

# Strategic Communications: H2O Virtual Event



DAY 1

Reaching Ratepayers During a Crisis



The National Association of Clean Water Agencies

June 1, 2020 | 2:00 PM - 3:30 PM EST

50 | NACWA 

THANK YOU TO OUR ALL-CONFERENCE SPONSORS

## Clean Water Champions



**AECOM**



**GREELEY AND HANSEN**



**RAFTELIS**

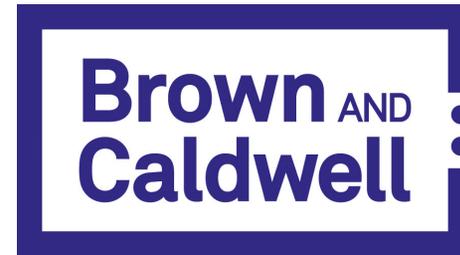


**xylem**  
Let's Solve Water



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

# Clean Water Stewards



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

# Clean Water Protectors



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

## Clean Water Allies



# Opening Remarks



## Jeannie Smith

Manager of Community and Media Relations  
Northeast Ohio Regional Sewer District  
Cleveland, OH



SESSION 1

# Coronavirus Crisis Communications

## Moderator



**Karen M. Hansen**

Principal  
Beveridge & Diamond  
Austin, TX

## Featured Speakers

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**Tricia Garrison**

Public Affairs & Education Manager  
NEW Water  
Green Bay, WI



**Vince Morris**

Communications and Government  
Relations Manager  
DC Water  
Washington, DC



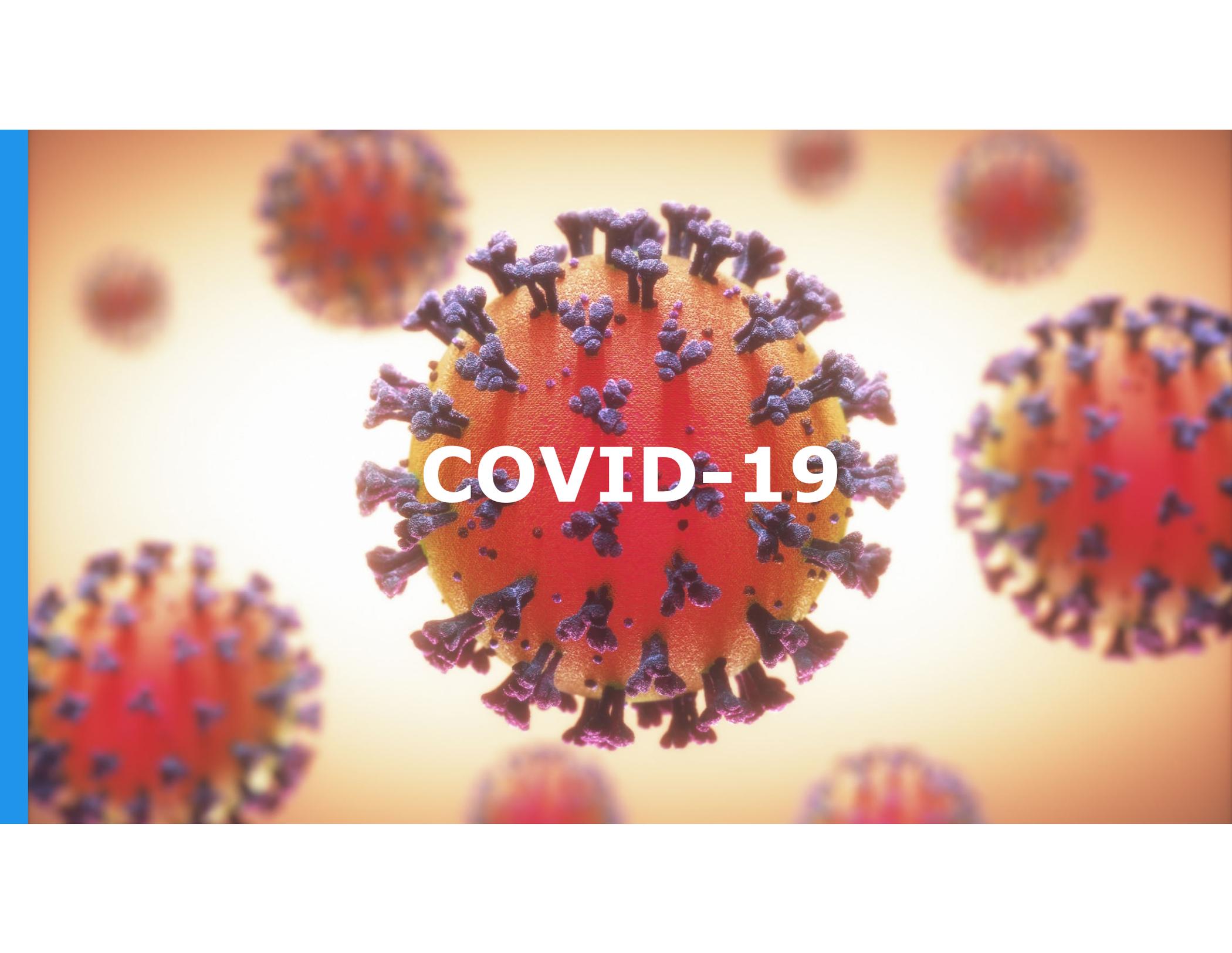
# Coronavirus Crisis Communications

NACWA Strategic Communications: H2O Virtual Event

**Karen Hansen**

June 1, 2020





**COVID-19**

# COVID-19 EHS Key Points

## EPA Enforcement Discretion Policy (March 2020)

Compliance activities hampered by COVID-10 restrictions may be eligible for enforcement discretion

Extensive proof and documentation requirements

EPA sued by some states and NGOs that oppose the policy

Many states have similar policies – check federal, state & any local requirements & policies where you operate

# COVID-19 EHS Resources



B&D  
COVID-19 EH&S  
Resource Center

- Force Majeure provisions in Consent Decrees or other agreements with regulatory authorities
  - [10 Tips for Seeking Enforcement Discretion and Preserving a COVID-19 Force Majeure Affirmative Defense before the TCEQ](#)
- [Summary of EPA Enforcement Discretion Policy](#)
- OSHA policies important to understand too
  - [OSHA Coronavirus Guidance for Employers Continues to Evolve](#)
  - [Webinar: OSHA Compliance During the Pandemic](#)

# Questions

Thank you!



