



QuenchCA Q3 Social Toolkit

June 2024

Using This Toolkit

- QuenchCA has prepared social posts with social cards and copy for notable Q3 water-related holidays.
- Click “Link to Card” at the bottom of each slide to access high-res versions of each social card. Each card has versions sized specifically for Instagram and Facebook/X.
- Feel free to customize cards with your logos and tweak copy as you see fit.
- Put “#QuenchCA” in your copy for the ACWA account to engage with your post!
- **Make it easy by scheduling all your Q3 posts at once on X!** When you compose the tweet, click the calendar icon at the bottom to choose the date and time you would like the post to go live. Click “Confirm” and “Schedule,” and you’re set!

July 2: National Wildland Firefighter Day



Post Copy

Today, we thank our firefighters who work tirelessly when disaster strikes to put out wildfires & keep our communities safe with #CAWater. Water infrastructure plays an important role in getting water to firefighters where & when they need it. Learn more: QuenchCA.com #QuenchCA

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[Link to Card](#)

July 4: Independence Day



Post Copy

Happy #IndependenceDay! We hope you and your family get to celebrate by fishing or swimming in one of our lakes and rivers today — and enjoy the #CAWater that makes them so beautiful. Learn more: QuenchCA.com #QuenchCA

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[Link to Card](#)

July 4: Independence Day (Spanish)



Post Copy

¡Feliz día de la independencia! Esperamos que usted y su familia celebren hoy pescando o nadando en uno de nuestros lagos y ríos, y disfruten del #CAWater que los hace tan hermosos. Más información: QuenchCA.com #QuenchCA

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[Link to Card](#)

July 7: National Dive Bar Day



Post Copy

Happy #NationalDiveBarDay! Did you know that making one liter of beer takes 4-6 liters of water? Cheers to #CAWater infrastructure supporting your local businesses and bringing your brew! Learn more at QuenchCA.com #QuenchCA

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[Link to Card](#)

August: National Water Quality Month



Post Copy

For #NationalWaterQuality Month, we highlight the infrastructure that brings you high-quality and safe water. Learn more: QuenchCA.com #QuenchCA

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[Link to Card](#)

August: National Water Quality Month (Spanish)



**MES NACIONAL
DE LA CALIDAD
DEL AGUA**
AGOSTO



Post Copy

Para el *#NationalWaterQualityMonth*, destacamos la infraestructura que le brinda el agua segura y de alta calidad. Más información: QuenchCA.com *#QuenchCA*

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[Link to Card](#)

August 16: Central Valley Project Birthday



**84 YEARS OF THE
CENTRAL VALLEY PROJECT**
AUG. 16



Post Copy

84 years ago today, the #CentralValleyProject made its first water delivery. One of CA's largest infrastructure projects, it provides water for 70% of the top #agriculture counties in the state. More on #CAWater infrastructure at QuenchCA.com #QuenchCA

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[Link to Card](#)

August 24: National Hydropower Day



Post Copy

#CAWater infrastructure does more than move and treat water. Did you know that hundreds of hydroelectric plants supply ~14% of California's energy per year? #Hydropower is also a key part of CA's transition to cleaner energy sources. Learn more at QuenchCA.com #QuenchCA

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[Link to Card](#)

September 18: World Water Monitoring Day

**WORLD WATER
MONITORING DAY**
SEPT. 18



Post Copy

It's #WorldWaterMonitoringDay! #CAWater is as precious as it is finite. Investing in the best tech to monitor the streams, rivers & estuaries we rely on is critical for our water future. Learn about your local water infrastructure projects at QuenchCA.com #QuenchCA

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[Link to Card](#)

Reservoirs



**STORING WATER
FOR TOMORROW**



Post Copy

2024's storms put #CAWater infrastructure to work. Most major reservoirs in the state reached 110% of historical average. That's infrastructure in action! Storing water when we have it to use when we don't. Learn more: QuenchCA.com #QuenchCA

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If you have photos that show your local storage capacity, feel free to showcase it instead!

Link to Card

Reservoirs (Spanish)



Post Copy

Las tormentas de 2024 pusieron a funcionar a la infraestructura de #CAWater. La mayoría de las presas más grandes del estado alcanzaron el 110% del promedio histórico. ¡Eso es infraestructura en acción! Almacenar agua cuando la tenemos para usarla cuando no la tenemos. Más información: QuenchCA.com #QuenchCA

Note: Above copy's length is optimized for Facebook or Instagram. Feel free to tweak as desired.

If you have photos that show your local storage capacity, feel free to showcase it instead!

[Link to Card](#)

From the Mountains to Your Tap



Post Copy

Ever think about the incredible journey water takes? Starting at the snow-capped mountains, traveling through rivers & reservoirs, and ending at your home. #CAWater infrastructure makes that journey possible! Learn more: QuenchCA.com #QuenchCA

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[Link to Card](#)

From the Mountains to Your Tap (Spanish)



Post Copy

¿Alguna vez pensaste en el recorrido increíble del agua? Comenzando en las montañas nevadas, viajando a través de ríos y presas, y terminando en su casa. ¡La infraestructura #CAWater hace posible el viaje! Más información: [QuenchCA.com](https://www.quenchca.com) #QuenchCA

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[Link to Card](#)