

COMMUNICATIONS GUIDANCE FOR COMMITTEES

WEF committees provide the expertise that makes WEF the world's leading water quality organization. WEF committees help develop WEF position statements, write and peer review books and training materials, and plan and deliver workshops and conferences. As a membership organization, WEF understands the value of member engagement and using the collective knowledge of an entire profession to further its mission of improving water quality around the world. Please refer to the [Committees](#) section of our website for more information.

WEF's Communications staff is responsible for disseminating information to the public and does this through a number of ways, including press releases, social media, the web, blogs, and e-news. Please remember that only employees authorized by WEF can distribute content for WEF.

If there are committee/subcommittee news, activities, or products that should be considered for distribution on WEF communications channels, the information should be provided to the committee manager, who will share with communications staff.

FREQUENTLY ASKED QUESTIONS

Can my committee/subcommittee create its own social media account?

No. To avoid the proliferation of social media accounts and to maintain brand consistency, WEF limits social media accounts representing the organization to a few main channels that are managed by staff.

I have something interesting that I'd like to share on social media. Can I send it to WEF to share?

If you have content you'd like to share on WEF's social media accounts, please work with the committee manager, who will coordinate with WEF's communications team to review and consider the request. WEF's communications team will review and share as appropriate. However, committee members are encouraged to share items of interest through their own personal social media networks.

I made a video. Can I upload it to WEF's YouTube channel?

No. Only employees authorized by WEF can distribute content on WEF's social networking platforms, including YouTube.

How do I find WEF on social media?

WEF is active on the following social media platforms:

- Facebook: Water Environment Federation
- Twitter: [@WEForg](#), [@WEFTEC](#), [@WEFStormwater](#)
- Instagram: [@wef_org](#)
- LinkedIn: [Water Environment Federation](#)
- YouTube: [Water Environment Federation](#)

Should I work with the Public Communication and Outreach Committee to promote what our committee is doing?

To promote a committee/subcommittee's activities, members should work with the committee manager, who in turn can coordinate with WEF communications staff.

How can a committee/subcommittee respond to and publicly comment on current events, such as water-related emergencies or major news?

WEF communications staff closely manage all response by the organization to external events. This is to ensure coordination with WEF leadership, consistency of message, and proper use of communications channels. If a committee/subcommittee is interested in a current event and how WEF is responding, the committee manager can connect with communications staff.