



WORKING LANDS FOR WILDLIFE A FRAMEWORK FOR CONSERVATION ACTION

Suggested Social Media Posts – Facebook and Twitter

General Guidance Highlighting Rangelands / Working Lands for Wildlife:

- Corresponding maps, graphics, or figures from the Frameworks are available at: <https://drive.google.com/drive/folders/1fQY5MIAX9eNCnSV5gkQM9U3VzSETvQVD?usp=sharing>
- Link to local resources, <https://wlfw.rangelands.app/> or <https://www.farmers.gov/conserves/wildlife>.
- Full library of materials under each framework at <https://wlfw.rangelands.app>
- Suggested tags: @USDA, @FarmersGov, @usda_nrcs

Posts Related to General Rangelands Information

Facebook

Rangelands cover nearly one-third of the contiguous U.S. – the single-largest land use in the lower 48. Ensuring these lands are resilient and healthy benefits more than 350 species of plants and animals and hard-working families that have stewarded them for generations.

Rangelands provide critical ecosystem services like food and fiber. Globally, they also store 12% of terrestrial carbon. But these lands are in trouble – more than one million acres of range are lost each year to development, cultivation, woody species encroachment, and invasive annual grasses.

We can help protect and restore rangelands by removing woody species, eradicating invasive grasses, implementing prescribed grazing systems, and addressing land-use conversion. Doing so helps wildlife and makes rangeland more productive, which also benefits local ranchers and rural communities.

Working Lands for Wildlife, the USDA-NRCS' premier approach to wildlife conservation on private lands, leverages the power of voluntary conservation to improve and protect the working rangelands that power rural economies and host abundant wildlife. Learn more: <https://www.farmers.gov/conserves/wildlife>



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Since 2010, Working Lands for Wildlife has worked with more than 3,200 ranchers across the West to protect and restore more than 10.3 million acres of working rangeland. That's more than FOUR TIMES the size of Yellowstone National Park!

Twitter

Nearly 1 out of every 3 acres in the lower 48 is rangeland – making rangelands the single largest land use and critical for wildlife and people and why the @USDA_NRCS is working to preserve these landscapes. [Characters with spaces (CWS): 208]

DYK that rangelands across the globe store 12% of terrestrial carbon? Learn how the @USDA_NRCS is helping keep western rangelands intact and keep these lands green side up at <https://wlfw.rangelands.app> [CWS: 202 with full url]

The U.S. loses more than 1 million acres of rangeland each year, which hurts wildlife and ranching families. Through Working Lands for Wildlife, @USDA_NRCS is helping keep working lands in working hands. <https://wlfw.rangelands.app> [CWS: 231 with full URL]

11 years. 3,200 ranchers. 10+ million acres. Working Lands for Wildlife, @USDA_NRCS' approach to wildlife conservation on private lands, is making a big difference across the West. See what we're planning for the next 5 years. <https://wlfw.rangelands.app/> [CWS: 255, a short link should put it under 244]

Rancher focused. Science based. Agency supported. Working Lands for Wildlife is helping the West stay wild and helping ranchers stay sustainable. Learn more about our approach: <https://wlfw.rangelands.app/> [CWS:207 with full url]

Proactive conservation means WLFW focuses on vulnerable but intact core areas where conservation investments will make the biggest difference for wildlife and people. Learn more about our work in the West: <https://wlfw.rangelands.app/> [CWS: 237 with full URL]

Woody species encroachment, aka trees moving into treeless landscapes, is one of the biggest threats to sagebrush and grassland systems. Learn how the @USDA_NRCS is tackling this threat across the West: <https://wlfw.rangelands.app/> [CWS: 233 with full URL]

Development and conversion of native rangeland to crops are two of the biggest threats facing western rangeland. Learn what we're doing to keep rangelands intact and wild: <https://wlfw.rangelands.app/> [CWS: 200 with full URL]



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Posts Specific to the Sagebrush Biome

For use in promoting the Framework for Conservation Action in the Sagebrush Biome. Each post has a CTA (learn more) and a link to the website where the Framework is hosted. Can be paired with photos or maps, graphics, figures as appropriate.

