Message

From: Samuel, Donette [Samuel.Donette@epa.gov]
Sent: 7/15/2020 6:30:01 PM
To: Byck, Sabina [Byck.Sabina@epa.gov]; R2 Social Media Team [R2_Social_Media_Team@epa.gov]
Subject: RE: SM content for 07/20 - 07/24

See updates below.

Monday - July 20, 2020: Reduce Waste and Landfills / EPA's CREAT tool / Brownfield Virtual Conference
Tuesday - July 21, 2020: Curbside Recycling / Reduce Food Waste /
Wednesday - July 22, 2020: EPA's UV Index Mobile App / Riverside Superfund Site PRAP Release
Thursday - July 23, 2020: Unimatic Virtual Public Meeting / Superfund Overview
Friday - July 24, 2020: State of the Great Lakes Report / Harmful Algal Bloom (HAB) mapping tool / Barnegat Bay webinar

TOPIC	POST DATE	MESSAGE

Cleaning up Our Nation's Land Reduce Waste and Landfills	Monday - July 20, 2020	**Twitter:** As EPA celebrates our progress with cleaning our nation's land, Region 2 wants t NY, NJ, PR, and USVI to reduce waste, recycle when possible, and rethink material use. O individual acts create cleaner land and better health. **Facebook:** As EPA celebrates our progress with cleaning up our nation's land, Region 2 wa remind everyone in NY, NJ, PR, and USVI to reduce waste, recycle when possible, and ret material use. Our small individual acts create cleaner land and better health. Check out mor reduce waste and play your part in cleaning up our nation's land by visiting: https://www.epa.gov/sites/production/files/2019-11/documents/msw_infographic_with_2017_data_nov._2019.pdf

NY/NJ Harbor and Estuary Program: CREAT tool	Monday - July 20, 2020	**Twitter:** #DYK EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) f to understand long-term weather conditions and adapt to extreme weather events. Our partr @harborestuary are using the tool to help #CSO communities in #NJ. Learn more at: www.epa.gov/crwu/creat-risk-assessment-application-water-utilities **Facebook:** EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) that h utilities adapt to extreme weather events by better understanding current and long-term wea conditions. The application of CREAT can be applied more broadly to water utilities – sucl wastewater treatment plants and drinking water treatment plants, as well as to other more-s applications such as Combined Sewer Overflows (#CSOs). Our partners at NY/NJ Harbor Program are using the tool to help communities in NJ reduce climate-related threats to CSC Learn more about the tool here: www.epa.gov/crwu/creat-risk-assessment-application-wate
Brownfield webinar	Monday - July 20, 2020	**Twitter**: On July 21-22, the Brownfield Coalition of the Northeast will host the 2020 North Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. Register at www.brownfieldcoalitionne.org/event-3667273 **Facebook:** On July 21 and 22, the Brownfield Coalition of the Northeast will host the 2020 Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. Learn more and register at: www.brownfieldcoalitionne.org/event-3667273

Cleaning up Our Nation's Land Woodbury NJ Recycling	Tuesday - July 21, 2020	**Twitter:** #DYK Woodbury, NJ was the first US-city to offer curbside recycling? Trendsett like this has contributed to our progress with tripling recycling rates across the nationwide. facts and figures here: www.epa.gov/facts-and-figures-about-materials-waste-and-recycling overview-facts-and-figures-materials#R&Ctrends **RETWEET:** #TransformationTuesday: In 1980, Woodbury, NJ became the first city curbside recycling. Today, recycling programs can be found across the country and th recycling rate is more than 35 percent! #EPAat50 #ReduceReuseRecycle https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling https://twitter.com/EPAland/status/1280590482385571845?s=20 **Facebook:** Did you know Woodbury, NJ, was the first city in the United States to offer cur recycling? In 1980, Woodbury became the first city to provide curbside recycling. Today, r programs can be found across the country and have contributed to our progress with signifi increasing recycling rates from 10 percent to over 35 percent nationwide. Find more facts a here: www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overvi and-figures-materials#R&Ctrends
Cleaning up Our Nation's Land: Reduce Food Waste	Tuesday - July 21, 2020	**Twitter:** #DYK that in NY state alone almost 4 million tons of food ends up in landfills ea Learn ways to reduce food waste, protect public health, and save money here: https://www.epa.gov/recycle/reducing-wasted-food-home EPALand RETWEET: #EPAat50 Since EPA was founded in 1970, the national recyc has more than tripled. But that still means most waste is ending up in landfills -- espe waste. For tips on how to reduce food waste at home, go to epa.gov/recycle/reducing https://twitter.com/EPAland/status/1281656568426176513?s=20 **Facebook:** #DYK that in NY state alone almost 4 million tons of food ends up in landfills year?! By reducing food waste, we can save money, reduce methane emission, conserve en support communities with food insecurity. Learn ways to reduce food waste here: https://www.epa.gov/recycle/reducing-wasted-food-home

