



Campaign Kickoff

Thursday, May 1 – Friday, May 2

Pre-Made Posts with Suggested Images

Post 1: General Announcement

May is National Invasive Species Action Month!

We're kicking things off with a call to action: asking folks to take small steps that make a big impact when it comes to stopping the spread of invasives.

Throughout the month, we'll explore how invasive species affect food security, natural spaces, outdoor recreation, and even pet ownership—and how YOU can help.

Stay tuned and take action with us all May long! 🍌 🌱

#NISAM2025 #SmallActionsBigImpact

Post 2: Short and Sweet!

It's here! 🎉

May = **National Invasive Species Action Month**

Every action counts—big or small.

Follow along each week as we explore how to protect food, forests, pets, and places we love from the threat of invasives.



#NISAM2025 #SmallActionsBigImpact



Post 3: NISAM RoadMap Overview

☀️ It's the start of **National Invasive Species Action Month!**

From May 1–31, we're diving into five weekly themes that show how **small actions can have a big impact** in the fight against invasive species.

Check out our #NISAM2025 Roadmap 📌

- ✅ Food Security
- ✅ Healthy Gardens & Landscapes
- ✅ Protect Where We Play
- ✅ Responsible Pet Choices

Follow along, take action, and help protect Canada's biodiversity this May!

[Image Options: People enjoying the outdoors, prominent invasive species in your region, NISAM roadmap (downloadable), people taking action against invasive species]