



**PACIFIC SALMON  
FOUNDATION**

**Wild Salmon Day  
2024 Communications Toolkit**  
Saturday, June 1

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**Background**

Whether you live on the coast or in the heart of the province, wild salmon impact all of us. Salmon feed more than a hundred species, carry nutrients to our environment, and bring life to our communities.

Too many salmon populations are now struggling. From habitat loss to rapid climate change, wild salmon face unprecedented challenges. It will take all of us to conserve and recover salmon for future generations.

Together, through dozens of events and online posts, we can celebrate these incredible species and raise awareness about the work needed to help salmon populations recover. By highlighting why salmon matter, we can encourage government officials, corporate and community leaders, to prioritize their recovery.

**On this Wild Salmon Day, help us inspire change for salmon! Join us by following the guidelines below, and share this toolkit with your friends, family, and/or colleagues.**

**2024 Theme: “Why Salmon Matter”**

*This Wild Salmon Day, let's highlight why salmon matter! Help bring attention to the incredible environmental and cultural significance of salmon by posting on your social media accounts.*



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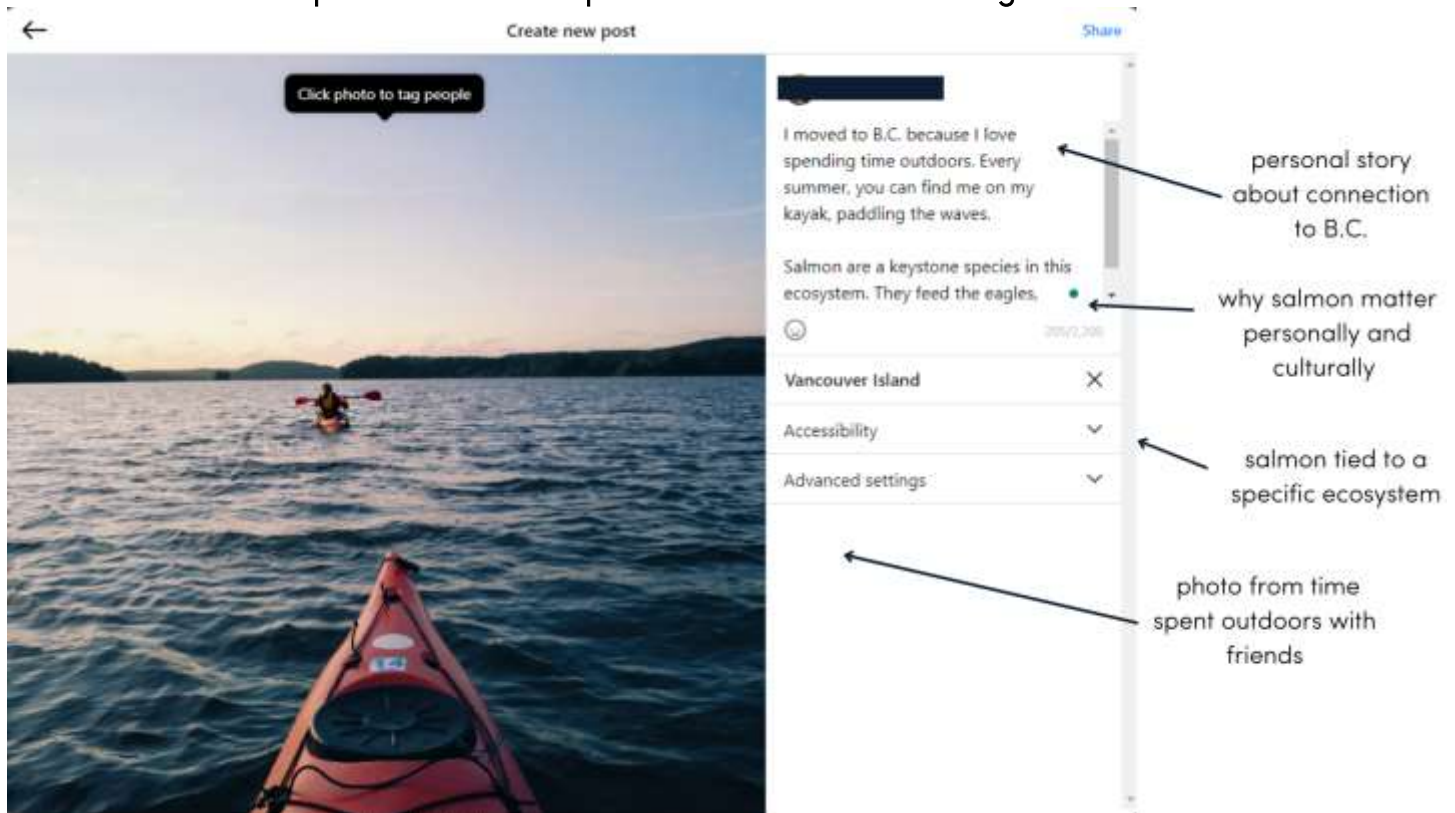
### OPTION 1 – Photo Carousel

