

Social Media Posts

We encourage you to share these on social media once per week over the next two months as we roll out the Strategic Plan, then at least monthly after that to keep it in front of people.

VISION AND MISSION – insert video or link to video

As a WEF member, I'm excited that our organization is setting its sights on new horizons and has a vision of a life free of water challenges. www.wefwaterfuture.org

Imagine life free of water challenges. What does that look like to you? Check out WEF's new Strategic Plan to see how we'll get there and then share your water story. www.wefwaterfuture.org

What is WEF's mission? To inspire the water community in pursuit of human and environmental well-being. That's why we are focused on being conveners, educators, and leaders in the water sector. Join us. www.wefwaterfuture.org

Sustainability. Climate Change. Equity. These are some of society's biggest challenges. The work we do in water is vital for solving them. Join us. www.wefwaterfuture.org

WORKFORCE – use [workforce goal graphic](#)

WEF is working to attract and develop a more diverse and passionate workforce. This will bring new talents, new perspectives, and new ideas to bear on current and future water challenges. Join us. www.wefwaterfuture.org

A diverse water workforce is a strong water workforce. The better we reflect our communities, the better we serve our communities. Join us. www.wefwaterfuture.org

I work in water because I like that we're tackling some of the biggest issues that impact everyone, like sustainability, equity, and climate change. We're solving problems that go beyond water. Join us. www.wefwaterfuture.org

COMMUNITY – use [community goal graphic](#)

Every day I get to help solve my community's water challenges. I love this purpose-driven work. I am happy to see WEF devoting resources to help me build more connections and collaborate with others in water. Join us. www.wefwaterfuture.org

One of the water community's greatest strengths is how motivated it is to deliver clean water and protect health and the environment. Let's cultivate our purpose-driven community to sustainably solve water challenges for all. Join us. www.wefwaterfuture.org

Our water community is special group that relies on each other. That's why WEF is focused on creatively delivering content and programming. It's driving connections and collaboration for the development of innovative solutions. www.wefwaterfuture.org

CIRCULAR ECONOMY- use [circular economy graphic](#)

Transforming to a circular water economy minimizes waste, reduces pollution, reuses resources, and saves communities. WEF is sharpening its focus on resource recovery. Join us. www.wefwaterfuture.org

The sustainability of water resources depends on recovering resources like nutrients, energy, and water. We must accelerate the adoption of these practices across the sector and connect water to the broader circular economy. Join us. www.wefwaterfuture.org

A sustainable economy is one that uses resources wisely and recovers them for use again however possible. That's the idea behind the circular water economy that WEF and water professionals are building. www.wefwaterfuture.org

WATER STORIES

Let's amplify the stories of water! It will raise awareness about the impact we have on people's lives every day, build public support for our work, and attract a new generation of water leaders to the cause. Share your story. #WEFWaterStories www.wefwaterfuture.org

How is your work helping to build a diverse workforce, strengthen our water community, or advance the circular economy? Share your water story. #WEFWaterStories www.wefwaterfuture.org

By sharing our stories, we will spotlight our accomplishments, elevate the visibility of water professionals and the work we do, and better connect our work to the lives we impact. Share your water story. #WEFWaterStories www.wefwaterfuture.org

Storytelling strengthens the water community by increasing public awareness and improving perceptions of the water sector and water professionals. Share your water story with WEF. #WEFWaterStories www.wefwaterfuture.org

VALUES – use values graphics | [All Values](#), [Bold Leadership](#), [Customer Service](#), [Collaborate](#), [DEI](#)

WEF cannot possibly be the best at “everything water.” Collaboration is key to our ability to have positive, lasting impact. So, let's transform what partnership can mean and expand our circle. Join us. www.wefwaterfuture.org

The pace of change and the enormity of the challenges facing us mean that we must think bigger and more boldly, be able to pivot faster, and try something new and different. www.wefwaterfuture.org

At every juncture, we must make sure we have diverse voices in the room, all sharing an equitable experience and contributing new perspectives and new solutions to water challenges. www.wefwaterfuture.org

WEF keeps members and customers at the heart of everything we do and recognizes that we must continue to evolve with them to keep pace with and meet their changing needs. www.wefwaterfuture.org