



bee



WHEREV

Social Media Kit
FOR FARMERS

BEEWHERECALIFORNIA.COM



ABOUT THIS SOCIAL MEDIA KIT

Bees play a critical role in the pollination of many California crops and it's important we protect them from potentially harmful pesticide applications. That's why we've created BeeWhere, a collaborative communication tool that brings beekeepers, pesticide applicators and farmers together to safeguard bees across the state.

You can help protect bees by encouraging farmers to:

1. make sure the beekeepers they hire use BeeWhere
2. urge pesticide applicators to run a bee check before they spray any pesticide toxic to bees.

This kit provides ready-to-use messaging and imagery for sharing information about BeeWhere on your social media channels. Use these posts as inspiration or simply copy and paste content into a new post on your account. Also provided are downloadable photographs for use with any post.

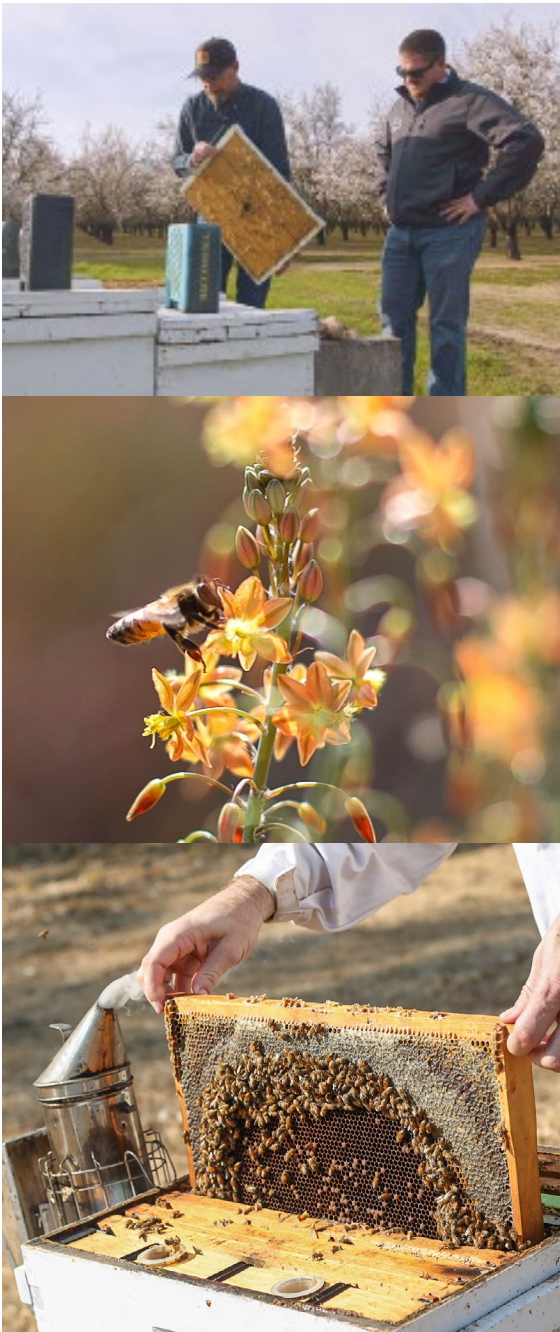
BEEWHERE HASHTAGS

Use the following social media hashtags.

#BeeWhereCA #BeeRegistered #BeeProtected #beekeepers

What is BeeWhere?

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1. Farmers, have you heard of BeeWhere? This collaborative project brings beekeepers, farmers and pesticide applicators together to protect bees from pesticides incidents. Learn how to do your part here: <https://bit.ly/2HL0zOC>
2. Protect your pollinators! Use BeeWhere to help safeguard bees during pesticide applications as they work to pollinate crops. Learn more: <https://bit.ly/2HL0zOC>
3. BeeWhere makes protecting our pollinators easy by using GIS technology to map registered hives across California. Learn more here: <https://bit.ly/2HL0zOC>
4. It's now easier than ever to protect bees. BeeWhere works in conjunction with the CalAgPermits system to notify beekeepers when pesticides toxic to bees are scheduled to be applied in the area of their hives. <https://bit.ly/2HL0zOC>
5. Keep bees safe as they work to pollinate your crops. Learn more about BeeWhere today. <https://bit.ly/2HL0zOC>
6. BeeWhere is a new tool that works to improve communication among beekeepers, farmers and pesticide applicators in order to better protect bees. Learn more today. <https://bit.ly/2HL0zOC>



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Why BeeWhere?

