



Pump Out, Don't Dump Out Campaign Sample Social Media Content

About the Campaign

The Washington Department of Ecology – in partnership with the Washington State Parks - Clean Vessel Act Grant Program, Washington Sea Grant, Pump out Washington, and Clean Marina Washington – is conducting a [Pump Out, Don't Dump Out](#) campaign throughout summer 2021. The goal is to remind boaters that Puget Sound is a No Discharge Zone and encourage everyone to properly dispose of their boat sewage.

We have a [full suite of campaign resources](#) available! For questions about the campaign contact [Justine Asohmbom](#) at the Washington Department of Ecology.

Get Involved

Become a [Pump Out, Don't Dump Out](#) campaign partner and help spread the message.

You can help protect our waters by encouraging boaters in your marina or community to pump out their holding tank. Commit to do at least one the following this summer!

- Publish pumpout messages and graphics on your social media accounts – **See our sample posts on the next page.**
- Post a photo of your pumpout or dump station and invite boaters to use your facilities.
- Publish a [news release](#) or [article](#) about the importance of clean waters and pumping out vessel sewage. [Ecology's webpage](#) provides information to help you.
- Publish messages on your website, [blog](#), newsletter, or any platform you use to communicate that Puget Sound is a No Discharge Zone and where to find pumpouts.
- Promote clean boating practices and hand out free pumpout materials. Ecology can provide dye tab packets to help boaters check their system for leaks.
- Thank the boaters in your marina for pumping out by offering incentives, discounts, or freebies.
- Request FREE aluminum, [magnetic decal signs](#) about the [Puget Sound No Discharge Zone](#) for your marina or boat launch.
- Send us a picture of your No Discharge Zone or pumpout sign with your facility in the background, so we can feature it in our social media outreach.
- Check your facility's pumpout information for accuracy on the [PumpoutWashington.org](#) website and the Pumpout Nav app. Send updates or corrections to pumpouts@uw.edu. Remember to keep your pumpout facility operational and respond to reports of issues!
- Snap pictures of boaters using your pumpout or dump station and share it on your social media. **Tag us using the handles and hashtags below** so we can follow, like & share your posts this summer!

Sample Social Media Posts

Create your own content or choose from our list of samples below. Share images with your posts or include links to the websites and videos listed below. You can also share or retweet posts from the Department of Ecology's [Facebook](#), [Twitter](#), [Instagram](#) accounts or the Pumpout Washington [Twitter page](#). Please don't forget to use the hashtags so we can cross promote!

Handles	Hashtags
@EcologyWA @WASeaGrant @WASStatePks @pumpouts	#PumpoutDontDumpout #PugetSoundNoDischargeZone #PumpoutWA #PumpoutNav

Weekly Theme	Facebook	Twitter	Instagram
Week 1: May 17- 21 <i>Help Protect Puget Sound: Pump Out, Don't Dump Out</i>	Thank you, boaters! #PumpoutDontDumpout! helps protect Puget Sound from vessel sewage. Learn more about the #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	Boaters, help protect Puget Sound from vessel sewage. Learn more about the #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	Post Sam the Clam video
Week 2: May 24 - 28 <i>Why the No Discharge Zone matters</i>	#PumpoutDontDumpout! The Puget Sound No Discharge Zone is already helping to open more shellfish harvesting. Over 700 acres since 2018! #PugetSoundNoDischargeZone #PumpoutWA	#PumpoutDontDumpout! The Puget Sound No Discharge Zone is already helping to open more shellfish harvesting! #PugetSoundNoDischargeZone #PumpoutWA	Share these Infographics
Week 3: May 31 – June 4 <i>Featuring the Pumpout Nav App</i>	Boaters, find a pumpout or dump station with the free #PumpoutNav app: <ul style="list-style-type: none"> • Android • iPhone #PumpoutWA #PumpoutDontDumpout #PugetSoundNoDischargeZone	Boaters, find a pumpout or dump station with the free #PumpoutNav app: <ul style="list-style-type: none"> • Android, • iPhone #PugetSoundNoDischargeZone #PumpoutWA #PumpoutDontDumpout	Post a photo of someone using the Pumpout Nav App in your marina
<i>Where to find pumpout stations</i>	Find a pumpout near you at Pumpoutwashington.org #PumpoutWA #PumpoutDontDumpout	Find a pumpout near you at Pumpoutwashington.org #PumpoutWA #PumpoutDontDumpout	Share picture of boaters pumping out
<i>'1 Pumpout Challenge'</i>	Boaters - Share a picture of you pumping out your holding tank & tag us!	Boaters - Share a picture of you pumping out your holding tank & tag us!	Post a picture of someone pumping out