UV Safety Month EPA's UV Index Mobile App	Wednesday - July 22, 2020	**Twitter:** NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to sunburn #summertimefine. Download the free UV Index mobile app created by EPA to know when will be hottest and UV rays the highest: www.epa.gov/enviro/uv-index-mobile-app #Thank #SummerTimeFine #UVSafetyMonth **HQ RETWEET:** The Dept. of Health and Human Services has named July as UV Sa Month. The sun's UV rays can damage your skin in as little as 15 minutes. Check out UV Index mobile app to help protect yourself and your family from the harmful effec rays. https://t.co/Gr3C52Lp7B?amp=1 https://twitter.com/EPA/status/1281679588687478785?s=20 **Facebook:** NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to sunbu summertime fine by using the free UV Index mobile app created by EPA to know when the be hottest and UV rays the highest. The Ultraviolet (UV) Index predicts the ultraviolet radi levels on a 1-11+ scale and provides a daily forecast of the expected intensity of UV radiati the sun. Download here: www.epa.gov/enviro/uv-index-mobile-app #ThankUsLater #SummerTimeFine #UVSafetyMonth
Cleaning up Our Nation's Land Riverside Superfund Site Proposed Remedial Action Plan (PRAP) Press Release	Wednesday - July 22, 2020	**Twitter:** Public comments are now being accepted on our proposed cleanup plan to addres groundwater and sediment contamination at the Riverside #Superfund Site in Newark, New Join us at our virtual public meeting on August 6th at 6:00pm! More info here: [link to pres **Facebook:** Public comments are now being accepted on our proposed cleanup plan to addr spill into the Passaic River near the Riverside Industrial Park #Superfund Site in Newark, N Jersey. The proposed plan includes the implementation of institutional controls and long-te monitoring to eliminate the immediate threats of the oil spill. We are proposing the best cou action to protect human health and the environment at the site, and want to create space for community members to ask questions or voice concerns about the proposal. A virtual publi on our proposed plan will be held on August 6th, 2020 from 6:00pm – 8:00pm EST. To vie proposed plan and register for the virtual public meeting, visit the site page at www.epa.gov/superfund/riverside-industrial

