



## Fish the Schuylkill Messaging

Schuylkill Action Network (SAN) Recreation Workgroup

**Hashtag to Use:** #FishtheSchuylkill

**Sample Social Media Posts:**

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*Post ASAP - Promoting 1st event*

Think you can catch the largest fish on the Stony Creek, a tributary of the Schuylkill River? Then join Stony Creek Anglers on April 27th and 28th for the 22nd annual trout derby!

#FishtheSchuylkill <http://stonycreekanglers.synthasite.com/trout-tournament.php>

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*Post ASAP - Promoting 2nd event*

Join us on Sunday, April 28th for the first #FishtheSchuylkill event on the Perkiomen Creek! The event will take place at the American Legion in Palm (744 Gravel Pike, East Greenville, PA 18041).

Learn how to fly cast and about fish habitat needs. Everyone is welcome!

<https://www.pvtu332.org/news/2019/4/9/fish-the-schuylkill-watershed-event>

Event sponsored by Perkiomen Valley Trout Unlimited, Aqua PA, and the Schuylkill Action Network.

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*Post in May - promoting 3rd event*

No fishing pole? No license? No problem! Join Berks Nature for a free family fishing day at Blue Marsh Lake on June 8th. Register here:

<https://www.berksnature.org/event/smart-family-fishing-day-2/> #FishtheSchuylkill

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*Post whenever*

Want to know when trout stocking takes place around you? Check here:

[http://fbweb.pa.gov/stocking/TroutStockingDetails\\_GIS.aspx](http://fbweb.pa.gov/stocking/TroutStockingDetails_GIS.aspx) #FishtheSchuylkill

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*Post whenever*

Looking for a fun fishing event near you? Check out PA Fish & Boat's calendar of events:  
<http://fbweb.pa.gov/calendar/> #FishtheSchuylkill

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*Post whenever*

New to fishing? Here are some FAQ that may help you get out and about on the Schuylkill River: <https://www.fishandboat.com/LearningCenter/FAQs/Pages/Fishing.aspx>  
#FishtheSchuylkill

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*Post on Aug 6th:*

#FBF to this musky caught on the #SchuylkillRiver last year! Show us your catches by hashtagging #FishtheSchuylkill



Caption: Kevin Rodenbaugh, 20, of King of Prussia, caught and released a muskellunge estimated to have been about 45 inches long in the Schuylkill River.



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*Post in August - promoting 4th event*

Join (list partners) for Philly Fun Fishing Fest on (date)! (Fun activities). Learn more here: (add link) #FishtheSchuylkill

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Other ideas for social media

- Best fishing spots in the watershed
- Fish habitat needs
- Fish water quality needs
- Fun facts about fish