

Usage guidance: Bring Back the Pollinators social media pack

This social media pack provides ready-to-use graphics and suggested captions to help promote the **Bring Back the Pollinators** campaign and encourage people to sign the Pollinator Protection Pledge at bringbackthepollinators.org. The materials include single graphics, carousel posts, and example captions highlighting simple actions people can take to support pollinators. These actions include planting pollinator-friendly flowers, providing nesting sites, avoiding pesticides, and spreading the word.

How to use this pack

- Share the graphics and suggested captions on social media platforms such as Instagram, Facebook, Bluesky, LinkedIn, or X.
- Pair the images with the provided sample text or adapt the language to suit your audience while keeping the core message intact.
- Include a link to bringbackthepollinators.org and encourage audiences to sign the Pollinator Protection Pledge.
- When possible, add relevant hashtags (e.g., #BringBackThePollinators, #Pollinators, #NativePlants) to help expand reach.
- Consider adding alt text to images to improve accessibility.

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You are free to:

- **Share:** copy and redistribute the materials in any medium or format

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Bring Back the Pollinators **social media pack**

2026

I signed the Pollinator Protection Pledge!



Join me and take action for bees, butterflies, and other pollinators:

bringbackthepollinators.org

Pollinators make so much of our food and ecosystems possible, and they need our help 🧡

I just signed the Pollinator Protection Pledge. Sign yours here:

bringbackthepollinators.org

We're proud to support the Xerces Society's Bring Back the Pollinators campaign! 🌿

Sign the Pollinator Protection Pledge and take simple steps to help pollinators thrive:

bringbackthepollinators.org

I Signed the Pollinator Protection Pledge!

Sign yours at bringbackthepollinators.org



**BRING BACK THE
POLLINATORS**

**I Signed the Pollinator Protection
Pledge!**

Sign yours at bringbackthepollinators.org

**BRING BACK THE
POLLINATORS**



Want to help pollinators? Start here:

 Grow pollinator-friendly flowers

 Provide nesting sites

 Avoid pesticides

 Spread the word

Learn more + sign the pledge:
bringbackthepollinators.org

Small actions add up  

Join the Bring Back the Pollinators campaign: bringbackthepollinators.org

Pollinators need habitat, safe food, and fewer chemicals in our landscapes.

Take the Pollinator Protection Pledge today: bringbackthepollinators.org

Help Bring Back the Pollinators

bringbackthepollinators.org



Carousel

Pollinators need us 🐝 🌸

Swipe for 4 simple ways to help, then take the Pollinator Protection Pledge:

bringbackthepollinators.org

Small actions = big impact 🦋

Sign the pledge:
bringbackthepollinators.org


Want to help pollinators? Start here



Swipe →

Take the pledge:
bringbackthepollinators.org

Help Bring Back the Pollinators
bringbackthepollinators.org



GROW
POLLINATOR-FRIENDLY FLOWERS

Flowers provide the nectar and pollen resources that pollinators feed on. Growing the right flowers, shrubs, and trees with overlapping bloom times will support pollinators from spring through fall.

PROVIDE
NESTING SITES

Support all pollinator life stages! For bees, leave patches of bare ground and brush piles or have hollow-stemmed plants. For butterflies and moths, plant caterpillar host plants.

AVOID
PESTICIDES

Pesticides are harmful to pollinators. Herbicides reduce food sources by removing flowers from the landscape. Fungicides can also have negative effects on bees. There are safer ways to manage issues!

SPREAD
THE WORD

Make your commitment official by signing the Pollinator Protection Pledge! Share on social media, talk with neighbors, or spread the word with a pollinator habitat or pesticide-free sign.

XERCES SOCIETY for Invertebrate Conservation

Help Bring Back the Pollinators
bringbackthepollinators.org



XERCES SOCIETY for Invertebrate Conservation

GROW
POLLINATOR-FRIENDLY FLOWERS

Flowers provide the nectar and pollen resources that pollinators feed on. Growing the right flowers, shrubs, and trees with overlapping bloom times will support pollinators from spring through fall.

PROVIDE
NESTING SITES

It is important to support all pollinator life stages, including eggs and larvae! For bees, leave patches of bare ground and brush piles, have plants and shrubs with hollow or pithy stems, or install nesting blocks. For butterflies and moths, plant their caterpillar host plants.

AVOID
PESTICIDES

Pesticides, especially insecticides, are harmful to pollinators. Herbicides reduce food sources by removing flowers from the landscape. Fungicides can also have negative effects on bees. There are safer ways to manage issues!

SPREAD
THE WORD

Make your commitment both official and visible by signing the Pollinator Protection Pledge! You can also share information about pollinators on social media, talk with your neighbors, or spread the word with a pollinator habitat sign or pesticide-free sign.

Hashtags

#BringBackThePollinators #Pollinators #Bees #Butterflies
#NativePlants #PollinatorGarden #Habitat #GardeningForWildlife
#NativeGardening #PlantNative #PesticideFree #HealthyYards
#Conservation #Biodiversity #HealthyEcosystems
#CommunityScience #SustainableLandscapes