

Social Media Toolkit
Title: World Water Day (March 22, 2020)
Theme-Water and Climate Change
For use during week 11 (March 16-22, 2020)
Launch Date: March 2, 2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains five Facebook posts, ten tweets, five Instagram posts, ten Hashtags and three videos having to do with International World Water Day 2020. The material came from sources such as the United Nations, GlobalWaters, and UNESCO because these agencies/organizations seem to be at the forefront of World Water Day and have created social media specific to this event.

International World Water Day, held annually on March 22, is an international observance day to focus attention on the importance of freshwater, inspire people globally to learn more about water-related issues, and advocate for the sustainable management of freshwater resources.² It is an opportunity to learn about water related issues and make a difference. Each year, there is a different theme – the **theme for 2020 is Water and Climate Change**. This year's theme highlights the urgent importance of strengthening water security and establishing access to a sustainable water supply in the face of changing climate conditions worldwide. The observance will also raise public awareness about the many ways shifting atmospheric and oceanic conditions are reshaping the global hydrologic cycle.^{1,2}

A new World Water Development Report is released each year on or near World Water Day, to provide decision-makers with tools to formulate and implement sustainable water policies. This report is coordinated by UNESCO's World Water Development Programme (WWAP) on behalf of UN-Water.²

International World Water Day stems from a recommendation made at the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. The United Nations General Assembly adopted resolution [A/RES/47/193](#) on December 22, 1992, designating 22 March 1993 as the first World Water Day.²

Water-related statistics include the following:²

- 2.1 billion people live without safe water at home.
- One in four primary schools have no drinking water service, with pupils using unprotected sources or going thirsty.
- More than 700 children under five years of age die every day from diarrhea linked to unsafe water and poor sanitation.
- Globally, 80% of the people who have to use unsafe and unprotected water sources live in rural areas.
- Women and girls are responsible for water collection in eight out of ten households with water off-premises.
- For the 68.5 million people who have been forced to flee their homes, accessing safe water services is highly problematic.
- Around 159 million people collect their drinking water from surface water, such as ponds and streams.
- Around 4 billion people – nearly two-thirds of the world's population – experience severe water scarcity during at least one month of the year.
- Over 800 women die every day from complications in pregnancy and childbirth.
- 700 million people worldwide could be displaced by intense water scarcity by 2030.

Target audience/high-risk subsets

**Describe target audience*

We all use freshwater, so the target audience is all of us.

**Describe high-risk or sub-populations, if appropriate*

None

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Segments of the population do not believe in climate change, which is a part of this year's theme. Businesses may oppose the cost of cleaning up water from their operations.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

There are many organizations that support clean water. Several at the forefront of World Water Day are listed below:

Globalwaters.org

UNESCO

United Nations

WaterNow

References

¹Globalwaters.org. [Internet]. World Water Day 2020: Water and Climate Change. Retrieved on 2/24/20 from: <https://www.globalwaters.org/events/world-water-day-2020>

²United Nations. [Internet]. World Water Day 22 March. Retrieved on 2/24/20 from: <https://www.un.org/en/events/waterday/index.shtml>

³UNESCO. [Internet]. World Water Day. Retrieved on 2/25/20 from: <https://en.unesco.org/commemorations/waterday>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																																					
Estimated time used to create	7 hours																																					
Date submitted	Wednesday, February 26, 2020																																					
DUE date & TARGET date for release (Monday)	Due Date: Friday, February 14, 2020 Target Date for Release: Monday, March 2, 2020																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>2/28/20</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge, MEd, CHES</td> <td>2/28/20</td> <td></td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	2/28/20	AL			Kim Trowbridge, MEd, CHES	2/28/20		KT	KT											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Content recency	All messages in this toolkit were generated in February, 2020 and contain up-to-date information prior to the launch date.																																					
Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>3</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td>1</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional	1									
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FACEBOOK

<p>Facebook 1</p>	<p>The year 2019 was the second warmest year on record. “The average global temperature has risen by about 1.1°C since the pre-industrial era and ocean heat content is at a record level”. https://buff.ly/2v8Zlpr</p> <p>Everyone has a role to play. Learn how this #WorldWaterDay buff.ly/2FfeUyd</p>	 <p>https://www.worldwaterday.org/2020-home/share/social-media-resources/2/24/20 Source: worldwaterday.org</p>
<p>Facebook 2</p>		
<p>Facebook 3</p>		
<p>Facebook 4</p>		
<p>Facebook 5</p>		

	Infographic	Website	Caption (if provided)	When accessed	Permission										
<p>Facebook 1</p>		<p>https://www.worldwaterday.org/2020-home/share/social-media-resources/</p>	<p>We Cannot Afford to Wait</p>	<p>2/24/20</p>	<p>Source: worldwaterday.org</p>										
<p>Facebook 2</p>		<p>https://www.worldwaterday.org/2020-home/share/social-media-resources/</p>	<p>Water Can Help Fight Climate Change</p>	<p>2/24/20</p>	<p>Source: worldwaterday.org</p>										
<p>Facebook 3</p>	 <table border="1"> <thead> <tr> <th>Country</th> <th>Average Person Usage (Gallons A Day)</th> </tr> </thead> <tbody> <tr> <td>US</td> <td>156</td> </tr> <tr> <td>France</td> <td>77</td> </tr> <tr> <td>India</td> <td>38</td> </tr> <tr> <td>Mali</td> <td>3</td> </tr> </tbody> </table>	Country	Average Person Usage (Gallons A Day)	US	156	France	77	India	38	Mali	3	<p>https://www.cdc.gov/globalhealth/infographics/food-water/water_use.htm</p>	<p>Water Use Around the World</p>	<p>2/24/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
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US	156														
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India	38														
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<p>Facebook 4</p>		<p>https://www.globalwaters.org/events/world-water-day-2020</p>	<p>UN Water 22 March World Water Day</p>	<p>2/24/20</p>	<p>Source: globalwaters.org</p>										
<p>Facebook 5</p>															

