



Blue Flag USA Communications Toolkit

SITE OPERATOR GUIDE

2026 MEDIA KIT

Education, Sustainability, and Tourism

How to Use

THE TOOLKIT

This toolkit is meant for local site operators. The toolkit should be used in conjunction with the [FEE Branding Guidelines](#) which cover the appropriate use of logos, colors, and text.

The calendar and content is not inclusive of the variety of content or mediums for communications available to you. If you have questions, please reach out to staff.



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QUICK TIPS

Write, Review, Repeat

Send staff any mocks or drafts before printing

Post Parallel

Not sure when an announcement can go live?

Make sure announcements go out at the same time or after National

Media Calendar

FOR BLUE FLAG USA



Blue Flag criteria cover a variety of topics which have annually recognized dates. Below you will find the 2026 programatic and annual days which the program will focus communications around. There are several other dates which may be of interest to your community -- World Turtle Day or World Fisheries Day--based on your planned educational activities. It is recommended sites use all dates that may apply to their site for communicating the program's values.



BLUE FLAG PROGRAMATIC DATES 2026

National Jury Announcement

January 31

International Jury Meeting

April 22

International Site Update

May 21

Applications Open

September 1

Applications Close

December 4

ENVIRONMENTAL DAYS

February

2-World Wetlands
Day

March

3-World Wildlife Day

July

25-World Drowning
Prevention Day

September

20-International
Coastal Clean-up
Day
27- World Tourism
Day

November

15-America Recycles
Day

May

22-International Day
for Biological
Diversity

August

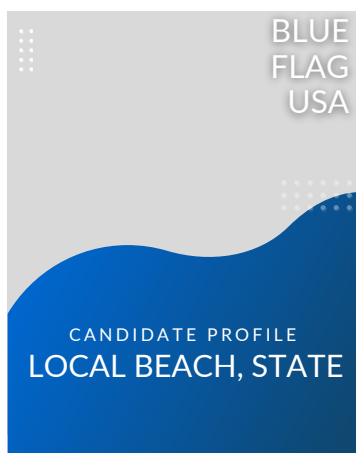
30-National Beach
Day

October

6-World Habitat Day

December

3-International Day
of Persons with
Disabilities



NATIONAL PROMOTION

The National program uses blogs, newsletters, meetings, and social media to promote events, site awards, mission objectives, partners, and more. Monthly meetings include updates on campaigns, presentations, and more.

- Site Status – National communications which identify where the program or sites are in the assessment-application-award process.
- Award Announcements – Annual Press Release and Social Media about the number of sites awarded.
- Program Themes – Posts and events highlighting water quality, environmental education, accessibility, safety, sustainable tourism, biodiversity, pollution, climate change, management best practices, and more.

National Program

“

Blue Flag is an international environmental award given to communities who fulfill several criteria covering environmental information and education, water quality, safety and services, and environmental management. The Blue Flag is awarded by the Foundation for Environmental Education (FEE), represented by national organizations in each participating country.

”

Media Accounts

INTERNATIONAL PROMO

Tag Us				
Blue Flag International	@BlueFlagInternational	@blueflag.global	@blueflag_global	@TheBlueFlag
Blue Flag USA	@BlueFlagUSA		@blueflagusa	@blueflagusa
Foundation for Environmental Education	@Foundationfor Environmental Education	@fee.global	@fee_global	@FEEInt
ASBPA	@ASBPA	@american beaches	@asbpassoc	@ASBPA

ASBPA

Mission

“ Preserve, Protect, and Enhance America’s beaches and shores by merging science and public policy.

”

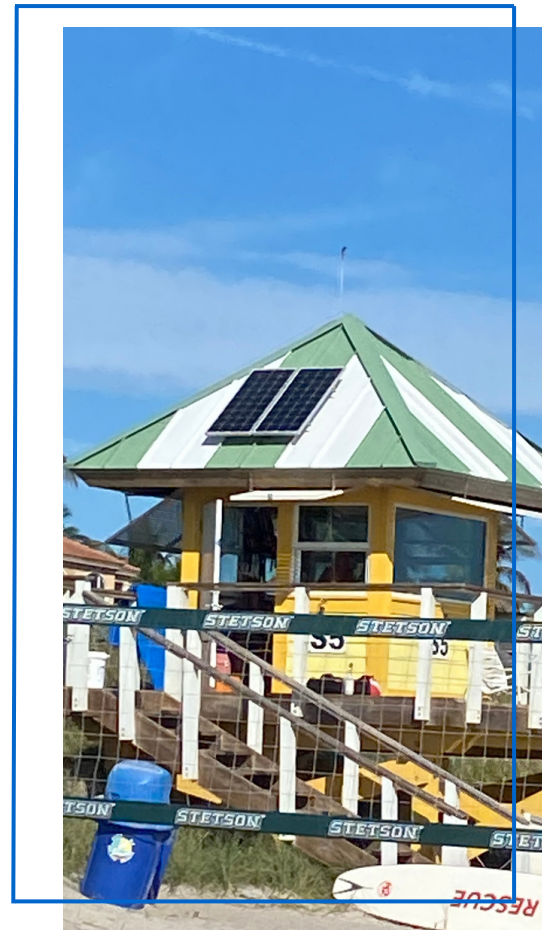
Vision

“ Shape Coastal Futures by training and strengthening the next generation of coastal policymakers, scientists, and engineers to implement science-based resilience policies for the next century.

