



California Invasive Species Action Week Toolkit

California Department of Fish and Wildlife

Invasive Species Program

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The goals of [California Invasive Species Action Week \(CISAW\)](#) are to increase public awareness of invasive species issues and promote public participation in the fight against California's invasive species and their impacts on our natural resources. As part of CISAW, the California Department of Fish and Wildlife (CDFW) encourages local organizations to get the word out about the detrimental impacts of invasive species and local efforts to stop them. This toolkit provides activity suggestions, sample social media posts, and other resources that local organizations can use during Action Week or any time you would like to highlight invasive species.

Suggested In-Person Activities

- Hold a volunteer day to remove invasive plants or plant native species.
- Give a tour of a restoration site.
- Give a presentation to a local group or local government.
- Have a booth at a local festival or farmers market
- Create a display of local invasive species and the work of local organizations at a library or other public building.

Suggested Virtual Activities

- Give a webinar or record a slideshow on local invasive species and their impacts.
- Give a tour of your restoration project using a tool such as Facebook Live.
- Record a video following your staff or volunteers in invasive species monitoring or removal.
- Encourage visitors to your park or other open space to report invasive species with an app (see below). Use your social media to show them a few species you are especially interested in tracking.
- Ask your audience to submit photos to your social media showing them taking actions to prevent the spread of invasive species (tagging your organization and #CISAW). See the table below for websites that provide tips on how to stop the spread.
- Post an online quiz about local invasive species. Offer a small prize, such as a sticker, for entries and consider giving one “grand” prize like t-shirt or water bottle.
- Play Clean Go has suggestions on how to adjust posts for your audience and measure your impact in [“4 Steps to Better Invasive Species Outreach.”](#)

Invasive Species Reporting

Tracking invasive species is an activity that can be done anywhere, as a group or individually! CDFW partnered with [EDDMaps](#), a national online system for reporting invasive species, to develop a list of high-priority species in California. Submit reports via the EDDMaps website or by downloading the EDDMaps app for iPhone or Android). In the app, select “California” as your state to download a species list. Set up a free user account to submit observations. The CDFW EDDMaps list focuses on animals. Reports go to CDFW and will help our invasive species work.

To track invasive plants, we suggest using [Calflora](#)'s website or app. See instructions on Calflora's [Contributing Plant Observations](#) link.

Sample Social Media Content

Please use [#CISAW](#) for mentions of California Invasive Species Action Week and related events! See the table below of invasive species organizations and awareness campaigns for information and graphics to fill out your posts. You can also share CDFW's posts during the week – find us on [Facebook](#), [Twitter](#), and [Instagram](#) with [@CaliforniaDFW](#).

It's California Invasive Species Action Week! Did you know that [SPECIES NAME] is an invasive species? It causes [LIST ONE OR TWO IMPACTS]. [YOUR ORGANIZATION] works to [PREVENT ITS SPREAD/CONTROL IT] by [WHAT YOU DO]. [#CISAW](#)

It's California Invasive Species Action Week! Removing [INVASIVE SPECIES] is hard work but necessary to protect [BIODIVERSITY/NATURAL AREAS/AGRICULTURE]. In this photo, [YOUR STAFF] removes [SPECIES] at [LOCATION]. [#CISAW](#)

It's California Invasive Species Action Week! Anyone can [be a citizen scientist](#) and map invasive species. 📱 Use the California Department of Fish and Wildlife's [@CaliforniaDFW](#) invasive species reporting app to help CDFW track species in your area. Your reports will join with others from all over the state to contribute data to invasive species management efforts. [#CISAW](#)

It's California Invasive Species Action Week! Did you know that California is a global [biodiversity hotspot](#)? 🌍 Invasive species are one of the greatest threats to that biodiversity so taking action against them protects many of our unique species. [#CISAW](#)

It's California Invasive Species Action Week! Have a turtle, fish, or other aquatic pet that you can't keep anymore? 🐠 🐢 Don't let it loose in our natural environment! (This goes for aquatic plants, too.) These animals can push out or even eat native aquatic species. Learn about better options at <https://wildlife.ca.gov/Conservation/Invasives/DLIL>. [#CISAW](#)

It's California Invasive Species Action Week! Going camping this summer? 🏕️ Prevent the spread of forest pests by buying firewood 🔥 near your campsite. Learn how to [Buy It Where You Burn It](#). [#CISAW](#)

It's California Invasive Species Action Week! Going boating this summer? 🛶 Your boat may be inspected before you launch to prevent the spread of invasive species such as quagga mussels. Check the lake's website to know what to expect and learn how to [Clean, Drain, and Dry!](#) [#CISAW](#)

It's California Invasive Species Action Week! Gardeners can protect California's biodiversity by choosing beautiful non-invasive plants. Get suggestions suitable for your region at [PlantRight](#). #CISAW

It's California Invasive Species Action Week! Want to do more to protect California's environment? 😞 Join a local organization that works on invasive species. Pull invasive plants, plant native species that support wildlife 🌿, map invasives using an app, or attend a talk to learn about local issues. Acting locally is the key to stopping the further spread of invasive species in California. #CISAW

It's California Invasive Species Action Week! One of the biggest threats to our area is [insert invasive species and its impact]. Stop the spread of [invasive species] by [action]. #CISAW

Helpful Resources

These organizations provide information on specific species, “how you can help” tips, or social media content available for sharing. (* = California-focused)

Website	Audience	Notes
CDFW California's Invaders *	Anyone concerned about invasive species	Facts about California invasive species
California Invasive Plant Council *	Gardeners, recreation, restoration organizations	Invasive plant ID guides on Cal-IPC Inventory page
Calflora *	Plant enthusiasts	Use “What Grows Here” for lists of invasive plants in a defined area
PlantRight *	Gardeners	Suggested non-invasive plants by region of California
UC Riverside Center for Invasive Species Research *	Anyone concerned about invasive species	Species profiles and videos
Don't Let It Loose	Pet owners	Helpful tips
Don't Move Firewood	Campers	Graphics and tips
Habitattitude	Pet owners, water gardeners	Helpful tips
Play Clean Go	Outdoor recreation enthusiasts	Graphics and tips
Stop Aquatic Hitchhikers	Water recreation users	Graphics and tips