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

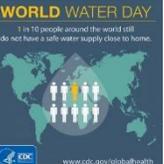
Tweet 1	#Water is our most precious #resource – we must use it more responsibly. We must balance all of society’s #water needs while ensuring the poorest people don’t get left behind http://bit.ly/2T2zDfq
Tweet 2	Climate change may seem daunting. But there is one simple step you can take immediately that will make a big difference: don’t waste water http://bit.ly/2T2zDfq
Tweet 3	People need water to survive, as do all the systems we rely on: sanitation, healthcare, education, business and industry http://bit.ly/2T2zDfq
Tweet 4	Plant a tree - 60% of forest land is in a degraded state. Healthy forests ensure good quality soil for water to fall onto and flow through, which can prevent flooding and mitigate the impacts of #climatechange. http://bit.ly/3a7RlnM
Tweet 5	Choose recycled goods while grocery shopping. It takes less water and energy to turn materials into recycled goods than it does to start with raw materials. You’ll be surprised how many products are available, just look for 100% recycled labels! http://bit.ly/3a7RlnM
Tweet 6	#WorldWaterDay, established by the United Nations (U.N.) in 1993, is observed each year on March 22 to promote the responsible use of water and access to #safewater for everyone. http://bit.ly/3acLFsJ
Tweet 7	Turn off #water while brushing your teeth. You could save up to four gallons a minute just from turning the faucet off while you brush http://bit.ly/32AMbOA
Tweet 8	Use every drop. Learn to repurpose water. One easy way is to capture under your colander the potable water you use to rinse fruits and veggies, and deposit it in the garden. Do the same while you wait for your hot water to come in http://bit.ly/2TfhvhC
Tweet 9	Avoid processed foods: A lot of #water goes into processing foods. Choose more fruits, vegetables, leafy greens (like spinach and kale) and whole grains http://bit.ly/2vIR9T5
Tweet 10	Reduce the consumption levels of others by donating unwanted clothes and other items that took water to produce. By passing down things you no longer need, you can save water http://bit.ly/2VvnPUC

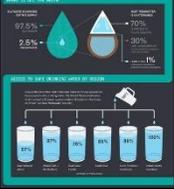
INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1		<p>World Water Day is held annually on 22 March as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. This day presents a chance to learn more about water related issues, be inspired to tell others and take action to make a difference. Water is an essential building block of life. It is more than just essential to quench thirst or protect health; water is vital for creating jobs and supporting economic, social, and human development.</p> <p>Source: UNESCO https://en.unesco.org/commemorations/water-day Retrieved on 2/26/20</p>
Instagram 2		<p>In Antarctica, on February 6, the weather station at Esperanza Base on the Antarctic Peninsula - the northernmost tip of the continent - logged the hottest temperature ever recorded on the mainland, at 18.3°C (64.9°F). The high temperatures have resulted in a large amount of Eagle Island's ice cap melting into the sea, while areas towards the middle of the island saw melt ponds form astonishingly quickly.</p> <p>Source: Science Alert https://www.sciencealert.com/new-nasa-photos-of-antarctica-reveal-astonishing-levels-of-ice-melt Retrieved on 2/26/20</p>
Instagram 3		
Instagram 4		
Instagram 5		

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://blogs.cdc.gov/global/2017/03/21/the-consequences-of-contaminated-water/		2/26/20	Source: Centers for Disease Control and Prevention

Instagram 2		http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/ERI/images/wwd-2012_glacier.jpg Also found at: http://www.unesco.org/new/en/media-services/multimedia/photos/world-water-day-photo-gallery/	UNEP/Lawrence Hislop, Changes in glaciers and ice caps provide some of the clearest indicators of climate change and impacts on global sea levels.	2/26/20	Source: UNESCO
Instagram 3		http://savethewater.org/education-resources/water-facts/		2/26/20	Source: Savethewater.org
Instagram 4					
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#WorldWaterDay
Hashtag 2	#WorldWaterDay2020
Hashtag 3	#ClimateChange
Hashtag 4	#Water
Hashtag 5	#WaterForLife
Hashtag 6	#WaterConservation
Hashtag 7	#SaveWater
Hashtag 8	#SafeWater
Hashtag 9	#CleanWater
Hashtag 10	#WaterAndClimateChange

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.worldwaterday.org/wp-content/uploads/2020/02/WWD2020_action_video_EveryoneHasaRoletoPlay.mp4	Everyone has a role to play (0:26)	2/25/20	SV	Source: worldwaterday.org
Video #2		https://www.worldwaterday.org/wp-content/uploads/2020/02/WWD2020_action_video_WaterCanHelpFightClimateChange.mp4	Water can help fight climate change (1:00)	2/25/20	SV	Source: worldwaterday.org
Video #3		https://www.worldwaterday.org/wp-content/uploads/2020/02/WWD2020_action_video_WeCannotAffordtoWait.mp4	We cannot afford to wait (0:21)	2/25/20	SV	Source: worldwaterday.org