*We encourage you to post on Facebook, Instagram, and/or LinkedIn and share memories of time you've spent with salmon or outdoors in salmon habitats.*

Steps to post a photo carousel on social media:

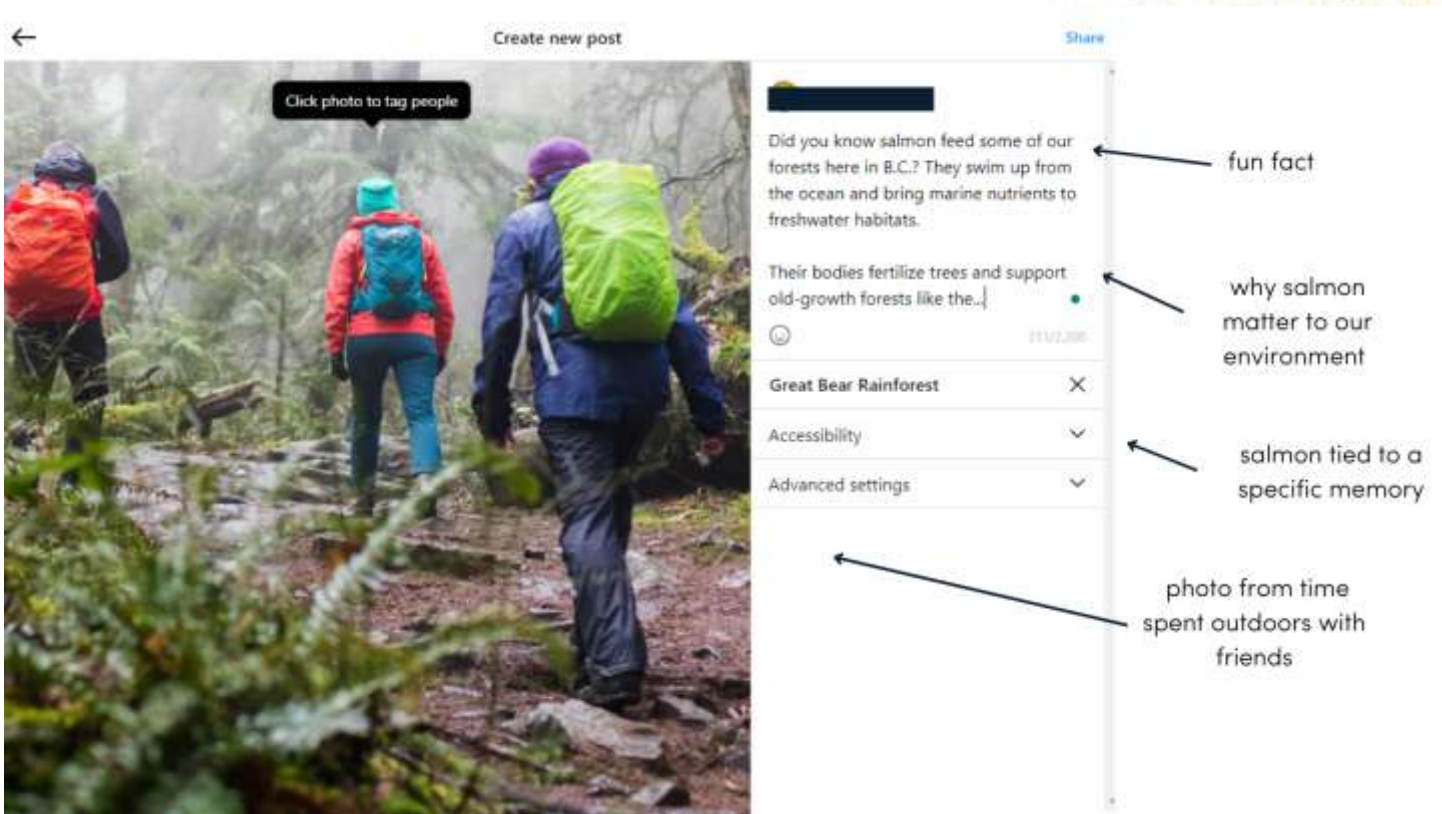
1. **Upload 2-3 photos** of when you've enjoyed time outdoors in B.C.
2. **Describe what's special** about the memories or places captured in your photos.
3. **Share how salmon are connected** to the nature and/or people in your photos. You can start with "Salmon matter because..."
4. **Use the hashtag #WildSalmonDay** and hit post.

