

PARTNER TOOLKIT

LEVERAGING INVASIVE SPECIES ACTION MONTH
IN YOUR COMMUNITY



BC Invasive Species
ACTION MONTH

2021



ISAM

TAKING ACTION



INVASIVE SPECIES ACTION MONTH

Each year, the BC government proclaims May as Invasive Species Action Month (ISAM) to raise awareness of invasive species and encourage the public to take action. Invasive species threaten BC's environment, economy and society, including human health, but stopping invasive species is possible if we take action now to prevent, detect and manage invasives.

We encourage organizations, governments and individuals to share information and plan events to engage British Columbians and inspire our communities to take action on invasive species during the month of May!

PARTNER TOOLKIT

The Partner Toolkit is designed to help you leverage ISAM in your community. ISCBC has developed suggested content and resources to guide participating individuals and organizations when sharing ISAM messaging.

The Toolkit contains:

- Communications plan
- Social media content calendar
- Invasive species resources
- Branded ISAM resources
- Media release templates



Dave Holden, CFIA

Communications Plan

A GUIDELINE FOR COMMUNICATING DURING ISAM

OBJECTIVE

This plan provides organizations across the province a consistent approach for sharing information about and increasing awareness of invasive species impacts during ISAM, inspiring British Columbians to take action.

AUDIENCES

- Outdoor enthusiasts
- Water-based recreationists
- Gardeners
- Pet-owners
- Educators
- Parents and families





Social Media Content Calendar

ENGAGING BRITISH COLUMBIANS THROUGH SOCIAL MEDIA

**"THERE IS NO POWER FOR CHANGE GREATER THAN A COMMUNITY DISCOVERING WHAT IT CARES ABOUT."
- MARGARET J. WHEATLEY**

The Social Media Content Calendar provides organizations with a structured social media strategy, including written content and graphics for ISAM.

The calendar includes daily posts for Facebook, Instagram and Twitter.

We encourage partners to copy the social content and post to your social channels throughout May. Use the hashtag **#BCinvasives** when sharing!



SOCIAL MEDIA CALENDAR



Invasive Species Resources

EXPLORE AND SHARE ISCBC PUBLICATIONS, WEBINARS, FIELD GUIDES AND MORE

REPORT

Encourage audiences to take action by reporting invasives online and through Report Invasives BC App.

bcinvasives.ca/report

PLAY YOUR PART

Highlight existing behaviour change programs and resources.

- [Clean Drain Dry](#)
- [Don't Let It Loose](#)
- [PlantWise](#)
- [PlayCleanGo](#)
- [Buy Local Burn Local](#)

YOUTH RESOURCES

- [WIMBY Youth Photo Contest](#)
- [Interactive games & self-led activities for kids](#)
- [Educator guides](#)

LEARNING CENTER

Share ISCBC's learning resources, including eLearning for the Forestry and Real Estate sectors.

[ISCBC Learning Centre](#)

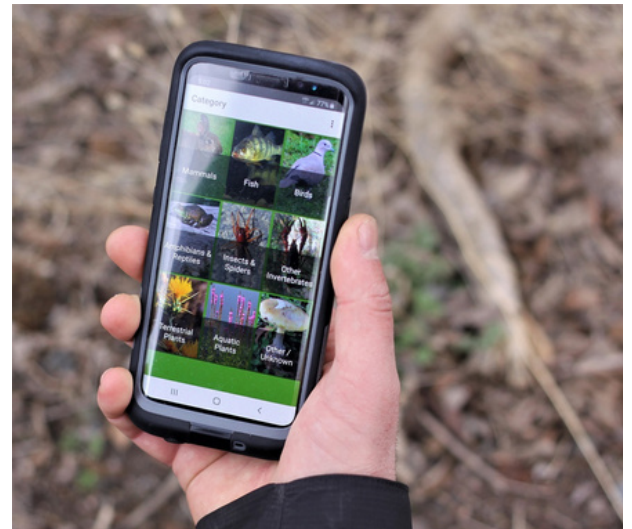
PUBLICATIONS

Share publications, including invasive species factsheets, to help educate and inform individuals and organizations.

[ISCBC Publications](#)

EVENTS

[Submit](#) your ISAM events for ISCBC to share.



Branded ISAM Resources

BUILDING RECOGNITION OF
INVASIVE SPECIES ACTION MONTH
IN BC

ISCBC strives to help build awareness of Invasive Species Action Month through consistent use of the ISAM brand.

Partners sharing ISAM branded content will help to grow awareness and credibility of the campaign, increasing engagement, and of course, rallying support!

We encourage you to use the following resources throughout ISAM:

- ISAM logos
- ISAM social media channel banners
- ISAM media release template
- ISAM poster template

You can help build awareness and motivate communities across BC to take action against the spread of invasive species!

[ISAM RESOURCES](#)