”

“ The American Shore and Beach Preservation Association (ASBPA) contributes a science-based, authoritative voice with **100 years** in shore and beach preservation to national and regional discussions about coastal policy. ASBPA provides a gateway to the national coastal community through coastal conferences, peer-reviewed journals, chapters, annual awards, coastal databases, and more.

”



SITE PROMOTION



CANDIDATE STATUS

[site name or applicant] has reached candidate status in the Blue Flag USA program operated by the American Shore and Beach Preservation Association. Candidate sites have submitted their Self-Assessment Questionnaire for program staff review and are working to meet criteria through partnerships, educational webinars and toolkits, and one-on-one meetings with staff.

[location] is currently working toward receiving the Blue Flag Award designation. [location] is [fun fact about the location].

APPLICANT STATUS

The Blue Flag USA National Jury approved an application by [applicant] to be forwarded to the International Jury. The International Jury will meet to award northern hemisphere sites in April.

ALL AWARDS

Congratulations to all the Blue Flag awarded sites for the coming [year] season in the Blue Flag USA program. We applaud their efforts to achieve excellence in safety, services, cleanliness and environmental standards, and environmental education.

We are happy to extend our congratulations to all the Blue Flag awarded sites for the coming [year] season internationally and in the Blue Flag USA program.



SITE PROMOTION



FIRST SITE AWARD

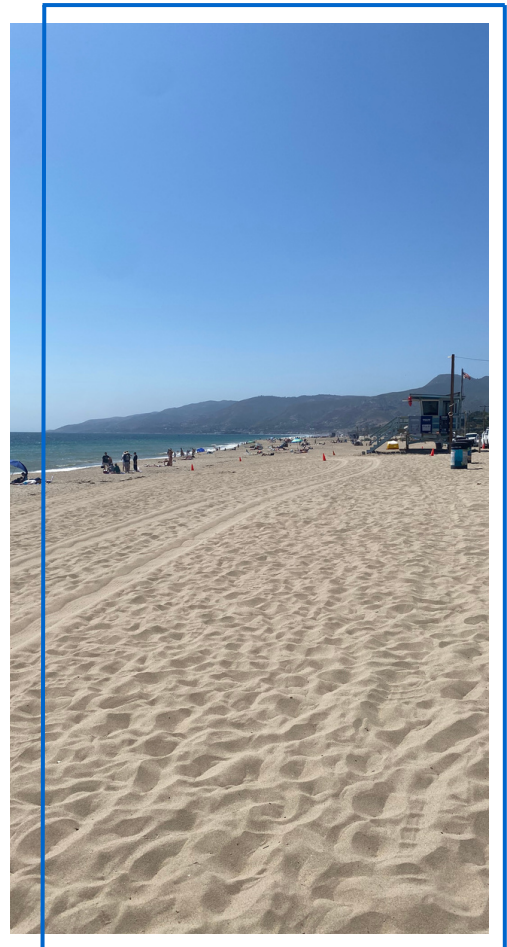
We are proud to join the community @blueflag.global! Our beach, [site name and location] has been awarded with a Blue Flag. Implementing sustainable business practices and protecting valuable natural resources has never been more crucial.

Thank you to our partners [local partners] for supporting [applicant or site name] in our achievement of this prestigious international award.

So proud to join the community @blueflag.global! Our beach, [site name and location] has been awarded with a Blue Flag. Implementing sustainable business practices and protecting valuable natural resources has never been more crucial.

RE-AWARD STATUS

For the [insert number of years] consecutive year, [site name and location] obtained the @blueflag.global award, recognizing excellent practices in bathing water quality, environmental management, environmental education and information, and conservation and safety and services.





NATIONAL STAFF

Annie Mercer, Program Coordinator

Biography Full: With over 20 years of experience in dune restoration and resiliency projects along the east and gulf coasts, Annie Mercer currently serves as the Program Coordinator for American Shore & Beach Preservation Association and Administrator of Blue Flag USA. Annie joined ASBPA after receiving her Master's degree from Marymount University as the Government Affairs Committee intern in 2019 and was instrumental in the development of the "Local Funding for Coastal Projects: An Overview of Practices, Policies, and Considerations" white paper. Becoming a full-time staff member in 2021, Annie has led ASBPA's efforts in bringing the Blue Flag program to the continental U.S. and currently serves on a Blue Flag International Committee and coordinates the joint, national operator meetings for Blue Flag programs in North, Central and South American countries.

Bio 75 words: With over 20 years of experience in dune restoration projects, Annie Mercer serves as the Program Coordinator for American Shore & Beach Preservation Association and Administrator of Blue Flag USA. Annie joined ASBPA in 2019 as a Government Affairs intern and has helped develop multiple white papers. She currently serves on a Blue Flag International Committee and coordinates the joint, national operator meetings for Blue Flag programs in North, Central and South American countries.