**Karen Hansen**

Principal

Austin, TX

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NACWA Strategic Communications: H2O  
Virtual Event | June 1, 2020

This presentation is not intended as, nor is it a substitute for, legal advice. You should consult with legal counsel for advice specific to your circumstances. This presentation may be considered lawyer advertising under applicable laws regarding electronic communications.

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DC Water  
Washington, DC





# Crisis Communications: A Perspective from Green Bay

Tricia Garrison

NACWA StratComm | June 1, 2020





# Overview

- Briefly about NEW Water
- Our crisis comms approach
- Some tricks we employed
- Some lessons we learned along the way







*Pre-COVID-19:*

My last handshake of 2020  
*Brand building during the calm of day*

March 10, 2020

*World Water Day event & champion award*

*"Never forget that you live at the  
of the largest freshwater estuary in  
... and never forget the great responsibility"*  
- Dr. F.

EXIT





- Crisis comms whiplash

*From PFAs to floods to COVID-19*

# PFAs

## Comms strategy: Targeted outreach

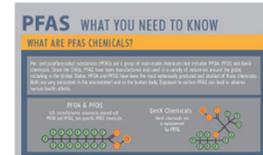
The screenshot shows the NEW Water website's 'Sources of Credible Water Information' page. It features a sidebar with navigation links and a main content area with an infographic titled 'PFAS WHAT YOU NEED TO KNOW'. The infographic explains that PFAS are synthetic chemicals used in various products, including firefighting foams, and are found in water. It lists sources like PFAS in water, PFAS in air, and PFAS in food. The website also lists several documents related to PFAS, such as 'NEW Water December 2019 PFAS Fact Sheet' and 'NEW Water December 2019 PFAS "101" Presentation'.



### NEW Water Partnering with Wisconsin Department of Natural Resources, Wastewater Utilities, and Water Coalition to Address Emerging Contaminant PFAS

GREEN BAY (January 2020) – The Wisconsin Department of Natural Resources (DNR) has convened water partners including the Municipal Environmental Group (MEG), and wastewater utilities to minimize the pollutant known as PFAS, or per- and polyfluoroalkyl substances, in the environment.

PFAS have been in use since the 1940s and are prevalent in everyday items including pizza boxes, dental floss, fast food hamburger wrappers, nonstick kitchen cookware, carpeting, and more. Scientific knowledge is just beginning to evolve on this complex compound, which includes more than 3,000 chemical varieties (see image at right, credit: Environmental Protection Agency [EPA]).



"Water protection is at the core of what we do at NEW Water, and we are committed to working with our partners at the Wisconsin Department of Natural Resources and others to find science-based solutions that minimize this pollutant at its sources," said Tom Sigmund, Executive Director of NEW Water.

Wastewater facilities are not the source of PFAS, and are also not designed to remove these chemicals from the process. NEW Water is actively participating with the DNR, MEG, and wastewater partners toward the creation of a guidance document for utilities to create a Pollution Minimization Plan (PMP) in their communities.

At this time, there is no EPA-approved method for testing for this emerging contaminant. Until that time, NEW Water will continue to work toward the establishment of source reduction and pollution prevention initiatives. As with other chemical pollutants identified in the past, NEW Water and clean water sector partners support source reduction and pollution prevention.

To learn more, see this [PFAS fact sheet](#) created by the National Association of Clean Water Agencies and other water organizations. Also see: [EPA's PFAS website](#); [WDNR's PFAS website](#).

**About NEW Water**  
NEW Water is a water resource utility serving Northeast Wisconsin through pollution prevention, operational innovation, and community outreach. Established in 1931, NEW Water cleans on average 38 million gallons of water each day, serving 15 municipal customers, and approximately 236,000 residents throughout a 285-square-mile area.

The screenshot shows a news article from NBC 26 Green Bay. The headline is 'PFAS Wastewater Testing: Most utilities decline to participate'. The article is dated February 19, 2020, and was updated at 1:41 PM on the same day. The article discusses the challenges of testing for PFAS in wastewater and the role of utilities.

A statement from NEW Water said the utility will work to minimize the sources of PFAS.

"Wastewater facilities are not the source of PFAS, and also not designed to remove these chemicals from the process," the NEW Water statement reads, in part.

"Water protection is at the core of what we do at NEW Water, and we are committed to working with our partners at the Wisconsin Department of Natural Resources and others to find science-based solutions that minimize this pollutant at its sources," Executive Director of NEW Water, Tom Sigmund, said in the statement.