Here are some examples of what these posts could look like on Instagram:





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### Here are some fun facts about salmon to consider:

- More than 137 plants and animals – including orcas, bears, and otters – depend on Pacific salmon for their survival.
- Did you know we have salmon forests? Every year, the bodies of spawned out salmon help fertilize trees with nitrogen and phosphorus.
- There are more than 35,000 volunteers involved in salmon conservation across B.C. and the Yukon.
- Salmon often travel 50 kilometres per day on their spawning journeys.

### OPTION 2 – Impact Video

*Help bring attention to the work that you and your organization are doing to help wild salmon by filming a video of yourself!*

- 1) **Create a video that is no more than 90 seconds** answering one of the prompts below:
  - What do salmon mean to you or your community?
  - Why are salmon important to you or your community/organization?
  - What amazes you about wild Pacific salmon and how does this inspire you?
  - What actions are you taking to conserve salmon? What can you and others do?



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- 2) **Post your video to social media** using the hashtag #WildSalmonDay and tag [@pacificsalmonfoundation](#) on Facebook, Instagram, or TikTok or [@psf](#) on twitter.
- 3) **Share the video in your newsletter:** Share your video with your community and encourage them to participate in Wild Salmon Day [www.psf.ca/wildsalmonday](http://www.psf.ca/wildsalmonday).

Videos can be informative, personal, and/or entertaining. You can watch [this video](#) from Aiyana Twigg•q̓uz̓a̓znana, [this video](#) from Pacific Wild, or [this video](#) from Bob Kronbauer to see examples.

### Newsletter Content

*You can customize this sample text for your newsletter. Don't forget to use visuals from our toolkit or add your own images to bring a splash of colour.*

Save the Date: June 1 is Wild Salmon Day! 🐟

Hello [Recipient First Name],

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

From habitat loss to climate change, salmon face unprecedented challenges. That's why on June 1, we invite you to raise awareness about the state of Pacific salmon and help support their recovery.

*[Include further details and specific calls to action here, as needed]*

Together, let's ensure these iconic species continue to thrive for generations to come. Learn more about Wild Salmon Day and how you can participate: [psf.ca/wildsalmonday](http://psf.ca/wildsalmonday)

### Social Media Countdown


*Join us ahead of Wild Salmon Day! We recommend planning social media posts ahead of June 1. Below, we've included sample countdown posts you can customize for your own platforms. Use these hashtags for greater reach: #WildSalmonDay #PeopleforSalmon #WildSalmon #PacificSalmon*

Sample posts for a Wild Salmon Day countdown:

