Social Media Toolkit Instructions and Sample Language:

2024 Value of Water Index

Posts can be shared after April 9

How to use this toolkit:
This toolkit is being provided to help share the results of the ninth annual Value of Water Index, a national bipartisan poll of over 1,000 American voters capturing opinions about the state of our nation’s water infrastructure.

Primary social media handles:
- LinkedIn: The Value of Water Campaign
- X (formerly Twitter): @TheValueofWater

Hashtag: #valueofwater

Below are several copy suggestions and social media graphics for your use—feel free to customize as needed.

Copy suggestions:

Social Media Post 1:
Graphic here
According to [tag @Value of Water Campaign], concern about our nation’s water infrastructure is on the rise 🚚 unsurprising that ensuring reliable water services continues to be a top priority 🅿️: https://uswateralliance.org/programs/the-value-of-water-campaign/2024-value-of-water-index/

Social Media Post 2:
Graphic here
2024 is the year of water 🌊 Check out the level of national, bipartisan support for water infrastructure funding in this year’s Value of Water poll: https://uswateralliance.org/programs/the-value-of-water-campaign/2024-value-of-water-index/

Social Media Post 3:
Graphic here
This year, voters want candidates who prioritize water infrastructure investments. Gain further insights from the 2024 Value of Water Index: https://uswateralliance.org/programs/the-value-of-water-campaign/2024-value-of-water-index/

Social Media Post 4:
Graphic here
Water is increasingly unaffordable for many Americans. Read about their concerns and the wide-ranging support for a permanent government assistance program in the 2024 Value of
Water poll results: https://uswateralliance.org/programs/the-value-of-water-campaign/2024-value-of-water-index/

**Social Media Post 5:**
*Graphic here*
Did you know that most Americans would pay MORE on their water bills for improved water accessibility and community health? Learn more from the Value of Water Campaign: https://uswateralliance.org/programs/the-value-of-water-campaign/2024-value-of-water-index/