Water Professionals Appreciation Week Toolkit

October 7 – October 15

Suggested Local Activities

1. Let your local media know you are participating in Water Professionals Appreciation Week. Use this sample news release as your tool.

2. Ask the cities and counties in your service area to pass resolutions in support of your agency and Water Professionals Appreciation Week.

3. Organize a tour of your agency’s water facilities, infrastructure or projects, treatment plant, recycled water project or irrigation infrastructure. Be sure to invite your customers, local officials, legislators and media.

4. Host an Open House at your district office.

5. Work with local high schools, colleges and universities to promote careers or internships at your district.

6. Start a mentor program for young professionals in your agency.

Social Media

During Water Professionals Appreciation Week, please share content on your agency’s social media platforms using the Water Professionals Appreciation Week hashtags: #WeAreCAWater, #CAWaterWeek and #WorkForWater.

1. Share these Water Professionals Appreciation Week sample posts in combination with this WPAW logo.

   **Twitter:**
   - Our dedicated team of water professionals makes a difference every day - Thank you! #WeAreCAWater #CAWaterWeek
   - Water is there for you 24/7 thanks to California’s water professionals! #WeAreCAWater #CAWaterWeek
   - Ask me why I LOVE my career! #WeAreCAWater #CAWaterWeek

   **Facebook:**
   - Happy Water Professionals Appreciation Week! Whether it’s working with customers out in the field, collecting and analyzing samples in the lab, or shaping complex policies and regulations, there is a place in California’s water industry for anyone interested in managing and protecting this life-sustaining resource. A career
in California water provides the opportunity to earn a good living and make a
difference in your community. Check out available careers by visiting:
http://www.cawaterjobs.org/career-paths.

- When you turn on your tap and clean water appears, it’s not by accident. Legions of
  planners, environmental engineers, water quality specialists, technicians and other
  water professionals have built and maintained the systems that bring that water
  from its source to you. Water is there for you 24/7 thanks to California’s water
  professionals!

2. Record and share short video interviews with your staff to highlight the different jobs at your
district. Videos should be no longer than 1-2 minutes.
3. Create mini-profiles highlighting the water professionals in your agency. Highlight their work to
serve your customers and to advance California’s clean water future.
4. Share existing tools from your agency that educate customers about your role in the wastewater
industry and local community.