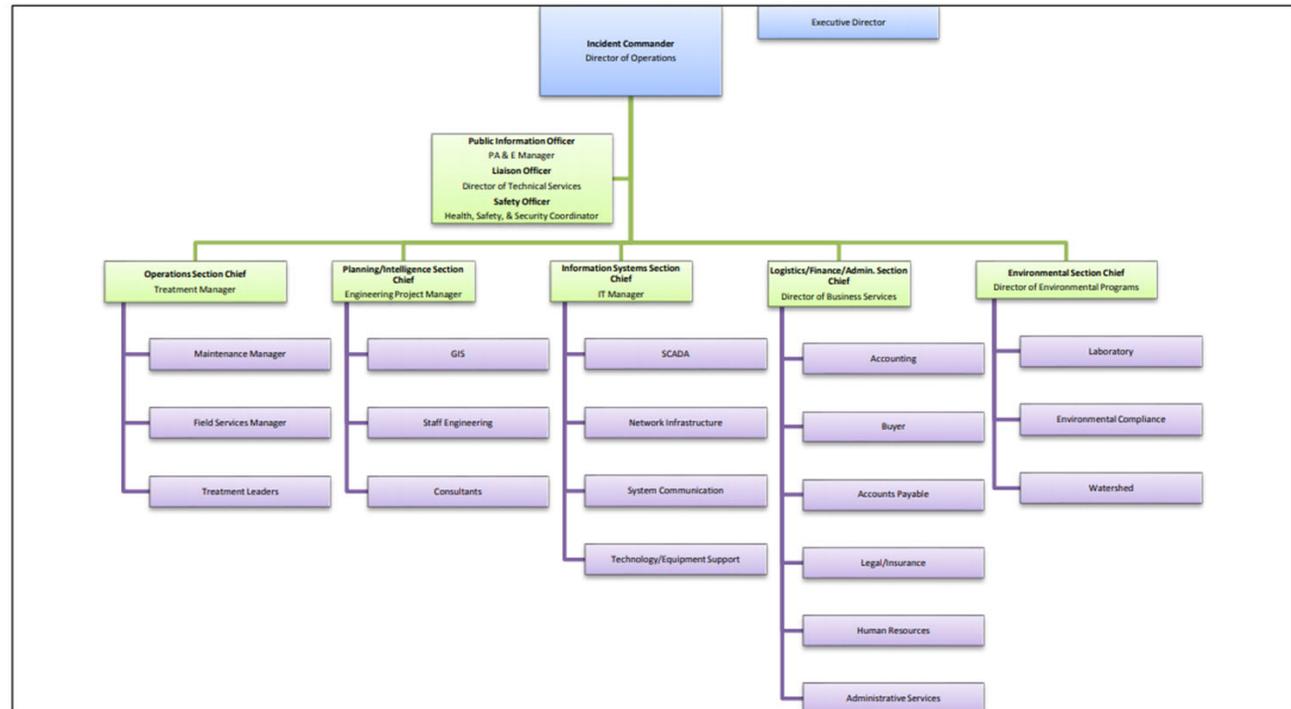




# COVID-19 hits Focus Team ~ Incident Command

Emergency Response Plan

## Incident Command Team Organizational Chart





Sharon Thieszen



Tricia Garrison



Patrick Wescott



Hannah Malmberg



Trisha Brown



Adam B.

