contact your representative today and ask them to support the State & Tribal Wildlife Grants program.
- **THANK YOU!** Our thanks go out to [Tag Representative] for supporting the State & Tribal Wildlife Grants program- helping states to protect our nation's fish & wildlife.
- **THANK YOU!** Our thanks go out to [Tag Representative] for supporting the State & Tribal Wildlife Grants program- helping states create conservation #SuccessStories

SAMPLE TEXT:

- Funding that prevents and recover Endangered Species. #25YrsSTWGSUCCESS
- PROACTIVE conservation is why the Wood Turtle is NOT ENDANGERED! State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- The Eastern Indigo is an endangered snake species that is being re-established in part of Alabama. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- North American bats are in danger! Our biologists are working hard to protect them. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory #ConservationAtWork
- DYK- the Blanding's Turtle is and at-risk species! We are dedicated to keeping them safe! State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory #ConservationAtWork
- DYK- bees alone pollinate approximately 75% of the fruits, nuts and vegetables grown in the U.S. One out of every four bites of food people take is supported by bee pollination. State & Tribal Wildlife Grants are helping keep pollinators safe- to keep food on your table! #SuccessStory
- Many pollinator species in Vermont are in trouble. We are making significant strides in pollinator conservation. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- Effective conservation requires a plan. The State & Tribal Wildlife Grants are HOW we are able to fund that plan! #25YrsSTWGSUCCESS
- Golden-winged Warblers have experienced a sharp decline. Conservation efforts have shown promising results, with a goal to increase populations by 50% by 2050. #SuccessStory #ConservationAtWork
- Florida's manatee conservation efforts have seen significant success, leading to a reclassification from endangered to threatened, with a population increase from under 1,200 to over 6,300. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- Reintroductions have been successful at reestablishing and recovering fisher populations in Washington. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- Studies indicate that a significant percentage of marten reintroduction efforts using translocations have been successful, with some reports showing over 70% success. State & Tribal Wildlife Grants are helping make this success possible. #SuccessStory
- The Kirtland's warbler conservation efforts have been a success story, with the species being removed from the federal endangered species list. State & Tribal Wildlife Grants are helped make this success possible. #SuccessStory
- Once listed as Threatened and Endangered, the Louisiana Black Bear is now thriving in the state thanks to proactive partnerships and conservation efforts by fish and wildlife agencies. State & Tribal Wildlife Grants are helped make this success possible. #SuccessStory