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1. Bees are critically important to the production of many crops here in California. Do your part to protect our pollinators, learn more about BeeWhere today. <https://bit.ly/2HL0z0C>
2. Bee are critically important to the production of many crops, yet they may be in danger of being sprayed by pesticides. Learn how you can use BeeWhere to help protect our pollinators here: <https://bit.ly/2HL0z0C>
3. FARMERS, you share the responsibility of protecting bees from potentially harmful pesticide applications. Learn how BeeWhere can help protect bees today. <https://bit.ly/2HL0z0C>
4. Protect your crops by protecting the bees that pollinate them. Use BeeWhere to help prevent bees from pesticide incidents. Learn more: <https://bit.ly/2HL0z0C>
5. California is enforcing laws that will help protect bees from pesticide incidents. Learn how BeeWhere can help make it easy for you to help protect bees too. <https://bit.ly/2HL0z0C>
6. Last year 2,900 beekeepers registered through Beewhere in California to protect bees. But it works best when farmers, beekeepers and pesticide businesses all do their part. Learn how you can help protect bees here: <https://bit.ly/2HL0z0C>
7. Farmers, please make sure the beekeepers you hire are registered through BeeWhere. That way pesticide applicators can easily be alerted of bees in the vicinity of a planned pesticide application. Learn more: <https://bit.ly/2HL0z0C>



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How BeeWhere Works?

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1. Farmers, help protect the bees that pollinate your crops. Make sure the beekeepers you hire are registered with BeeWhere. Learn more: <https://bit.ly/2HL0z0C>
2. Make sure your pesticide applicators run a bee check using the BeeWhere system to see if beehives are within a one-mile radius of the planned application site. Learn more about doing your part to protect bees here: <https://bit.ly/2HL0z0C>
3. Farmers, the pesticide applicators you hire are required to check for nearby bees before they apply any pesticide labeled toxic to bees and notify affected beekeepers within 48 hours of the application. Learn more: <https://bit.ly/2HL0z0C>
4. Farmers, do your part to protect the bees that pollinate your crops. Make sure your beekeepers are registered with BeeWhere and your pesticide applicators run a bee check before an application. Learn more: <https://bit.ly/2HL0z0C>
5. BeeWhere provides applicators with the contact information of beekeepers so they receive notice of planned pesticide applications in the vicinity of their hives. Do your part, make sure your beekeepers are registered with BeeWhere. <https://bit.ly/2HL0z0C>
6. Do your part to protect bees! Make sure the beekeepers you hire are registered with BeeWhere. Learn why: <https://bit.ly/2HL0z0C>



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7. If you use bees to pollinate your crops make sure you, your PCAs and pesticide applicators utilize the BeeWhere system and notify beekeepers who may have hives in the vicinity of a planned application.

<https://bit.ly/2HL0z0C>

8. If you're a farmer who uses bees to pollinate your crops please learn more about BeeWhere today.

<https://bit.ly/2HL0z0C>

9. Please make sure any beekeeper you hire to pollinate your crops is registered through the BeeWhere program. Learn more about how you can do your part to protect bees here:

<https://bit.ly/2HL0z0C>



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What Farmers Should Do

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1. Farmers, please provide your beekeepers with information about BeeWhere. Download the flyer here: <https://bit.ly/34kdK0P>
2. Provide beekeepers with information about BeeWhere to help protect the bees that pollinate your crops. A handout explaining how beekeepers can register is available here: <https://bit.ly/34kdK0P>
3. Please help us protect pollinators! Farmers, provide your beekeepers with more info about BeeWhere. Download the flyer here: <https://bit.ly/34kdK0P>
4. Make sure you and your pesticide applicator utilize the BeeWhere system for planned pesticide applications to notify beekeepers who may have hives in the area. Please share the linked flyer with your pesticide applicators: <https://bit.ly/2TO5S1N>
5. Farmers, be sure that the pesticide applicators you hire run a bee check prior to applications in order to protect your pollinators. Download and share the linked flyer with your applicators today. <https://bit.ly/2TO5S1N>



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Farmers Who Apply Their Own Pesticides

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1. Even if you are your own pesticide applicator you must still notify affected beekeepers in the vicinity. BeeWhere makes this process fast, easy and keeps you compliant with California law. Learn how here: <https://bit.ly/2TO5S1N>
2. When farmers apply pesticides that may be harmful to bees, you are required to run a bee check and notify beekeepers who have placed hives within a mile of your application. Learn more: <https://bit.ly/2TO5S1N>
3. Farmers – use the BeeWhere system to help protect our pollinators! Learn how to get started with BeeWhere here: <https://bit.ly/2TO5S1N>
4. Pesticide applicators must notify beekeepers within 48 hours of a planned application beehives may be in the vicinity. BeeWhere can make this process fast and easy. <https://bit.ly/2TO5S1N>
5. Are you your own pesticide applicator? You can perform a required bee check using the BeeWhere system and notify affected beekeepers. Learn how here: <https://bit.ly/2TO5S1N>
6. Pesticide applicators are responsible for notifying beekeepers in the area. Running a bee check with the BeeWhere system is fast, easy and keeps you compliant with California law! Learn more: <https://bit.ly/2TO5S1N>
7. If you are a farmer who applies pesticides to your own crops you are responsible for notifying beekeepers in the vicinity about your planned spray. Learn how to use the BeeWhere system to do so here: <https://bit.ly/2TO5S1N>



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Video

1. It's now easier than ever to protect bees from pesticide applications. Learn more here: <https://youtu.be/-gtK2AnFjEA>
2. Learn how BeeWhere can help farmers protect the bees that pollinate their crops! <https://youtu.be/-gtK2AnFjEA>
3. The key to protecting our pollinators is communication. Learn how to do your part here: <https://youtu.be/-gtK2AnFjEA>