Weekly Theme	Facebook	Twitter	Instagram
	@pumpouts @WASeaGrant @WASStatePks @EcologyWA	@pumpouts @WASeaGrant @WASStatePks @EcologyWA	
<i>Your marina matters!</i>	Share a picture of your pumpout! Over 100 pumpouts around the Sound – find one at PumpoutWashington.org #PumpoutWA #PugetSoundNoDischargeZone	More than 100 marinas in Puget Sound have pumpouts and portable toilet disposal facilities! Find one at PumpoutWashington.org #PugetSoundNoDischargeZone #PumpoutWA	Look for this pumpout symbol for an onshore pumpout station
Week 4: June 7 – 11 <i>How to pump out your holding tank</i>	Pump out, don't dump out! It's easy. Here's how to use a pump station. Pumpout Washington - YouTube #PugetSoundNoDischargeZone #PumpoutWA	Pump out, don't dump out! Pumpout Washington - YouTube #PugetSoundNoDischargeZone, #PumpoutWA	Pumpout Washington - YouTube
Week 5: June 14 – 18 <i>Where's my Y-valve? How to make sure it is closed</i>	If your sewage system has a Y-valve, you must keep it closed in the Puget Sound No Discharge Zone. See how here! Video courtesy of @thebayfoundation & California State Parks Division of Boating and Waterways. #Pumpoutdontdumpout	Pump out, don't dump out! Boats with Y-valves - Keep it closed in Puget Sound. See how here . Video courtesy @SMBRF & @boat_california #Pumpoutdontdumpout	Share the PSA Boating & the Importance of Y-Valves
<i>Where to empty onboard portable toilets</i>	Pump out don't dump out! Boats with portable toilets, use onshore disposal facilities. Where to empty onboard portable toilets	Pump out don't dump out! Boats with portable toilets, use onshore disposal facilities. Where to empty onboard portable toilets	Share the Dump Station PSA
Week 6: June 21 – 25 <i>The No Discharge Zone rule: Basic Facts</i>	#PugetSoundNoDischargeZone law is on the books. Pumping out contributes to water quality protection. It's worth it! #Pumpoutdontdumpout #PumpoutWA	#PugetSoundNoDischargeZone law is on the books. Pumping out contributes to water quality protection. It's worth it! #Pumpoutdontdumpout #PumpoutWA	Share the Map of the No Discharge Zone

Weekly Theme	Facebook	Twitter	Instagram
Week 7: June 28 – 30 <i>Reporting</i> <i>Pollution Problems</i>	If you see sewage, oil, or other pollution on the water, call it in right away! Around the Sound, call one of these numbers, 24/7: South Sound & Strait: 360-407-6300 Central & North Sound: 206-594-0000 #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	See sewage, oil, or other water pollution? Call it in right away, 24/7! South Sound & Strait: 360-407-6300 Central & North Sound: 206-594-0000 #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	Share a picture of a No Discharge Zone sign at your marina or boat launch

Web links

- [Washington State Department of Ecology - About the Puget Sound No Discharge Zone](#)
- [Pumpout Don't Dump Out Campaign Resources](#)
- [Pumpout Washington](#)
- [Clean Marina Washington](#)
- [How to Pumpout – Pumpout Washington](#)

Videos

- [Sam the Clam \(Puget Sound No Discharge Zone\) video](#)
- [Pump It! Don't Dump It! - YouTube](#)
- [Pumpout Washington - YouTube](#)
- [Boating & the Importance of Y-Valves - YouTube](#)
- [New Videos to Help Boaters Pumpout – Washington Sea Grant](#)
- [Where to empty onboard portable toilets in Oregon - YouTube](#)
- [Dump Station PSA – YouTube](#)