**Social messaging**

Content: Minimizing Fish Kills campaign

Platforms: Facebook, Instagram

#1: Rainy day

*Suggested graphic:* storm cloud above field graphic with stream showing fish (NO tractor)

**Long form copy**: Rain today? Wait another day. Manure and chemical applications to land should not occur right before rains or on saturated soil. Use the Minnesota Department of Agriculture’s [Runoff Risk Advisory Forecast tool](https://www.mda.state.mn.us/protecting/cleanwaterfund/toolstechnology/runoffrisk) can help determine the best time to apply. Runoff into streams washes away valuable nutrients and can pollute waters for fish and private wells.

**Short form copy**: Rain today? Wait another day. Manure and chemical applications to land should not occur right before rains. MDA’s [Runoff Risk Advisory Forecast tool](https://www.mda.state.mn.us/protecting/cleanwaterfund/toolstechnology/runoffrisk) can help determine the best time to apply.

#2: Timing

*Suggested graphic*: postcard art, scaled (show tractor with spreader) with “Timing is everything.” text on the graphic.

**Long form copy**: Planning your field applications to avoid rain events ensures valuable manure and chemicals stay in your soil and don’t runoff downstream. Runoff into streams washes away valuable nutrients and can pollute waters for fish and private wells. Learn more how to #reducerunoff at www.pca.mn.us/fishkills.

**Short form copy**: Planning your field applications to avoid rain events ensures nutrients stay in your soil and don’t runoff downstream. Learn how to #reducerunoff at www.pca.mn.us/fishkills.

#3: intense storms

Suggested graphic: split graphic showing sun and rain/storm clouds.

**Long form copy**: Recent fish kills in southeast Minnesota trout streams have occurred during intense storms that followed prolonged dry periods. Runoff into streams washes away valuable nutrients and can pollute waters for fish and private wells so avoid applying manure and chemicals before forecast rain events. Learn more how to #reducerunoff at www.pca.mn.us/fishkills.

**Short form copy**: Recent fish kills in southeast Minnesota trout streams have occurred during intense storms that followed prolonged dry periods. Avoid applying manure and chemicals to land before forecast rain events. Learn how to #reducerunoff at www.pca.mn.us/fishkills.

#4: Make the call

*Suggested graphic*: Triangle graphic with ! and text “Call 1-800-422-0798”

**Long form copy**: If you see dead or dying fish, or a spill or unusual runoffthat may be impacting a stream or lake, call the Minnesota Duty Officer at 1-800-422-0798. Timing is critical. The faster agency personnel are on site, the better the chance of being able to determine the cause of the fish kill. They may be caused by disease; changes in water quality, levels, or temperatures; weather; and external sources, such as runoff. Learn more at www.pca.mn.us/fishkills.

**Short form copy**: Make the call if you see unusual runoff or dead fish.Call the Minnesota Duty Officer at 1-800-422-0798. Timing is critical to determine the cause. Learn more at www.pca.mn.us/fishkills.