May 14	🐟 Did you know June 1 is Wild Salmon Day in B.C.? Get ready to celebrate Pacific salmon and their vital role in our ecosystems.
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	<p>On this special day, we invite you to use your voice to raise awareness for Pacific salmon and the countless ecosystems they support. Join us by sharing photos of time you've enjoyed time outdoors and explain why salmon matter to you. Don't forget to use the hashtag #WildSalmonDay!</p> <p>Learn more about Wild Salmon Day and how you can participate at <a href="https://psf.ca/wildsalmonday">psf.ca/wildsalmonday</a>.</p> <p>#PeopleforSalmon #WildSalmon #PacificSalmon</p>
May 23	<p>One week until Wild Salmon Day! Let's honour the cultural and environmental importance of wild salmon on June 1.</p> <p>Last year, there was an incredible uptake with salmon supporters, advocates, government officials, and partners posting hundreds of messages on social media.</p> <p>Don't miss the chance to share your own salmon story this week! Share why salmon matter to you in a short post and use #WildSalmonDay to spread the word. We encourage you to add pictures from time you've spent outdoors in salmon habitats.</p> <p>Learn more about Wild Salmon Day and how you can participate at <a href="https://psf.ca/wildsalmonday">psf.ca/wildsalmonday</a>.</p> <p>#PeopleforSalmon #PacificSalmon</p>
May 29	<p> 3 days left until we raise our voices for wild salmon. Join us in supporting salmon recovery efforts across the province.</p> <p>From habitat loss to climate change, salmon face unprecedented challenges. That's why on June 1, we invite you to raise awareness about salmon and help support their recovery. Share photos of you in salmon habitats and tell us why salmon matter to you for #WildSalmonDay!</p>



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	<p>Together, let's ensure these iconic species continue to thrive for generations to come. Learn more about Wild Salmon Day and how you can participate: <a href="https://psf.ca/wildsalmonday">psf.ca/wildsalmonday</a>.</p>
May 30	<p>Only 48 hours until Wild Salmon Day! Let's show our appreciation for these incredible species and the diverse ecosystems they support. Join us on June 1 and share a post about why salmon matter to you.</p> <p>Include photos from your favourite spots in nature and use #WildSalmonDay. Whether it's their crucial role in ecosystems, their cultural significance, or simply the joy they bring to your outdoor experiences, let's spread awareness and appreciation for Pacific salmon.</p> <p>Learn more about Wild Salmon Day and how you can participate at <a href="https://psf.ca/wildsalmonday">psf.ca/wildsalmonday</a>.</p> <p>#PeopleforSalmon #WildSalmon #PacificSalmon</p>
June 1	<p>Today is Wild Salmon Day! Get ready to celebrate, raise awareness, and act for Pacific salmon. Post about why salmon matter to you and use #WildSalmonDay to join the conversation.</p> <p> Together, we can help restore and recover wild Pacific salmon and their habitats. Wild salmon need all our voices, today and every day!</p> <p>Learn more about Wild Salmon Day and how you can participate at <a href="https://psf.ca/wildsalmonday">psf.ca/wildsalmonday</a>.</p> <p>#WildSalmon #TakeAction</p>

**Sample visuals for #WildSalmonDay on Canva:**

1. [Click here](#) to access the graphics on Canva.com
2. Please click on File > Make a copy.
3. Edit your own version and resize the images, as desired.



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4. When you are done, click on Share > Download.



### Sample Images on Google Drive:

To download a copy of these visuals you can also access our Google Drive folder here: [click here.](#)

If you would like to add the Wild Salmon Day graphic to your own images, you can download the [logos here.](#)

### Events

This May and June, join dozens of partners by coordinating activities in celebration of Pacific salmon in your community. Events can range from festivals to documentary screenings, potlucks, and community salmon conversations.

Are you hosting an environmental event in the coming months? We would be happy to help promote all salmon events taking place across the province.



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To include your event on PSF's website, visit the Submit Your event page. You will be asked to complete a simple form on the website. You will then receive confirmation and the event will appear on PSF's Wild Salmon Day page and Events Calendar.

**Tip:** Take photos (or screenshots) the day of and share them on social media to further amplify your efforts with the hashtag #WildSalmonDay. Focus on showcasing participants, speakers, and community members in a positive light, as well as any art on display.

### Best Practices

Tips and tricks to improve your messaging:

- Include a specific "ask" for your followers, supporters, and event attendees.
- Emphasize solutions and the role community can play in helping restore salmon.
- Engage local audiences by highlighting specific salmon runs and rivers in your area.
- Highlight popular support – according to a 2023 sample poll, more than 70% of B.C residents are concerned or highly concerned about salmon.
- Keep your messaging simple and concise – share one piece of information at a time.
- Include hashtags and engaging visuals to make your social media posts stand out.
- Start building awareness early – don't wait until Wild Salmon Day to post about it!

### Contact

For questions about Wild Salmon Day, please contact [salmon@psf.ca](mailto:salmon@psf.ca)