# COVID-19 Focus Team



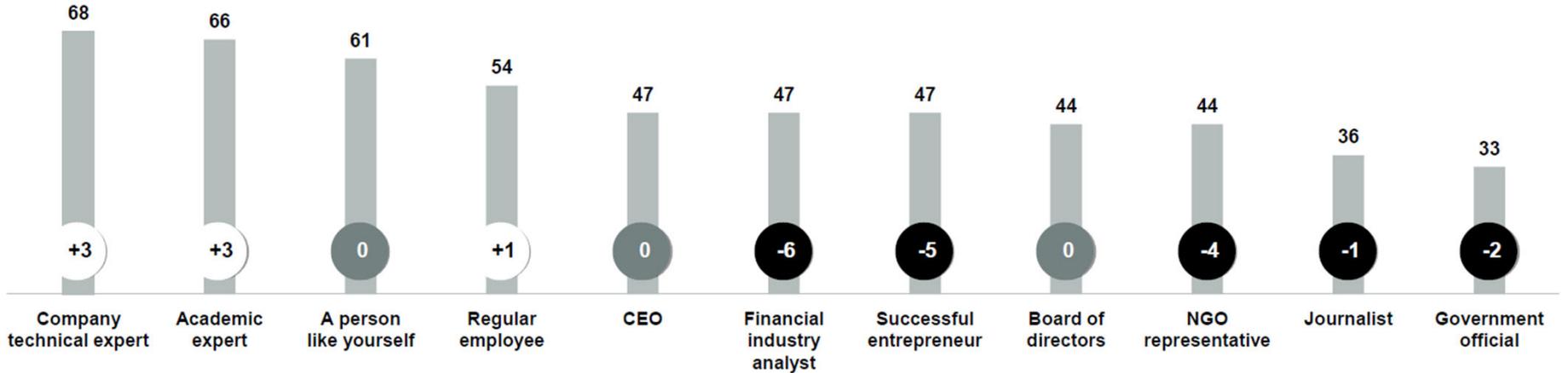
# Comms strategy 101: *Staff FIRST*



# EXPERTS AND PEERS MOST CREDIBLE

Percent who rate each source as very/extremely credible

● 0 ● Change, 2019 to 2020



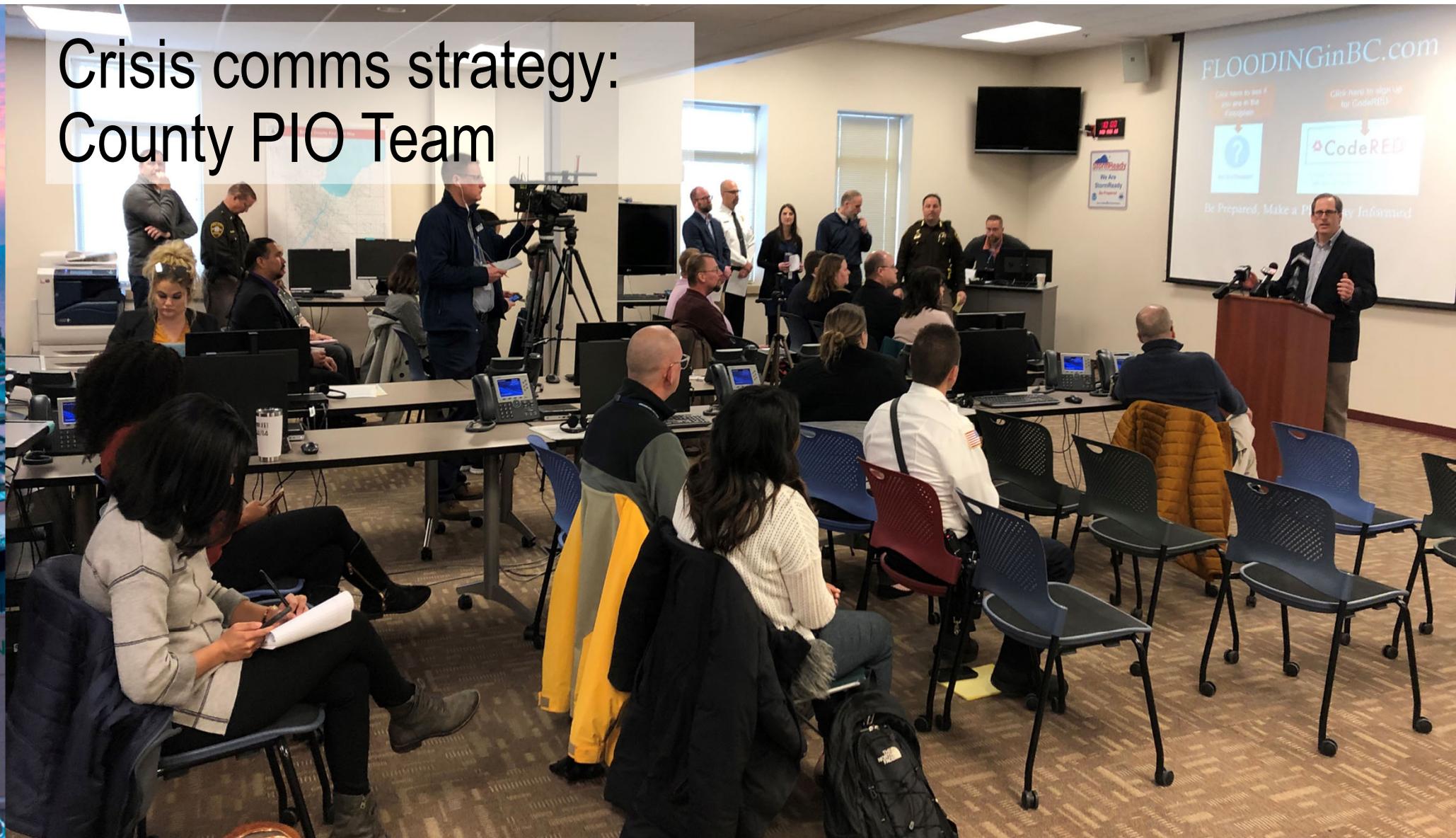
2020 Edelman Trust Barometer. CRE\_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Spokespeople asked of half of the sample. General population, 26-mkt avg.



# Crisis comms strategy: Peer network

- Wisconsin utilities
- Brown County PIO Team
- NACWA colleagues

# Crisis comms strategy: County PIO Team





**Casa ALBA Melanie**

March 20 · 🌐

AYUDE a ayudar!!!

El departamento de alcantarillado le pide a la comunidad que no deseche/arroje las toallitas húmedas (wipes), las toallas de papel, los pañuelos faciales y otros. Estos productos pueden crear que se tape la tubería en su hogar. ¡Por favor, haga su parte para proteger la salud pública



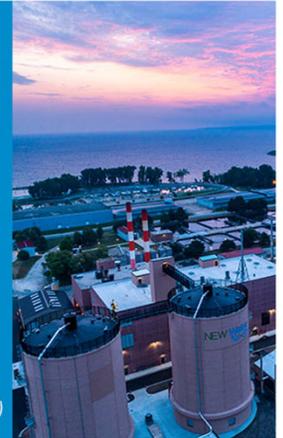
ABOUT EDUCATION PROGRAMS & INITIATIVES PROJECTS OUR WATERSHED

# IMPORTANT

Public Service Announcement  
from NEW Water regarding  
Coronavirus (COVID-19)

Learn More

PSA also available in Spanish (En Español), Hmong (Hmoob), and Somali (Soomaali)



**MUHIIM**  
Ogeysiinta Adeegga Dadweynaha ee laga soo saaray Biyo Cusub

**Tani waxay sababi kartaa dib ugu noqoshada bullaacadaha gurigaaga**

Sawirkaani garaafka ah wuxuu muujinayaa "aan kale firdhasaneen" (firtiraha, tuwaalada warqada ah, waxyaabaha fayadhowrka, iwm. C) c xiridda tuubooyinka

**TSEEM CEEB:**  
Kev Tshj Tseem Kev Pib Clean Pij Tseem Ise Nseem NEW Water

**POV COV KHOOM "Tsis Tuaj Yeem Ntws Tau" RAU HAUV THOOB KHIB NYIAB!**

Nrog cov nlawv ceeb boom ntawm cov ntaub hoob naò tsis baus vim muaj tsis kab mobt sis kis Corona (COVID-19), tej zaum ibe neeg yuav nraug ntawd hons siv cov ntawd tsis koj, ntawd tsis nraug, tsis sis cov ntaub so. Thov buass nrov mus rau 3 YAM NTWS TAU XWB (Zs, Quav, thiab Ntaub Siv Hoob Nab) rau lub sij hawm no, thiab bhua zaus. Txhua yam tab sis tsis yog 3 YAM NTWS TAU us us rau kav dej buaj yoom daig tau, us rau muaj tsis meem hawv koj lub tsu, thiab thauv qhov chaw lim dej hauv hawv pab lub zis zis tsis nraem kav us hauv lwm. Thov us koj teoj hauv lwm los tiv thav pej seem kev noj qab haus huv!