See library of options at <https://wlfw.rangelands.app/sagebrush>.

Facebook

The sagebrush biome is the largest habitat type in North America, spanning 175 million acres in 13 western states and two Canadian provinces. Hosting more than 350 species of plants and animals, this ecosystem under threat. Working Lands for Wildlife, the USDA-NRCS' premier approach to wildlife conservation on private lands, has launched a framework for conservation action that will guide our efforts to protect and improve this incredible resource for next five years! Learn more:

<https://wlfw.rangelands.app/sagebrush/>

Covering more than 175 million acres, the sagebrush sea is host to a diverse mix of wildlife and to hard-working families. Working Lands for Wildlife provides technical expertise, access to NRCS and USDA funding programs, and more, so that these lands remain productive and resilient for everyone and everything that depends on them. Learn more: <https://wlfw.rangelands.app/sagebrush/>

Developed with input from states across the sagebrush sea, Working Lands for Wildlife's "Framework for Conservation Action in the Sagebrush Biome" is the first large-scale conservation effort that addresses ecosystem-scale threats. Learn more about how we're taking a biome-wide approach to voluntary conservation:

<https://wlfw.rangelands.app/sagebrush/>

Invasive annual grasses like cheatgrass, medusahead, and ventanata are some of the biggest threats facing the sagebrush sea. Learn what Working Lands for Wildlife is doing to tackle this growing threat in the just-released Framework for Conservation Action in the Sagebrush Biome: <https://wlfw.rangelands.app/sagebrush/>

Woody species like juniper and pinyon trees are part of sagebrush country, but they're invading new geographies and pushing out sagebrush-dependent wildlife, like the sage grouse. Learn how the NRCS, through Working Lands for Wildlife, is addressing this threat over the next five years: <https://wlfw.rangelands.app/sagebrush/>



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On the range, water is life. The arid West is crisscrossed with thousands of small streams and creeks that aren't functioning as well as they could. Restoring these "emerald isles" through low-cost, low-tech restoration practices makes this landscape more productive and resilient for wildlife and livestock. Over the next five years, WLFW is addressing this threat head on. Learn more: <https://wlfw.rangelands.app/sagebrush/>

Habitat fragmentation, through development and conversion of rangeland to cropland, is one of the biggest threats to sagebrush country. Keeping range "green side up" protects critical wildlife habitat and keeps carbon in the ground and in vegetation. When we keep working lands in working hands through conservation easements and other programs, we benefit wildlife, working families, and rural communities. Learn more: <https://wlfw.rangelands.app/sagebrush/>

Twitter

How big is the sagebrush sea? 175 million acres! The largest habitat type in N. America supports 350 species of plants and animals. Learn how @USDA_NRCS is expanding work across this critical ecosystem. <https://wlfw.rangelands.app/sagebrush/> [CWS: 242 with full URL]

Invasive annual grasses are one of the biggest threats facing sagebrush country. Learn how the @USDA_NRCS is addressing this over the next five years: <https://wlfw.rangelands.app/sagebrush/> [CWS: 189 with full URL]

When trees invade sagebrush country, they displace sage grouse, crowd out native plants, and suck up precious water. Learn how @USDA_NRCS is tackling this challenge over the next 5 years: <https://wlfw.rangelands.app/sagebrush/> [CWS: 226 with full URL]

Water is life, especially in the arid sagebrush sea. Low-tech restoration techniques that use sticks and stones can help restore streams and provide water to plants and animals when they need it most. <https://wlfw.rangelands.app/sagebrush/> [CWS: 240 with full URL]

Keeping sagebrush rangelands "green side up" benefits wildlife and rural families and keeps carbon stored in soil and vegetation. Learn how @USDA_NRCS is keeping rangelands green: <https://wlfw.rangelands.app/sagebrush/> [CWS: 219 with full URL]