



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/consERVE/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/consERVE/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 Great Plains Grasslands Biome

For use in promoting the Framework for Conservation Action in the Great Plains Grasslands 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/great-plains/>.

Facebook

DYK that the Great Plains Grassland biome is home to some of the largest and most intact grassland ecosystems left in the world? 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/great-plains/>

The Framework for Conservation Action in the Great Plains Grasslands Biome outlines how Working Lands for Wildlife is tackling the largest threats facing this critically important landscape. Learn more about these threats and what we're planning to address them: <https://wlfw.rangelands.app/great-plains/>

Nearly 90% of the Great Plains is privately owned. That's why Working Lands for Wildlife's innovative approach to private lands conservation is so important to preserving these valuable landscapes for the families and wildlife that depend on them. Learn how we're working across the Plains to address threats and improve grassland health and resiliency in our "Framework for Conservation Action in the Great Plains Grassland Biome": <https://wlfw.rangelands.app/great-plains/>

Developed with input from states across the Great Plains, Working Lands for Wildlife's "Framework for Conservation Action in the Great Plains Grasslands 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 conserving this critical landscape: <https://wlfw.rangelands.app/great-plains/>

Woody species like eastern redcedar and honey mesquite are invading rangelands in the Great Plains, pushing out grassland-dependent wildlife, like prairie chickens. Learn how the NRCS, through Working Lands for Wildlife, is ramping up efforts to address this threat over the next five years: <https://wlfw.rangelands.app/great-plains/>



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Habitat fragmentation, through development and conversion of native grasslands to crops, is one of the biggest threats to the Great Plains' grasslands ecosystems. Keeping grasslands "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 the Conservation Reserve Program, we benefit wildlife, working families, and the entire earth. Learn more: <https://wlfw.rangelands.app/great-plains/>

Twitter

Some of the largest intact grasslands in the world are in the Great Plains. But they're under threat. Learn how @USDA_NRCS is helping keeping these working lands in working hands: <https://wlfw.rangelands.app/great-plains/> [CWS: 221 with full url]

@USDA_NRCS has released the first-ever biome-scale approach to protecting and restoring America's grasslands. Check it out and get involved today: <https://wlfw.rangelands.app/great-plains/> [CWS: 188 with full url]

Voluntary conservation is key to healthy Great Plains grasslands because 90% of these lands are privately owned. @USDA_NRCS is working with ranchers from ND to TX to protect this critical landscape: <https://wlfw.rangelands.app/great-plains/> [CWS: 241 with full URL]

When woody species move into treeless grasslands, wildlife like prairie chickens move out. Native plants lose water. Ranchers lose forage. Here's how @USDA_NRCS is tackling this issue. <https://wlfw.rangelands.app/great-plains/> [CWS: 226 with full URL]

Keeping grasslands "green side up" is a win-win for wildlife and hard-working families and keeps carbon stored in soil and vegetation. Learn how @USDA_NRCS is keeping Great Plains' grasslands green: <https://wlfw.rangelands.app/great-plains/> [CWS: 241 with full URL]