**COV CHAV DEJ**  
**TSIS YOG**  
**COV THOOB KHIB NYIAB**

#Nyob Nrog Kev Nij Qab Haus Huv BBC #Hlub Kij Cov Kav Dej  
#Cov Ntaub So Daig Cov Kav Dej  
www.newwater.us/ovnytspsa



# COVID-19

## Comms strategy: Targeted outreach

- Internal
- External
  - Customers ~ financial working group
  - Water utilities
  - Partners
  - Stakeholders



## Green Bay Metropolitan Sewerage District - NEW Water

Published by Candy Met [?] · March 17 ·

Thank you WBAY TV-2 for helping get the word out on this



WBAY TV-2

March 17 ·

Like Page

Out of TP? Don't flush those wipes and paper towels.



WBAY.COM

### Toilet paper out? Only flush the 3Ps

NEW Water in the Green Bay Metropolitan Sewerage District says...



USA TODAY

## Guidance suppressed

Trump administration shelves CDC report on how, when to reopen public places

Story inside, page 4A

# GREEN BAY PRESS-GAZETTE

FRIDAY, MAY 8, 2020 | GREENBAYPRESSGAZETTE.COM

PART OF THE USA TODAY NETWORK

CORONAVIRUS



The Brown County Recycling Facility is receiving more trash than usual while Brown County residents remain isolated in their homes due to the coronavirus pandemic. PHOTOS BY SAMU-KUOPUNEN/USA TODAY NETWORK - WISCONSIN

## Garbage is up; water and power use are down

Stay-home-order-inspired spring cleaning generates a lot of trash

Paul Stubbs Green Bay Press-Gazette

USA TODAY NETWORK - WISCONSIN

GREEN BAY - Here's a side effect of COVID-19 you might not have thought of: Brown County has generated more garbage, and there's a lot more people than ever before.

No, it's not because of an increase in the discarded Chinese vases that people aren't supposed to flush down their toilets. It's because the enforced vacations due to the order on home order is allowing people to do spring cleaning. They're emptying out their basements and garages to record numbers, reports Dean Ham, head of Brown County Resource Recovery.



Crews collect garbage from St. Francis Drive on Wednesday in Allouez.

Ham's department is one of several utilities using an impact that's more from the water at home order than from the virus itself. The county's trash transfer station last month is slightly more than 200 tons higher than it was in April 2019. Although the 15,000 tons brought in this April is the highest in the last four years, it's not an enormous increase. But the real story is in the number of customers delivering that trash. It went from 6,200 in April 2019 to 7,000 this April.

## Brown Co. has at least 31 facilities with virus, state says

Hayley BaMiller and Doug Schneider Green Bay Press-Gazette

USA TODAY NETWORK - WISCONSIN

GREEN BAY - Thirty-one facilities in Brown County are under investigation by the state after at least one case of the coronavirus emerged within their walls, newly released numbers show.

The state Department of Health Services is looking into 14 long-term care facilities and 14 other workplaces in Brown County as the virus continues to spread at a glacial pace, with nearly 70 new cases reported Thursday and a 12% death toll among COVID-19 cases. Other facilities, which include prisons, homeless shelters and dormitories.

Among Wisconsin's 72 counties, only Milwaukee County has more facilities under investigation than Brown County.

See BROWN CO., Page 7A

ELECTIONS 2020

## Candidates get creative in quest for signatures

Sharon Beardsford in La Poudre USA TODAY NETWORK - WISCONSIN

There's a large table with a clipboard and hand sanitizer and a tent set up in the front yard of Jeff Jacobs' home near Oshkosh, Wis.

A Green Party candidate for the 20th Assembly district, Jacobs earlier plans to camp out on his lawn until he's acquired enough signatures to get his name on the Nov. 3 ballot to run against Gordon Hines.

"Since I'm not a major party candidate, I had to figure something out to try and reach people," Jacobs said. "I

See CANDIDATES, Page 7A

If there's less water being pumped, there should be less water requiring treatment, but NEW Water "has not seen noticeable trends at this point," said company spokeswoman Tricia Garrison. "But it is on everyone's radar."

It's a hard thing to isolate, because NEW Water can see fluctuations from things other than water consumption.

"Weather plays a big part in how much water we receive," Garrison said. "During wet weather, NEW Water can receive up to three times the average amount of flow, and that's not because people are flushing their toilets three times as often.

"This is owing to many factors, including leaky pipes from tree root intrusion, improper sump pump hookups to the sanitary sewer system and more."



# Lessons learned

# Crisis comms lesson: *Stay on message*

The Coronavirus Outbreak > **LIVE** Latest Updates Maps and Cases States Reopening Answers to Your Questions Newsletter

## *Wisconsin Supreme Court Strikes Down Stay-at-Home Order*

The decision, by a 4-to-3 majority, was a high-profile challenge of the emergency authority of a statewide official during the coronavirus pandemic.



A protest against the coronavirus shutdown in front of the State Capitol in Madison, Wis., in late April.  
Kamil Krzaczynski/Agence France-Presse — Getty Images



Crisis comms  
lesson:

*Practice helps*



# Crisis comms lesson: *Get graphic ... & lean on partners*

Happy Valentine's Day! Don't forget to share the [#Love](#) with the pipes in your home! Learn how: [newwater.us/lyp](#) [#LoveYourPipes](#) [#ValentinesDay](#) [#FridayMotivation](#)



**IMPORTANT** **NEW Water**  
The brand of the Green Bay Metropolitan Sewerage District

Public Service Announcement from NEW Water

This can cause a sewer backup in your home

This graphic image depicts actual "unflushables" (wipes, paper towels, sanitary products, etc.) clogging pipes

**Please do your part to protect public health!**  
**Flush ONLY the 3P's (#1, #2, Toilet Paper)**

[#StayHealthyBC](#) [#LoveYourPipes](#) [#WipesClogPipes](#)

