

#WatersWorthIt sample social media copy

GENERAL

- We've relaunched our #WatersWorthIt campaign and it's bigger, bolder and better than before! Use these tools to help spread the message: <link to resources page>
- Have you heard? The WATER'S WORTH IT® campaign is bigger and bolder than before! Help tell others why #WatersWorthIt by using the tools here: <link to resources page>
- Water is essential to our health, environment, economy, and quality of life. We all have a responsibility to protect it by working together to keep it clean #WatersWorthIt
- We all have something at stake when it comes to water and each of us has a valuable contribution to make #WatersWorthIt
- Get your #WatersWorthIt merchandise at the newly updated watersworthit.org website!
- From t-shirts to umbrellas, our online store has all the gear you need to spread the message that #WatersWorthIt-- watersworthit.org
- This video explains a few reasons why #WatersWorthIt—pass it on! <insert link to video>

EFFORT

- Did you know that 98 percent of improperly flushed items like baby wipes, oils and greases, feminine hygiene products, and dental floss clog up pipes and treatment systems? Only flush the three Ps—pee, poo and toilet paper #WatersWorthIt
- Improperly flushed items like baby wipes, oils and greases feminine hygiene products and dental floss clog pipes and treatment systems and lead to costly damage. Limit what you flush to the three Ps-- pee, poo and toilet paper #WatersWorthIt
- Clearing debris from storm drains helps prevent flooding and erosion #WatersWorthIt
- Properly disposing of household chemicals, litter, and pet waste helps stop pollution #WatersWorthIt

Relevant hashtags: #water #wastewater #stormwater #environment #cleanwater #waterquality #infrastructure #pollution

RESPECT

- Small actions make a big impact. Limit what you flush to the three Ps-- pee, poo and toilet paper #WatersWorthIt
- Your life and community is built on clean water and the infrastructure that supports it. Stay informed about local, national, and global water issues #WatersWorthIt
- Get an up-close-and-personal look at the infrastructure that supports clean water in your community-- take a tour of your local water resource recovery facility! #WatersWorthIt

- Take a tour of your local water resource recovery facility to learn about the innovative ways water is managed in your community! #WatersWorthIt
Relevant hashtags: #water #wastewater #stormwater #utility #environment #cleanwater #waterquality #infrastructure #pollution

HEALTH

- Water and wastewater treatment have saved millions of people, nearly eliminated waterborne diseases and advanced the health in communities around the world. This why #WatersWorthIt
- #WatersWorthIt to your body-- it's made of mostly water!
- Did you know providing access to clean water and sanitation saves 2 million lives worldwide? #WatersWorthIt
- You can live several weeks without food, but only a few days without water-- drink up! #WatersWorthIt

Relevant hashtags: #water #wastewater #cleanwater #waterquality #sanitation #health #publichealth

FUTURE

Tip: Share news articles about innovations and technology that advance clean water

- We all have a responsibility to support the long-term sustainability of our water resources-- click here to find out how you can advocate for policies and legislation that support clean water: <https://goo.gl/C66kFb>
- Recycled water helps replenish sensitive ecosystems and recharge groundwater aquifers #WatersWorthIt
- In Namibia, recycled water has been treated to meet drinking water standards since 1968! <https://goo.gl/mBnWaT> #WatersWorthIt

Relevant hashtags: #water #wastewater #cleanwater #waterquality #sustainability #resourcerecovery #technology #innovation #reuse #waterreuse #recycledwater

PASSION

Tip: Share your story of why you work in water or post a picture of what your work in water looks like

- Water professionals around the world work every day to provide clean water to protect health, the environment and quality of life #WatersWorthIt
- The water sector needs workers with a diverse set of skills to fill the 220,000 job openings projected each year until 2026 #WatersWorthIt

Relevant hashtags: #water #wastewater #stormwater #cleanwater #waterquality #workforcedevelopment #career #utility #operator #engineer #engineering #stem #girlsinstem #science #environmentalscience #environmentalscientist #civilengineering #civilengineer #research