

## Social Media Toolkit Instructions and Sample Language: 2025 Value of Water Index

*Posts can be shared after April 2 at 11:30 am ET*

### How to use this toolkit:

This toolkit is being provided to help share the results of the tenth annual Value of Water Index, a national bipartisan poll of over 1,000 voters nationwide to gather opinions on water infrastructure, services, affordability, and funding.

### Social media handles:

- LinkedIn: [The Value of Water Campaign](#)
- Instagram: [@TheValueofWater](#)
- Bluesky: [@TheValueofWater](#)

**Hashtag:** #valueofwater

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

### Copy Suggestions:

[Graphic linked here](#)

Bipartisan voter support for water has reached a new high 🇺🇸 learn more about how water is a unifier in updated polling results from @TheValueofWater: <https://uswateralliance.org/2025-value-of-water-index/>

[Graphic linked here](#)

A strong majority of voters across party lines want to see continued funding for water infrastructure flow from the federal level 🏛️ 💧 learn more from @TheValueofWater in their recent poll: <https://uswateralliance.org/2025-value-of-water-index/>

[Graphic linked here](#)

Over three-quarters of Americans would view candidates who support additional investment in water infrastructure more favorably 🗣️ 💧 learn more from @TheValueofWater in their recent poll: <https://uswateralliance.org/2025-value-of-water-index/>

[Graphic linked here](#)

From hurricanes to wildfires, extreme weather impacted water services for nearly 20% of Americans in the last five years. As these events increase in quantity and severity, building more resilient water systems cannot wait. Learn more from @TheValueofWater: <https://uswateralliance.org/2025-value-of-water-index/>

[Graphic linked here](#)

As we've already seen in 2025, natural disasters are posing increased threats to our water systems—and a majority of Americans across party lines believe the federal government has a role to play in mitigating these risks. Read more in timely polling results from @TheValueofWater <https://uswateralliance.org/2025-value-of-water-index/>

*[Graphic linked here](#)*

No matter how we identify politically, we all recognize that water is life 🌍 learn more about the #valueofwater and how we must support increased funding for water systems from @TheValueofWater <https://uswateralliance.org/2025-value-of-water-index/>