[www.newwater.us/loveyourpipes](#)

# A tale of two Tweets\*



Happy Valentine's Day! Don't forget...  
February 14

Reach	471
Engagements	15

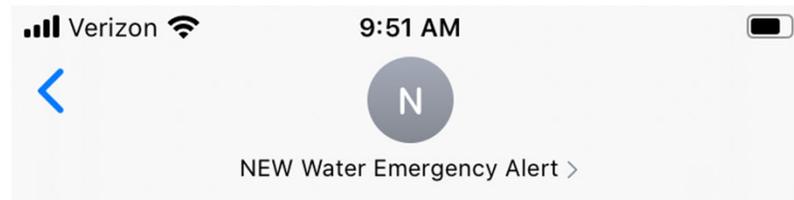


Wipes, paper towel, facial tissues, and...  
March 20

Reach	67.1K
Engagements	5K

\* Note: Metrics are really from Facebook, but I couldn't resist the alliteration

# Emergency alert service



Text Message  
Mon, May 18, 8:04 AM

Emergency Response Plan  
Level 3 activation

Forecast for additional rain.  
GBF at (98 mgd), DPF at 22  
mgd.

Tue, May 19, 8:45 AM

Emergency Response Plan  
Level 4 activation

GBF at 75 mgd, DPF at 12 mgd.



**Thank you, NACWA  
#StrongerTogether**

**Tricia Garrison**

**@NEWWater\_WI**

**(920) 737-3686**

**tgarrison@newwater.us**



SESSION 1

# Coronavirus Crisis Communications

## Moderator



**Karen M. Hansen**

Principal  
Beveridge & Diamond  
Austin, TX

## Featured Speakers

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**Tricia Garrison**

Public Affairs & Education Manager  
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Green Bay, WI



**Vince Morris**

Communications and Government  
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DC Water  
Washington, DC



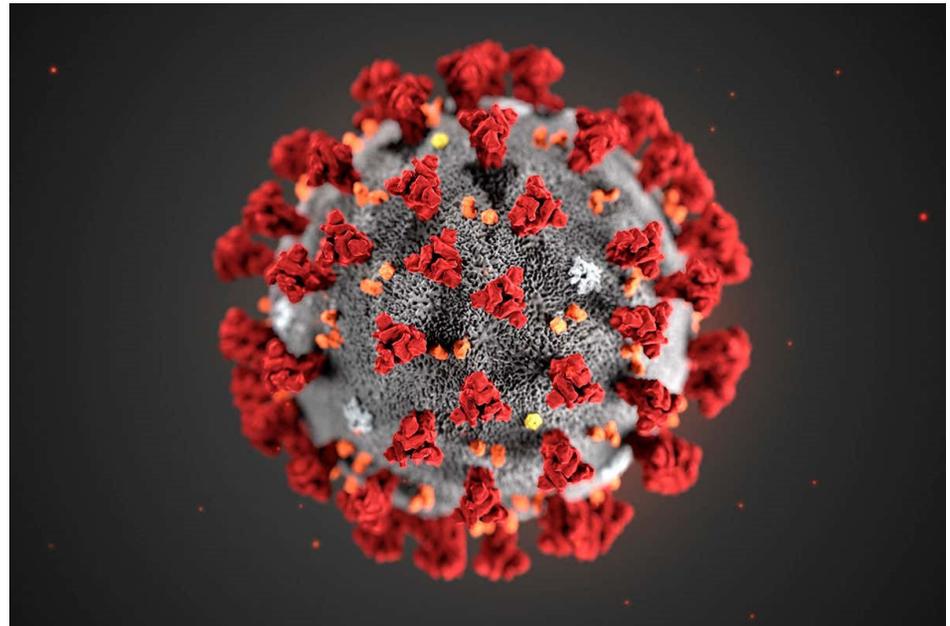
# – COVID 19–

How the Crisis Opened a Dialogue with Customers

Vincent Morris | DC Water Government & Media

## COVID 19:

- Unprecedented
- Misunderstood
- Omnipresent
- Deadly
- Destructive





water is life

---

## DC Water Message:

- 1. Safety**
- &**
- 1. Affordability**



water is life

---

Used the crisis to  
remind customers  
water is life-saving,  
essential & safe

Modest ad campaign –  
let us take care of the  
water



water is life

---

**Kim Harrison**

Emergency Command Center

"Working from home took some getting used to, but for the most part I'm coming along pretty good. Although my work load is pretty much the same, not having to commute, pack breakfast/lunch and figuring out what your wearing makes it all sweet."



Drinking Water Week 2020 #ThereWhenYouNeedIt



water is life

---

AND....

Romance?



water is life

---

<https://twitter.com/dcwater/status/1265692912001613824>

Issued press releases & social media reminding customers that COVID-19 isn't in the water & won't ever be

“protecting public health”  
became part of message,  
including blog post on  
[HydrateDC.org](http://HydrateDC.org)

Highlight 1st responders,  
explaining value & thanking staff  
for their work.

