

## 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/>