Kari Jimenez

From: Karry Rathje <Karry@wcwcd.org>
Sent: Wednesday, June 16, 2021 5:38 PM
Subject: FW: Drought Toolkit – Please help spread the (dry) word

Municipal partners,

The Utah Division of Water Resources has created a drought toolkit with messaging and social media assets – click to view:
https://link.edgepilot.com/s/9e92e0af/3HKeL00nkk6HI8RnBsunBg?u=https://drive.google.com/drive/folders/1k_y5-MnimXt6vEq6AqOo5tBhi63CvKF-?usp=sharing

We encourage you to use this information in your newsletters, social media platforms, utility bill inserts, etc. The district has been, and will continue, using this content on our social media pages so you can simply follow us and share the content. Super easy.

Instagram: @the_wcwcd
Facebook: @TheWCWCD
Twitter: @wcwcd

Thanks,
Karry

Karry Rathje
Communications & Government Affairs Manager
Washington County Water Conservancy District
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From: Kim Wells
Subject: Drought Toolkit – Please help spread the (dry) word

Drought continues to have widespread impacts across the state. Gov. Spencer Cox's recent Executive Order underscores the need for all Utahns to do their part to reduce their use to help stretch the water supply. We need your help to raise awareness of the severity of the situation.

The Division of Water Resources has created a toolkit with social media assets, messaging, and information to help you respond to questions. To reduce message fatigue and combat the notion that Utah is *always* in a drought, we are focusing on "why this drought is different" and "drought response actions." Water conservation tips are still good, and we have many already created that we will add to the toolkit, but for now, we want to **focus on drought response actions** rather than "water conservation," which is something we should always be doing rather than drought actions that are critical now.

Please follow us on Facebook and share the video we pushed out last night, as well as other posts like the "Extreme Drought Watering Guide." You can find them on the division's Facebook page and also the Slow the Flow Facebook page.

We also want to know what conditions look like in your area and would appreciate being informed of any water restrictions. If there is something specific you'd like to see or need help with, please let me know. We are continually building assets, including lawn signs and banner images, to let people know that we are "watering to survive not thrive." Thank you for your help.

Here's the link to the folder https://link.edgepilot.com/s/9e92e0af/3HKeL00nkk6HI8RnBsunBg?u=https://drive.google.com/drive/folders/1k_y5-MnimXt6vEq6AqOo5tBhi63CvKF-?usp=sharing

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Utah Division of Water Resources
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