Then we found every  
option for helping  
customers!



water is life

---

1. No disconnections
2. Easy Payment Plans
3. Reconnect any shutoffs

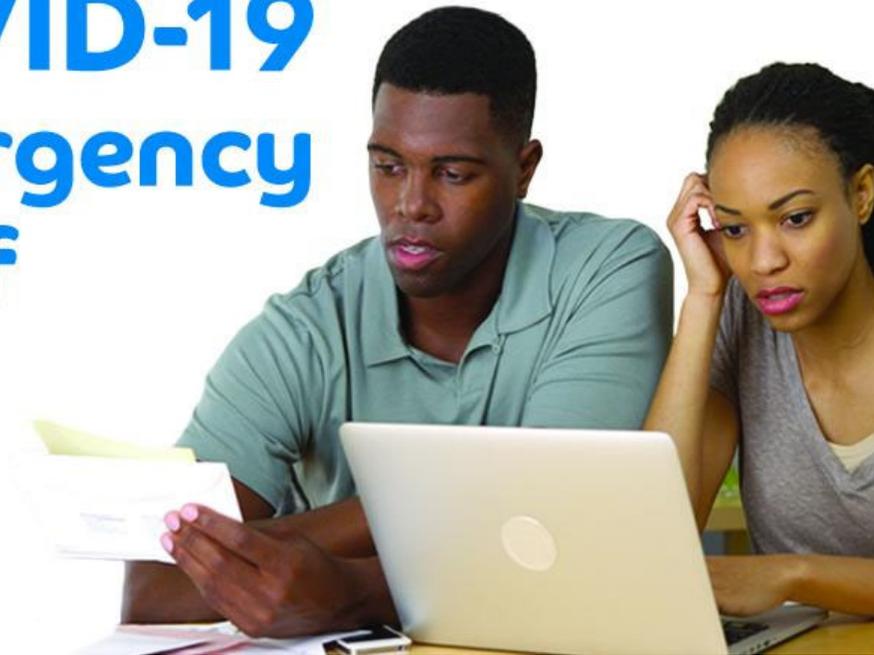


water is life

---

We're there for you

**COVID-19  
emergency  
relief  
fund**





water is life

---

Sprinkle in other relevant messages

A. Wipes do not belong in your toilet

B. Our staff are taking precautions

C. We are all in this together

## Internal

- Employee Emails
- Activate IMT
- Telework
- Conference calls
- Flexibility
- Transparency



water is life

---

## Political

- CEO-led letter to Congress
- Briefings for Council staff
- Share impact with stakeholders

**Any Questions?**



water is life

---

@vincentmorris

202-787-2081

Vincent.morris@dcwater.com

# Q & A



SESSION 2

# Social Media Examples and Lessons Learned

## Moderator



**Houston Spencer**

Vice President  
Public Affairs & Media Relations  
Xylem Inc.  
Rye Brook, NY

## Featured Speakers



**John Gonzalez**

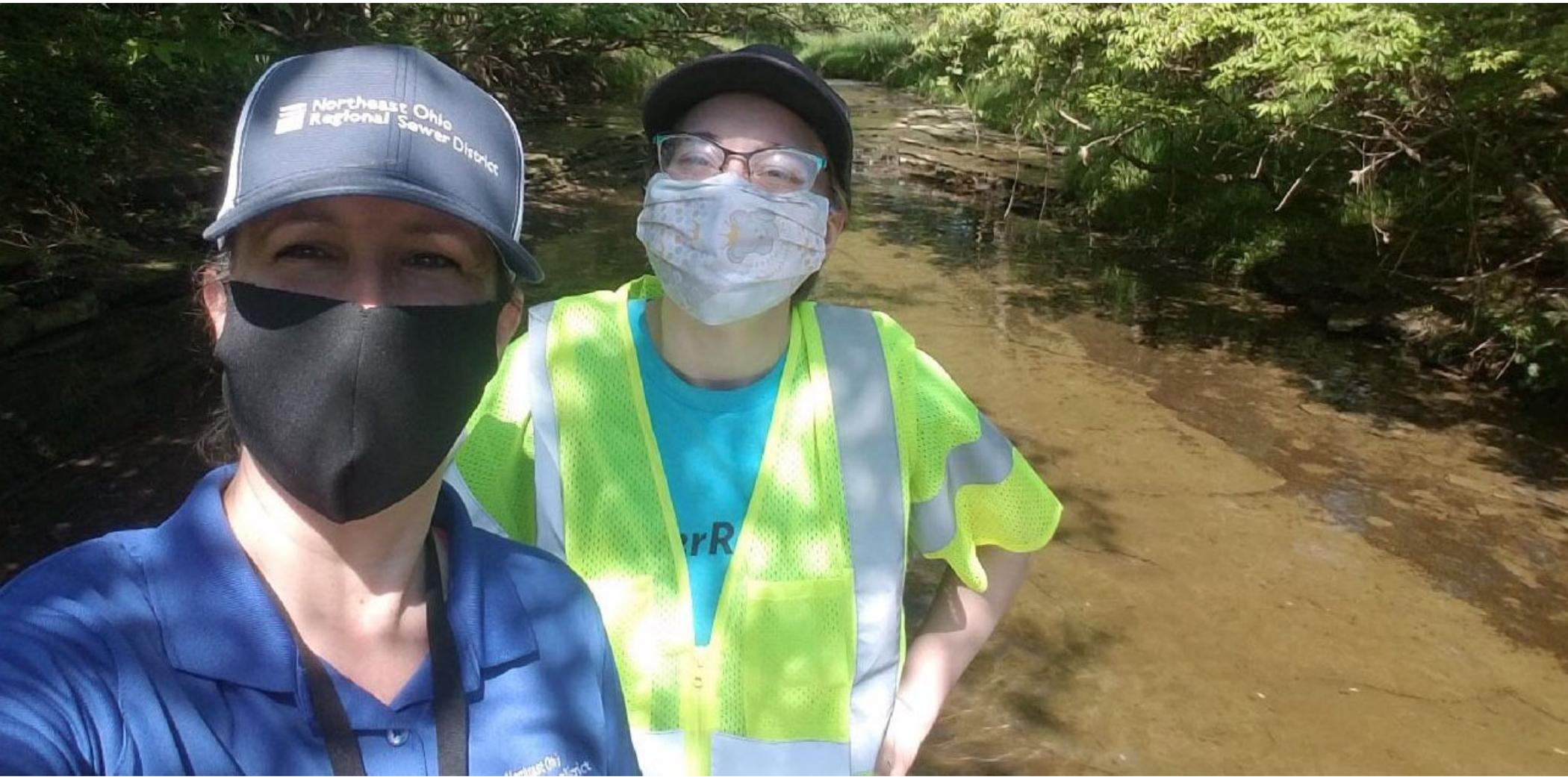
Manager, Communications  
Northeast Ohio Regional  
Sewer District  
Cleveland, OH



