

Guidelines and Rules for the 2026 WEF/AWWA Young Professionals Summit LinkedIn Contest



LinkedIn
Contest

General Information

Who: This activity is open to all registered attendees of the 2026 YP Summit.

What: A LinkedIn contest where each post about the YP Summit earns one (1) entry into a prize drawing where four (4) participants will be randomly selected to receive a \$50 gift card.

When: Begins at the start of the Summit on March 24th until ~3:45 p.m. Winners will be announced at the end of the Summit.

Why: To boost visibility and fill LinkedIn with authentic, storytelling-focused content about the networking, learning, collaboration happening at the Summit. Creating genuine content will drive organic engagement and connections across the water industry.

Guidelines

- All posts should contain **#waterYPsummit**
- Each post earns one entry into the gift card drawing (a maximum of three (3) posts/entries will be considered).
- Tag **@WaterEnvironmentFederation** and **@AmericanWaterWorksAssociation** accounts in your post.

Content Ideas

YP Summit Program Post: Create a post featuring a presentation, panel, or activity at the YP Summit. Highlight a meaningful lesson you learned or a skill you gained during the event.

- **Tips:** If you're featuring a speaker or panelist, tag them in your post. Take a look at the program to include the title of their presentation or the organization or association they represent, and share how their insights, experience, or perspective impacted you or your work.

Paparazzi Post: Make a post with a photo of you and another YP (or multiple YPs) you have met at the #waterYPsummit.

- **Tips:** Tag where they work or what AWWA Section or WEF Member Association they are with. Mention what kind of work they do, or any interesting fact about them, or why you're glad you met them and why you're looking forward to keeping in touch.

Connecting with Peers Post: Make a post telling your LinkedIn audience about another YP attending the #waterYPsummit that you connected with. Tell us where they came from and what they do.

- **Tips:** Tag your peer and talk about what you have in common, their unique skills, or a part of their personal or professional story that resonates with you. Highlight why the #waterYPsummit is a great place to network and connect with inspiring people in the water sector.

Spotlight a Planner: Shine a light on someone who served on a 2026 #waterYPsummit planning committee.

- **Tip:** There are many YPs volunteering across Summit subcommittees, including Marketing, Programming, and Sponsorship, so there are plenty of people whose behind-the-scenes efforts are worth spotlighting.

Format

Pictures, Videos, Written content (although photos and videos are highly encouraged since they convey stories better and tend to have a greater impact on our audience).

After the Summit

Although not for the contest, we love hearing about your experience after the event wraps up. Consider sharing a recap post that highlights your favorite moment, a standout session or connection, or a surprise or unexpected takeaway from the YP Summit.