



## PHS Social Media Toolkit: Tree Tenders

This toolkit by the Pennsylvania Horticultural Society (PHS) is intended to help program participants, members of the media, and government and community partners understand and spread the word about our PHS Tree Tenders program and community tree plantings.

This toolkit includes:

- Overview of PHS
- Key website pages
- Pertinent social media tags
- PHS program and staff contacts

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### Overview

#### PHS Overview

PHS believes in the power of horticulture to make positive social and environmental change. We use horticulture as a tool to advance health and well-being in the Greater Philadelphia region. As a community, we invest our time, passion, money, and gardens in our cause.

#### Tree Tenders Program Overview

The Greater Philadelphia region needs more trees. While a “good” tree canopy coverage (the area of land shaded by trees) is considered to be 30% of land area, the entire city of Philadelphia only has 20% coverage -- and there is as little as 2.5% canopy in some neighborhoods.

PHS is committed to increasing the tree canopy, especially in neighborhoods with few trees and experiencing high rates of poverty, heat exposure, air quality and health issues, and crime. Throughout the year, PHS works with more than 100 community groups, including your local Tree Tenders group, to plant and care for trees in the Philadelphia region.

PHS’s Tree Tenders program works with volunteer-based community groups and municipalities to plant trees throughout the Greater Philadelphia Community. The program provides workshops in tree planting and care and volunteer group organization. PHS has trained more than 6,000 people who have gone on to lead volunteers in planting over 25,000 trees.

## Key Website Links

- PHS corporate website: <https://phsonline.org/>
- Program web page: <https://phsonline.org/programs/tree-programs>
- Program web page (shortened): <https://bit.ly/34TD3XN>

## Imagery

Photos for sharing can be accessed here: <https://phs.canto.com/b/Q4IJG>

## Social Media & Web Elements

### Handles and Hashtags

We would love to see your communications, so please tag us on social media using the handles and hashtags below!

#### *Pennsylvania Horticultural Society*

**In Text:** [first instance] The Pennsylvania Horticultural Society; PHS [following instances]

**Facebook:** [Pennsylvania Horticultural Society](#)

**X (Twitter):** [@PHSgardening](#)

**Instagram:** [@phsgardening](#)

**LinkedIn:** [Pennsylvania Horticultural Society \(PHS\)](#)

**TikTok:** [@PHSgardening](#)

**Hashtag:** #PHSTreeTenders

### Copy for Sample Social Posts

Option 1: YOU can help plant trees today! PHS is working to increase the tree canopy in the Philadelphia region. That means a decrease in high temperatures and increase in air quality for our neighborhood! Learn how you can get involved: <https://bit.ly/34to4nf>

Option 2: Help the **[INSERT NEIGHBORHOOD]** Tree Tenders increase the tree canopy in our neighborhood! Homeowners are eligible to receive a complimentary street or yard tree. Apply today at <https://bit.ly/40z8joD> to receive your tree this coming spring.

## PHS Contacts

*For questions about the PHS Trees Program:*

[trees@pennhort.org](mailto:trees@pennhort.org)

*For more information about PHS and press questions:*

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*For social media related questions:*

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