

## Pet Waste Monthly Social Media Posts

This kit contains twelve images, loosely themed around events and seasons throughout the year, as well as suggested text for each post. You can cut-and-paste the matching text from this document to accompany each photo you use. By posting monthly on this topic, you can offer a regular reminder to residents to "do their doody."

We find that using a light touch - posts based on humor and interesting facts rather than a stern lecture - is a far more effective and engaging strategy on social media.

The images are square, making them suitable for posting on either Facebook or Instagram. If you are posting to a private Facebook group, please add/invite @SustainableFCMD as a group member. Then, when you post on this or other environmental topics, please tag us! That way we can add or respond to comments to help keep the conversation on-topic and fact-based.

If you need any assistance, please reach out to Annmarie Creamer, DEE Communications Manager, at [acreamer@FrederickCountyMD.gov](mailto:acreamer@FrederickCountyMD.gov). Thank you for helping keep our community- and our waterways- clean!



### January : (Digital image of note paper with resolutions written on it.)

New year, new goals! So let's talk about weight management. Specifically, how to manage the estimated 38,283,025 pounds of dog poop that will be produced in Frederick County this year. We're not asking you to lose that weight (we like to feed our dogs snacks too)- just put it in the right place!

Dog waste lying on the ground contributes a significant amount of nutrient and bacterial pollution that contaminates our local waterways and washes down to the Chesapeake Bay. So if you're looking for ways to get healthy, scooping the poop is a sure bet for ensuring a healthier environment!

It's a goal that helps everyone, without expecting your dog – or you – to eat fewer snacks. So happy New Year and thanks for doing your doody! #scoopthepoop #itsyourdoody

Learn More at [www.FrederickCountyMD.gov/ItsYourDoody](http://www.FrederickCountyMD.gov/ItsYourDoody)



### February: (Cartoon of corgi on a neighborhood path.)

Show some love for the environment and scoop the poop! It'll warm your neighbor's hearts too. #ItsYourDoody

Even in winter, dog waste affects groundwater supplies and washes away to our rivers and the Bay. Dog doo is full of bacteria, overloads waterways with excess nutrients and it doesn't look very lovely either. So, bring a little joy into the world by taking a little waste out of the neighborhood. #ScoopThePoop #ItsYourDoody

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### March: (Digital collage of poo emoji and rainbow over a neighborhood.)

Nobody wants to find a pile of poo at the end of the rainbow- or under foot. It's also bad luck for the environment! Dog waste left behind isn't clean or natural, it's pollution that can make other pets, people, and our waterways sick from bacteria, viruses, and excess nutrients.

Go green and help keep our sidewalks and paths clean! #ScoopThePoop #ItsYourDoody

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#### April: (Digital image of Arnold Schwarzenegger in the woods.)

A common misconception is that dog doo is no different than what bears do in the woods. But, not all doo is created equal. Pets have very different, much more processed, nutrient-rich diets than wild animals. Dog doo deposits materials that were never part of the environment they drop them into. That can throw an ecosystem out of balance.

Dogs also carry bacteria and viruses not part of the native environment. That can harm wildlife- and people too! Dog waste has upwards of 23 million bacteria per gram. Dog waste pollutes our groundwater, drinking water, waterways, and the Chesapeake Bay. So, please help keep our watershed and neighborhoods clean: scoop the poop and toss it in a trash can THANKS!

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#BagItAndBinIt #ItsYourDooey #KeepNatureNatural

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#### May: (Image of white dog rolling on grass.)

If you think grass stains are bad, dog waste REALLY leaves its mark on the environment! Although it may look like pup piles have disappeared over time or washed away, some microorganisms, such as roundworms, E. coli, and Giardia, can persist and survive in your neighborhood's grassy areas for up to FOUR YEARS if not picked up!

If you have a pet, it's your doody. Please keep areas where people walk, play, and enjoy nature clean and safe by bagging dog waste and tossing it into the trash. Learn More at [www.FrederickCountyMD.gov/ItsYourDooey](http://www.FrederickCountyMD.gov/ItsYourDooey).

#scoopthepoop #itsyourdoody #keepitclean

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#### June: (Image of kids on beach.)

We're all part of a watershed- an area of land that funnels water into streams, rivers, the Chesapeake Bay, and on to the Atlantic Ocean. So what happens along Frederick County trails, sidewalks, and lawns affects those downstream.

When dog waste ends up in water bodies, it can cause excessive growth of algae and weeds that make the water murky, green, smelly, and gross. Sometimes, even when the water looks okay, it's still too loaded with disease-causing pathogens to be safe for swimming, boating, or fishing.

So, if you want to enjoy recreational water activities this summer, or maybe you like to eat fresh seafood, or you just want to do what's best for the environment...Pick up your pet's poop. After all, it's your doody.

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#### July: (Image of Uncle Sam.)

A clean environment is a cause for celebration! So, be a good citizen and protect local waterways and soils from nutrient and pathogen pollution: by pick up your pet's waste. Because nobody wants their summer picnic, bike ride, nature hike, or swim at the lake to be ruined by poolution.

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#KeepAmericaBeautiful #ThisLandIsYourLand #ScoopThePoop #ItsYourDoody

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## August: (Image of school bus.)

Pop quiz: How much bacteria is in one gram of dog waste?

Answer: One gram of dog waste can contain 23 million fecal coliform bacteria!

Scooping the poop can also protect people in your neighborhood from parasites like parvo, trichinosis, whipworms, hookworms, roundworms, giardia, coccidia, and other troublemakers. Stay on the pet owner honor roll: pick up and properly dispose of dog waste. #ScoopThePoop #ItsYourDoody

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## September: (Illustration of taking a picture of nature.)

You found a scenic location to walk your pup away from the crowd? That's great! You still need to scoop the poop, even if no one is watching. #LoveNature #PawsToProtect #KeepItClean

Dog waste is the #3 source of water pollution. With more than 45 MILLION pounds of dog poop produced in Frederick County each year, it can be as toxic to our watershed as an oil spill! So always travel with a plastic bag- and carry that waste back to a trash can. After all, if you have a pet, it's your doody, no matter where you are.

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## October: (Image of leaves on sidewalk.)

There you are, strolling along, basking in the golden glow of autumn, when suddenly a scent is in the air...and it's not pumpkin spice. It's what's stuck to the bottom of your shoe. Ewww!

Beyond being totally gross, dog waste contains pathogens that can make people sick and excess nutrients that are harmful to the environment. So please, if you have a pet, pick up the poo. It's your doody.

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## November: (Thankful, grateful, blessed.)

To everyone who helps keep our local sidewalks, trails, waterways, and habitats clean and clear of dog doo: you're the kind of neighbors we count among our blessings. Thank you!

To the rest of you...Karma might look like a holiday dinner accompanied by jello salad, loud political discourse, and a nosey relative's critique of your life choices.

Avoid bad vibes. #ScoopThePoop #ItsYourDoody #BeBlessed

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## December: (Image of Santa's list.)

Don't be rude-olph - the piles your pup leaves behind aren't a gift anyone wants. It's a simple Claus and effect: when you don't scoop the poop, our waterways get loaded with excess nutrients and dangerous pathogens. To stay off the naughty list, scoop, bag, and properly dispose of your pet's waste.

#HappyHowlidays #ScoopThePoop #ItsYourDoody

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