



## A MESSAGE FROM WEF

Every day, our communities rely on the knowledge and expertise of water professionals to protect public health, the environment, and economy. In these uncertain times, the coronavirus pandemic has provided an urgent reminder that access to water and wastewater services is essential and fundamental to all aspects of life and society.

Water workers, along with many other critical professionals, are on the front lines of the global response to coronavirus. This essential work is carried out by skilled workers with quiet consistency and is largely invisible to the public. Many underappreciate the true value and importance until faced with a crisis.

That's why we have created the WATER'S WORTH IT®/Coronavirus toolkit with targeted messages about the critical need for water and wastewater services and the dedicated professionals who work 24/7 to keep the systems clear and the clean water flowing.

Thank you to everyone who is working on the front lines in service to others.

# TOOLKIT OVERVIEW

## Social Media Graphics

Save these files to your desktop. The file names will be marked according to message and social media type (Twitter, Facebook, LinkedIn and Instagram).

**Option 1:** Clean Water is Our First and Last Line of Defense

**Option 2:** Clean Water is Fundamental to the Fight

**Option 3:** Thank you to Water Workers

## Social Media Copy

The following copy can be used as is or customized based on your individual needs and messaging. It can be used in conjunction with one of the WATER'S WORTH IT/Coronavirus graphics, general WATER'S WORTH IT graphics, or with a graphic of your choice.

### GENERAL

The #coronavirus pandemic is an urgent reminder that access to #water and #wastewater services is essential to protecting #publichealth. Support front line workers by making good choices today.

### HEALTH

It all starts with #cleanwater and that's what we do best. We're here for you.

### EFFORT

Small acts like #handwashing and #socialdistancing make a BIG impact to limit the spread and #flattenthecurve of #coronavirus. Support front line workers by making good choices today.

### RESPECT

The fight against #coronavirus depends on complicated systems that can break or back-up from wipes, tissues, and other "unflushables." Flush only the 3Ps - pee, poo, and (toilet) paper - to keep systems clear and clean water flowing.

### PASSION

The world relies on the #water and #wastewater services we provide to keep you safe and healthy.

### FUTURE


The unknowns of #coronavirus can be scary, but we're in this together. Protect the future by doing your part today to limit the spread and #flattenthecurve.

## E-mail Signatures

Save these files to your desktop.

- CLEAN WATER IS OUR FIRST AND LAST LINE OF DEFENSE
- CLEAN WATER IS FUNDAMENTAL TO THE FIGHT
- WATER WORKERS ARE ESSENTIAL
- I STAND BEHIND WATER WORKERS
- I WORK ON THE FRONT LINES FOR PUBLIC HEALTH

To add image to add to your signature, use the following steps and/or visit the [Microsoft Outlook instructions page](#).

1. Open a new message in Outlook and then select **Signature > Signatures**.
2. In the **Select signature to edit box**, choose the signature you want to add a logo or image to.
3. Select the Image icon , locate your image file, and select **Insert**.
4. To resize your image, right-click the image, then choose **Picture**. Select the **Size** tab and use the options to resize your image. To keep the image proportions, make sure to keep the **Lock aspect ratio** checkbox checked.
5. When you're done, select **OK**, then select **OK** again to save the changes to your signature.

If you don't choose to insert a signature for all new messages or replies and forwards, you can still insert a signature manually.

1. In your email message, on the **Message** tab, select **Signature**.
2. Choose your signature from the fly-out menu that appears. If you have more than one signature, you can select any of the signatures you've created.

## Facebook Frames

1. Log on to your Facebook account.
2. Go to the Find Our Facebook Profile Picture Page >> [Frame Link](#)
3. In the Search Box, search for your choice between five frames. Each file is named as follows:
  - Water's Worth It - Defense
  - Water's Worth It - Essential
  - Water's Worth It - Front Lines
  - Water's Worth It - Fundamental
  - Water's Worth It - Stand Behind
4. Then one Pop up box appears on your Facebook screen in which you can see one button '**Add Frame**', click on it.
5. Choose your preferred duration.
6. Click on the '**Ok**' button and visit your timeline.