Cleaning up Our Nation's Land Unimatic Virtual Public Meeting tonight from 6:00pm-8:00pm	Thursday - July 23, 2020	**Twitter:** The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superf will happen tonight from 6-8pm. To learn more about the site and join the virtual public me the site's home page here: www.epa.gov/superfund/unimatic **Facebook:** The virtual public meeting to discuss the Proposed Plan for the Unimatic #Supe will happen tonight from 6-8pm. The proposed plan includes the use of legal controls and monitoring to prevent and reduce human exposure to contaminated groundwater, periodic and analysis of groundwater samples to verify that the level and extent of contaminants are and the excavation and removal of contaminated sediment from drainage areas located dow the site. With these combined actions, we are proposing the best course of action to protect from the polychlorinated biphenyl (PCB) contamination at this site over the long-term. To about the proposed plan and participate in the virtual public meeting, visit the site's homepa www.epa.gov/superfund/unimatic
Cleaning up Our Nation's Land Superfund Overview	Thursday - July 23, 2020	**Twitter THREAD:** 1. In celebration of #EPAat50 and our progress with cleaning up the nation's land, we're highlig Superfund program. The Superfund program is responsible for cleaning the nation's most contaminated land and responding to environmental emergencies. 2. Superfund's goals are to: 1. protect human health and the environment by cleaning up cont sites; 2. make responsible parties pay for cleanup work; 3. involve communities in the Super process; and 4. return Superfund sites to productive use. 3. In Region 2, there are X superfund sites on the National Priorities List (NPL), Y partially delet NPL, and Z fully deleted from the NPL. Learn more about the list of Superfund sites in the re https://www.epa.gov/superfund-redevelopment-initiative/region-2-superfund-sites-reuse **Facebook:** In celebration of #EPAat50 and our progress with cleaning up the nation's land, highlighting the Superfund program. The Superfund program is responsible for cleaning th most contaminated land and responding to environmental emergencies. Superfund's goals a protect human health and the environment by cleaning up contaminated sites; 2. make resp parties pay for cleanup work; 3. involve communities in the Superfund process; and 4. retu Superfund sites to productive use. In Region 2, there are X superfund sites on the National List (NPL), Y partially deleted from the NPL, and Z fully deleted from the NPL. Learn mo the list of Superfund sites in Region 2 here: https://www.epa.gov/superfund-redevelopment initiative/region-2-superfund-sites-reuse

Lake Appreciation Month: State of the Great Lakes Report	Friday - July 24, 2020	**Twitter:** July is #LakeAppreciationMonth, and all day we are highlighting lakes and relate resources in Region 2. The Great Lakes are so great, they inspired the Great Lakes Water Q Agreement, a commitment between the Governments of Canada and the United States to pr water's quality and aquatic ecosystem. **THREAD**: The "State of the Great Lakes Report" highlights the effectiveness of environmental p and policies to protect the lakes. While the trends are "fair" and "unchanging," there i to do to protect the fresh surface water supply. Learn more at https://binational.net/wp content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf **Facebook:** July is #LakeAppreciationMonth, and all-day, we are highlighting lakes across The Great Lakes contains one-fifth of the world's fresh surface water supply and is the prin of drinking water for tens of millions of Canadians and Americans. The lakes are so great, inspired the Great Lakes Water Quality Agreement, a commitment between Canada and the States to restore the water's quality and aquatic ecosystem. The latest "State of the Great La Report" found that trends are "fair" and "unchanging," but there is still work to do to protec surface water supply. Learn more about how the Canadian and American Governments are cooperatively working to protect the Great Lakes here: https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf

Lake Appreciation Month: Harmful Algal Bloom (HAB) mapping tool	Friday - July 24, 2020	**Twitter:** Interested in the fight against harmful algae blooms? Check out NJ's new Harmfu Bloom (HAB) interactive mapping tool, which helps lake communities stay informed abou occurring across NJ and protect public health: https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a811c9a9 **NJDEP RETWEET:** One of DEP's top priorities is to revitalize New Jersey's comm protect public health. The new Harmful Algal Bloom (HAB) interactive mapping tool lake communities better protect public health & keep the public informed about bloor occurring across NJ (1/2) https://twitter.com/NewJerseyDEP/status/1275837988581322759 **Facebook:** Interested in learning more about harmful algae blooms in your community? @ has a new Harmful Algal Bloom (HAB) interactive mapping tool to help lake communities informed about blooms occurring across New Jersey to protect public health. Check out the https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a811c9a9
Lake Appreciation Month: Barnegat Bay [NJ] webinar series	Friday - July 24, 2020	**Twitter:** The "Ask a Barnegat Bay Scientist" webinar series is open, free, and virtual. Lear the bay's state during the next meeting, Tuesday, July 28, at 7pm EST with Dr. Christine Th on the "Tuckerton Oyster Reef." Register at: www.barnegatbaypartnership.org/ask-a-barne scientist-summer-webinars/ **Facebook:** Curious about what scientists are studying and finding in the Barnegat Bay? Joi every other Tuesday at 7pm for a new webinar series, "*Ask a Barnegat Bay Scientist*." The are free, virtual, and interactive. The next meeting is Tuesday, July 28 at 7pm EST with Dr Thompson of Stockton University about the "Tuckerton Oyster Reef." Learn more and regi www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/

From: Byck, Sabina <Byck.Sabina@epa.gov>
Sent: Wednesday, July 15, 2020 12:31 PM
To: R2 Social Media Team <R2_Social_Media_Team@epa.gov>
Subject: FW: SM content for 07/20 - 07/24

Hey Donette, these are great! See below for my edits/comments.

