



CONSUMER OUTREACH POWERED BY THE PROFESSIONAL PEST MANAGEMENT ALLIANCE

How To Guide

Documenting and sharing photos and videos

Background

As our industry knows very well, the issue of pollinator health continues to be a hot topic in the media and the public. This year, we continue our commitment to pollinator health, by establishing a nationwide day of service — the “Plant Your Own Pollinator Garden” — during which we invite all NPMA members to take part by volunteering to plant a pollinator garden in their communities.

Sharing Photos

We recommend that you take plenty of photos and videos to document your participation in the Day of Service. You can share these multimedia assets on your social media pages in real time. (See social media document for suggested posts.)

PPMA, NPMA’s consumer outreach arm, would also like to cross-promote the Day of Service, so we are asking companies to send a few photos for use on PestWorld.org and our social media channels, including Facebook ([Facebook.com/PestWorld](https://www.facebook.com/PestWorld)), Twitter ([@PestWorld](https://twitter.com/PestWorld)) and Pinterest ([Pinterest.com/pestworld](https://www.pinterest.com/pestworld)). Please follow us and feel free to share, retweet and repin our posts.

How to send:

You can use a free file sharing website such as [Dropbox](https://www.dropbox.com) or [Hightail](https://www.hightail.com) to send the files. Please direct them to npmateam@vaultcommunications.com, and note your company name and location in the subject line.

If you have any questions, please call (610) 455-2764.

