



## Clear Choices Clean Water April 2026 Social Media Posts



*The pledge for the month of April is **Lawn Fertilizer!** One simple choice is to reduce fertilizer use.*

If you haven't already, remember to "like" and "follow" the [Clear Choices Clean Water Facebook page](#) and @clearchoicescleanwater on [Instagram](#) and [Threads](#). This will allow you to share our posts with your constituents.

If you'd like to post on your page directly (rather than share one of our posts), the following are a few sample posts. Feel free to tweak, add, and combine with your own content! Please **DO NOT** remove the Clear Choices Clean Water logo from the images or cover it with your logo.

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### Social Media Captions

- Your lawn might already have the nutrients it needs to stay healthy and green 🌱 Skip the extra fertilizer and help protect our water for cleaner rivers and less chemicals in our water. Treating water can be costly when there's excess algae and nutrients! Take the pledge: <https://indiana.clearchoicescleanwater.org/pledges/lawns>
  - 1.png
- Adding more fertilizer to your lawn isn't always necessary and can actually do more harm than good. Before you fertilize, consider skipping it or cutting back to help protect local waterways. Learn more and take the pledge: <https://indiana.clearchoicescleanwater.org/pledges/lawns>
  - 2.png
- The "4 R's" of fertilizer application: Right Source, Right Rate, Right Time, and Right Place—help keep your lawn healthy while protecting our waterways 🌿 Applying the correct type and amount of fertilizer at the right time, and in the right location, reduces runoff and prevents excess nutrients from entering streams and lakes. Small changes in how you fertilize can make a big difference for water quality and aquatic life.
  - 3.png
- Too many nutrients = too much algae. This can harm fish, pets, and people. Take the action pledge to reduce fertilizer use today at <https://indiana.clearchoicescleanwater.org/pledges/lawns/>
  - 4.png
- Join the nearly 2,000 Hoosiers making a difference ❤️ Take the pledge to reduce fertilizer use today: <https://indiana.clearchoicescleanwater.org/pledges/lawns>
  - 5.png and 6.png

# REDUCE FERTILIZER FOR:



Cleaner Rivers

Fewer Chemicals



Fatter Wallets



**CLEAR CHOICES**  
**CLEAN WATER**  
MAKE A DIFFERENCE

# 4 R's of Fertilizer Application



## Right source

Match fertilizer to crop needs.



## Right Rate

Use the appropriate amount.



## Right Time

Make nutrients available when crops need them.



## Right Place

Keep nutrients where the crops can use them.

CLEAR CHOICES  
CLEAN WATER

MAKE A DIFFERENCE





# LAWN FERTILIZER

**Total Pledges: 1,967**

**Total Acres With Reduced  
Fertilizer: 1,291**

**Algae Prevented lbs/yr: 10,021,843**