From: Samuel, Donette <Samuel.Donette@epa.gov>
Sent: Wednesday, July 15, 2020 11:38 AM
To: Byck, Sabina <Byck.Sabina@epa.gov>
Cc: R2 Social Media Team <R2_Social_Media_Team@epa.gov>
Subject: SM content for 07/20 - 07/24

Good morning team,

Below are the SM topics for next week. The highlighted texts are placeholders to be updated when the correct information is available, presumably by Friday. I look forward to your comments and feedback.

Best,
Donette

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Cleaning up Our Nation's Land Unimatic Virtual Public Meeting tonight from 6:00pm-8:00pm	Thursday - July 23, 2020	**Twitter:** The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superf will happen tonight from 6-8pm. To learn more about the site and join the virtual public me the site's home page here: www.epa.gov/superfund/unimatic **Facebook:** The virtual public meeting to discuss the Proposed Plan for the Unimatic #Supe will happen tonight from 6-8pm. The proposed plan includes the use of legal controls and monitoring to prevent and reduce human exposure to contaminated groundwater, periodic c and analysis of groundwater samples to verify that the level and extent of contaminants are and the excavation and removal of contaminated sediment from drainage areas located dow the site. With these combined actions, we are proposing the best course of action to protect from the polychlorinated biphenyl (PCB) contamination at this site over the long-term. To about the proposed plan and participate in the virtual public meeting, visit the site's homepa www.epa.gov/superfund/unimatic
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Lake Appreciation Month: State of the Great Lakes Report	Friday - July 24, 2020	**Twitter:** July is #LakeAppreciationMonth, and all day we are highlighting lakes and relate resources in Region 2. The Great Lakes are so great, they inspired the Great Lakes Water Q Agreement, a commitment between the Governments of Canada and the United States to pr water's quality and aquatic ecosystem. **THREAD**: The "State of the Great Lakes Report" highlights the effectiveness of environmental p and policies to protect the lakes. While the trends are "fair" and "unchanging," there i to do to protect the fresh surface water supply. Learn more at https://binational.net/wp content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf **Facebook:** July is #LakeAppreciationMonth, and all-day, we are highlighting lakes across The Great Lakes contains one-fifth of the world's fresh surface water supply and is the prin of drinking water for tens of millions of Canadians and Americans. The lakes are so great, inspired the Great Lakes Water Quality Agreement, a commitment between Canada and the States to restore the water's quality and aquatic ecosystem. The latest "State of the Great La Report" found that trends are "fair" and "unchanging," but there is still work to do to protec surface water supply. Learn more about how the Canadian and American Governments are cooperatively working to protect the Great Lakes here: https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf

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Lake Appreciation Month: Barnegat Bay [NJ] webinar series	Friday - July 24, 2020	**Twitter:** The "Ask a Barnegat Bay Scientist" webinar series is open, free, and virtual. Lear the bay's state during the next meeting, Tuesday, July 28, at 7pm EST with Dr. Christine Th on the "Tuckerton Oyster Reef." Register at: www.barnegatbaypartnership.org/ask-a-barne scientist-summer-webinars/ **Facebook:** Curious about what scientists are studying and finding in the Barnegat Bay? Joi every other Tuesday at 7pm for a new webinar series, "*Ask a Barnegat Bay Scientist*." The are free, virtual, and interactive. The next meeting is Tuesday, July 28 at 7pm EST with Dr Thompson of Stockton University about the "Tuckerton Oyster Reef." Learn more and regi www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/

Donette O. Samuel, M.P.H (*she/her/hers*)
Community Involvement Coordinator
samuel.donette@epa.gov | 212-637-3570

U.S Environmental Protection Agency
Region 2: NY, NJ, PR, USVI and 8 Tribal Nations

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