

Source Water Protection (SWP) Week SAN Social Media Guide

Background

American Water Works Association (AWWA), water utilities, USEPA, PADEP and other partners will be recognizing Sunday, September 29th through Saturday, October 5th, as “[Source Water Protection Week](#).” The purpose of the week is to raise awareness about the importance of caring for drinking water sources.



AWWA Source Water Protection Week Materials

- AWWA created a “[Source Water Protection Week Materials](#)” website to house materials for partners to share during SWP week. Materials include the SWP week logo, sample social media posts, and other resources for source water protection.
- The hashtags are:
 - **#ProtectTheSource**
 - **#SourceWaterProtectionWeek**

Suggested Social Media Posts for Schuylkill Watershed Water Utilities

Monday, September 30

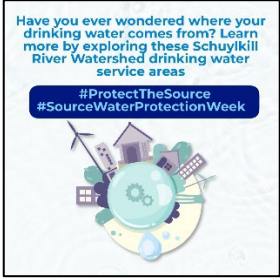

- Theme – Intro to SWP Week
- FB or Instagram Post Text: It's #SourceWaterProtectionWeek! Our rivers, streams, lakes, and groundwater are the lifelines of our communities. Join us in protecting these sources of our drinking water! Every action counts—let's make source water protection a priority together. #ProtecttheSource"
- Photo/Graphic: 3 Slides

AWWA 2024 SWP Week	
Source Water Protection Definition EPA link to SWP Basic Information Links can be put in post body or as a tag on an Instagram reel or FB story.	

<p>SWP Call to Action</p> <p>White Board Animation on Runoff Link</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	
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Tuesday, October 1

- **Theme:** Watershed Connections
- **Text:** Have you ever wondered where your drinking water comes from? Learn more by exploring these Schuylkill River Watershed [drinking water service areas](#) #ProtectTheSource #SourceWaterProtectionWeek
- **Photo/Graphic:** 2 Slides

<p>ID your source water.</p> <p>Drinking Water Service Area link</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	
<p>What Watershed Do You Live In?</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	

Wednesday, October 2

- **Pick a Topic –** Agriculture, Stormwater, AMD, Land Protection
- **Text:** Protecting open space and forests, managing runoff, installing agricultural best management practices, and treating abandon mine drainage before it reaches our streams are just a few types of source water protection activities happening in the Schuylkill Watershed. Can you name some others? #ProtectTheSource #SourceWaterProtectionWeek
- **Photo/Graphic:** Choose a graphic to post for the day


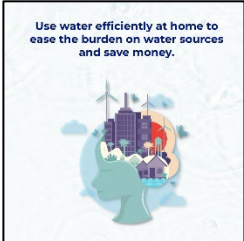


<p>Agriculture</p> <p>Drop of Water- Farmland Link</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	 <p>A collaborative relationship between water managers and farmers helps keep source water clean.</p>
<p>Stormwater</p> <p>Drop of Water – Urban& Suburban Pathways Link</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	 <p>Protecting open space and forests, managing runoff, installing agricultural best management practices, and treating abandon mine drainages before it reaches our streams are just a few types of source water protection activities happening in the Schuylkill Watershed! Can you name some others?</p>
<p>Land Protection</p> <p>Drop of Water – Forest Link</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	 <p>The best way to ensure high-quality drinking water is to protect source water.</p>
<p>AMD</p> <p>Newtown South AMD Project PADEP video</p> <p>Links can be put in post body or as a tag on an Instagram reel or FB story.</p>	

Thursday, October 3

- Pick a Topic – Agriculture, Stormwater, AMD, Land Protection
- **Text:** Land protection, green infrastructure, agricultural best management practices, and abandon mine reclamation are just a few source water protection activities. Can you name some others? #ProtectTheSource #SourceWaterProtectionWeek
- **Photo/Graphic:** Choose a graphic to post for the day (recycle above options)

Friday, October 4

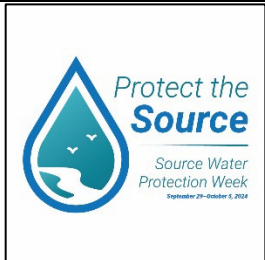
- Call to Action
- **Text:** Even though #SourceWaterProtectionWeek is wrapping up, we can all play a part in helping protect the source of our drinking water every day!
<https://www.epa.gov/sourcewaterprotection/how-can-you-help-protect-source-water#everyday>
- **Photo/Graphic:** 4 Slides

<p>Call to Action Slide 1</p> <p>POWR Watershed Association Interactive Map Link</p>	
<p>Call to Action Slide 2</p> <p>Alt text: Dispose of household chemicals properly to protect the water supply</p> <p>Is there a waste collection near you ?</p> <p>Schuylkill County Berks County Montgomery County Chester County Delaware County Philadelphia</p>	
<p>Call to Action Slide 3</p> <p>Schuylkill Scrub</p> <p>Alternative text edit: Join a watershed cleanup near you!</p>	
<p>Call to Action Slide 4</p> <p>PA American Wise-Water-Use</p>	

Saturday, October 5

- Theme (Optional?)

- Text: Thank you for joining us for this years Source Water Protection Week! Our lives depend on clean water, and we can all work together to protect it at the source.
- Graphic: 1 slide

AWWA 2024 SWP Week	 The logo for 'Protect the Source' Source Water Protection Week. It features a blue water drop shape on the left containing a white silhouette of a person's head and shoulders. To the right of the drop, the text 'Protect the Source' is written in blue, with 'Protect the' in a smaller font and 'Source' in a larger, bold font. Below this, 'Source Water Protection Week' is written in a smaller blue font, and at the bottom, 'September 29 - October 5, 2024' is written in an even smaller font.
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