



## **BC WILD SALMON DAY 2023**

### **SOCIAL MEDIA TOOLKIT**

WEBSITE : [WWW.PSF.CA/WILDSALMON](http://WWW.PSF.CA/WILDSALMON)  
INSTAGRAM: [@PACIFICSALMONFOUNDATION](https://www.instagram.com/PACIFICSALMONFOUNDATION)  
FACEBOOK: [PACIFIC SALMON FOUNDATION](https://www.facebook.com/PACIFIC.SALMON.FOUNDATION)  
TWITTER: [@PSF](https://twitter.com/PSF)

**Thank you for being a valued participant in BC Wild Salmon Day, taking place on Thursday, June 1, 2023!**

BC Wild Salmon Day, established in 2019, is a day for all British Columbians to celebrate salmon and recognize the tremendous cultural, economic and environmental role Pacific salmon play around our province. And we want to hear from you!

**Please help us amplify wild Pacific salmon and give them the recognition that they need.**

For questions about BC Wild Salmon Day, please contact Tracy Green [tgreen@psf.ca](mailto:tgreen@psf.ca)

### **Sample Newsletter text:**

June 1st is BC Wild Salmon Day! Join us in celebrating wild Pacific salmon and recognizing their tremendous cultural and environmental role in British Columbia.

We all need salmon, and salmon need us now more than ever. On June 1st let's give wild salmon a voice and show our support for uplifting conservation efforts throughout the Province. Learn more about BC Wild Salmon Day and how you can participate at [psf.ca/wildsalmon](http://psf.ca/wildsalmon)

### **Social Media graphics and text:**

(see next page)



PACIFIC SALMON  
FOUNDATION

GRAPHIC  
PREVIEW

[\[VIEW AND  
DOWNLOAD  
SOCIAL MEDIA  
GRAPHIC  
HERE\]](#)

Or use your  
own photo to  
represent  
what BC Wild  
Salmon Day  
means to you!



SUGGESTED  
CAPTION

It's BC Wild Salmon Day! We're celebrating wild Pacific salmon and recognizing their tremendous cultural and environmental role in British Columbia.

We all need salmon, and salmon need us now more than ever. Today, let's give wild salmon a voice and show our support for uplifting conservation efforts throughout the Province.

Together we can help recover wild Pacific salmon and their habitats. It's going to take all of us! Learn more at [psf.ca/wildsalmon](https://psf.ca/wildsalmon)

#BCWildSalmonDay #PeopleforSalmon #WildSalmon #PacificSalmon



**PACIFIC SALMON  
FOUNDATION**