

To help make the QuenchCA campaign successful, ACWA needs your help. By sharing the website and messaging with your customers on social media, you can help us reach a broader audience and educate Californians about what water infrastructure is, why it is needed, and successful projects that showcase the benefits.

Below are sample social media posts with corresponding images and videos in the toolkit. Please feel free to use these as-is, customize with information about your agency, add your logo to the images, or use your own. Use the hashtag #QuenchCA and send people to the website, [www.quenchca.com](http://www.quenchca.com).

Thank you for helping spread the word about QuenchCA!

### MAKE THIS POSSIBLE IMAGE



**Twitter:** We need H2O to grow food. Farmers have left hundreds of thousands of acres unplanted this year due to #CAwater supply shortages. Visit [quenchca.com](http://quenchca.com) to find out how we're working to #QuenchCA and support #californiafarming.

**Facebook:** Water makes food possible - we need H2O to grow. Farmers have been forced to leave hundreds of thousands of acres of farmland unplanted this year due to water supply shortages. Visit [quenchca.com](http://quenchca.com) to find out how we're working to #QuenchCA and support California farming.

**Instagram:** Water makes food possible - we need H2O to grow. Farmers have been forced to leave hundreds of thousands of acres of farmland unplanted this year due to water supply shortages. Visit [quenchca.com](http://quenchca.com) to find out how we're working to #QuenchCA and support California farming. #cawater #californiafarmsandranches #agchat #farmlife #waterinfrastructure #visitcalifornia #cagrown

### MODERNIZATION IS ESSENTIAL/PIPES IMAGES



**Twitter:** #CAwater infrastructure was designed for a state with 20 million residents, but our current population is twice that size. Modernizing our water systems is essential to ensuring reliable water supplies for all Californians. Learn more: [quenchca.com](http://quenchca.com) #QuenchCA

**Facebook:** Did you know, California's water infrastructure was designed for a state with 20 million residents, but our current population is twice that size? Modernizing our water systems is essential to ensuring reliable water supplies for all Californians. Learn more: [quenchca.com](http://quenchca.com) #QuenchCA

**Instagram:** Did you know, California's water infrastructure was designed for a state with 20 million residents, but our current population is twice that size? Modernizing our water systems is essential to ensuring reliable water supplies for all Californians. Learn more: [quenchca.com](http://quenchca.com) #QuenchCA #cawater #waterinfrastructure

### WATER WORKERS/WORKERS WITH PAPERS IMAGES

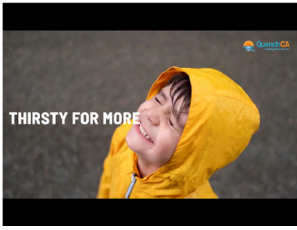


**Twitter:** Local water infrastructure projects reduce strain & demand on the #cawater system. Every investment in local water supplies is an investment in our entire state's water outlook for the future. Find out more at [quenchca.com](http://quenchca.com) #QuenchCA

**Facebook:** Local water infrastructure projects reduce strain & demand on the statewide water system. Every investment in local water supplies is an investment in our entire state's water outlook for the future. Find out more at [quenchca.com](http://quenchca.com) #QuenchCA

**Instagram:** Local water infrastructure projects reduce strain & demand on the statewide water system. Every investment in local water supplies is an investment in our entire state's water outlook for the future. Find out more at [quenchca.com](http://quenchca.com) #QuenchCA #CaWater #Infrastructure

## THIRSTY FOR MORE VIDEO



**Twitter:** California's water supplies are being strained by #ClimateChange and #CADrought. To #QuenchCA and protect #CAwater supplies for today and future generations, we must invest in our local and state water infrastructure systems. Learn more at [quenchca.com](http://quenchca.com)

**Facebook:** California's water supplies are being strained by climate change and drought. To #QuenchCA and protect water supplies for today and future generations, we must invest in our local and state water infrastructure systems. Learn more at [quenchca.com](http://quenchca.com)

**Instagram:** California's water supplies are being strained by climate change and drought. To #QuenchCA and protect water supplies for today and future generations, we must invest in our local and state water infrastructure systems. Learn more at [quenchca.com](http://quenchca.com) #climatechange #drought #cawater #infrastructure

## EVERYTHING VIDEO



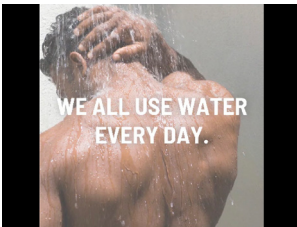
**Twitter:** Everything & everyone relies on water. [INSERT AGENCY NAME]'s #CAwater system works 24/7 to provide the water that fuels our community's homes, businesses & farms. Upgrading these systems ensures that we protect & efficiently use our water supplies. Learn more: [quenchca.com](http://quenchca.com) #QuenchCA

**Facebook:** Everything & everyone relies on water. [INSERT AGENCY NAME]'s water systems work 24/7 to provide the water that fuels our homes, businesses and farms. Upgrading these systems ensures that we protect and efficiently use our water supplies. Learn more:

[www.quenchca.com](http://www.quenchca.com) #QuenchCA

**Instagram:** Everything & everyone relies on water. [INSERT AGENCY NAME]'s water systems work 24/7 to provide the water that fuels our homes, businesses and farms. Upgrading these systems ensures that we protect and efficiently use our water supplies. Learn more: [www.quenchca.com](http://www.quenchca.com) #QuenchCA #cawater #drought #infrastructure

## THINK VIDEO



**Twitter:** Ever think about how water reaches your home? It's more complicated than just turning on the tap. From pumps to plants to pipes, #CAwater infrastructure delivers, and we can too. Find out more about what we're doing to #QuenchCA at [www.quenchca.com](http://www.quenchca.com)

**Facebook:** Ever think about how water reaches your home? It's more complicated than just turning on the tap. From pumps to plants to pipes, water infrastructure delivers, and we can too. Find out more about what we're doing to #QuenchCA at [www.quenchca.com](http://www.quenchca.com)

**Instagram:** Ever think about how water reaches your home? It's more complicated than just turning on the tap. From pumps to plants to pipes, water infrastructure delivers, and we can too. Find out more about what we're doing to #QuenchCA at [www.quenchca.com](http://www.quenchca.com) #cawater #infrastructure #drought