**Franchesca Thompson**

Digital Communications Manager  
DC Water  
Washington, DC





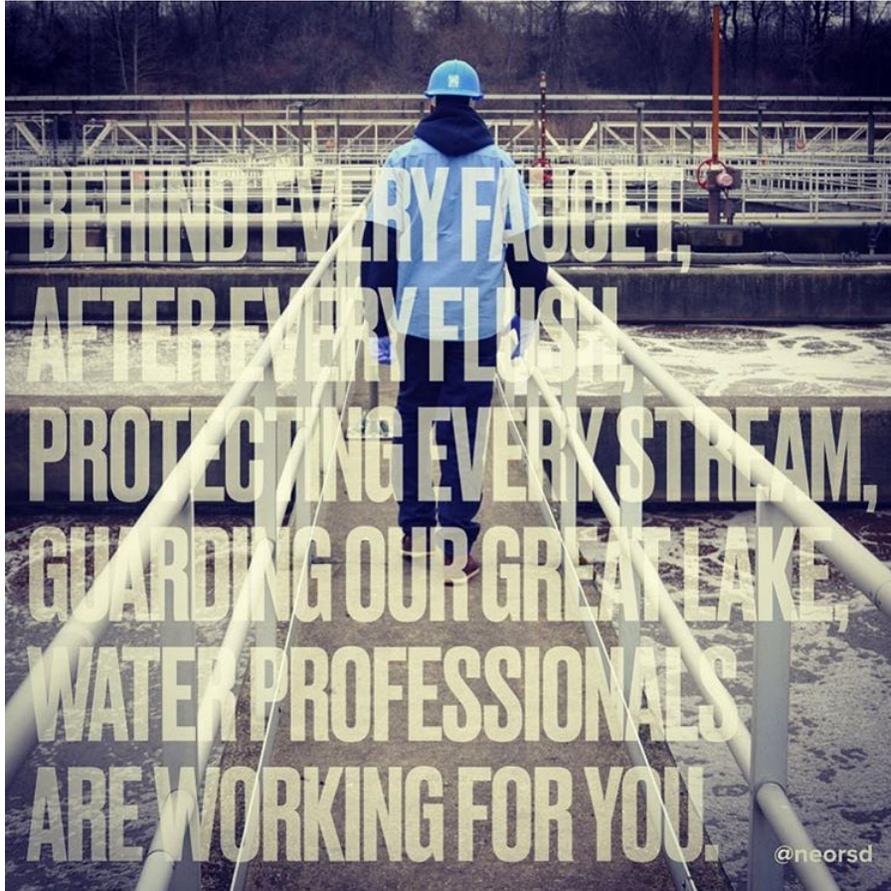


**Humility.  
Humor.  
Helpfulness.**

*Social media in uncertain times*

# *humility*

- Know yourself, know the platforms.
- Know you are not the expert.
- Know which lines are worth walking and which aren't.



 neorsd ...

 neorsd working for you.  
2w

 scorpiokeith   
2w 1 like Reply 

 Liked by madmetrosewer and 68 others

MAY 9

Add a comment...

Post

# *humor*

- Puns for dayz.
- Builds relationships, based on trust.
- Timing, delivery, sensitivity.



NE Oh Regional Sewer 

@neorsd



hmm i thought public utilities were nonprophets.





**NE Oh Regional Sewer** ✓  
@neorsd



your essential evening reminders:

- wash your hands
- wipes are not flushable
- stay home if you can
- thank you to those who serve
- maintain social distancing
- warriors blew a 3-1 lead

5:18 PM · Apr 8, 2020 · [Twitter for iPhone](#)

---

 View Tweet activity

---

**134** Retweets   **435** Likes

# *helpfulness*

- Be a resource.
- Be conversational.
- Be responsive.



**NE Oh Regional Sewer** 

@neorsd



i'm here to help. you name an item and i'll tell you if it's flushable or not.

8:30 PM · Mar 25, 2020 · [Twitter for iPhone](#)

 [View Tweet activity](#)

 302

**666** Retweets

**1.1K** Likes



**NE Oh Regional Sewer** ✓ @neorsd · Mar 21



stop flushing wipes.  
stop flushing wipes.

**The New York Times** ✓ @nytimes · Mar 21

People are flushing disinfectant wipes and paper towels, and the result has been a coast-to-coast surge in backed-up sewer lines and overflowing toilets  
[nyti.ms/3a8Cj1i](https://nyti.ms/3a8Cj1i)

52

1.2K

2.1K





**Humility.  
Humor.  
Helpfulness.**

*Social media in uncertain times*

FOR ANY REASON PLEASE  
NOTIFY THE SOUTHERLY  
SHIFT MANAGER  
AT  
(216)641-3200



**John C. Gonzalez**  
*gonzalezj@neorsd.org*



 **Northeast Ohio  
Regional Sewer District**

*@neorsd #StratComm20*

SESSION 2

# Social Media Examples and Lessons Learned

## Moderator



**Houston Spencer**

Vice President  
Public Affairs & Media Relations  
Xylem Inc.  
Rye Brook, NY

## Featured Speakers

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**John Gonzalez**

Manager, Communications  
Northeast Ohio Regional  
Sewer District  
Cleveland, OH



**Franchesca Thompson**

Digital Communications Manager  
DC Water  
Washington, DC





# Strategic Communications: H2O Virtual Event

*Social Media Examples and Lessons Learned*

Franchesca Thompson

Digital Communications Manager, DC Water | Washington, DC

# #COVID19

March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

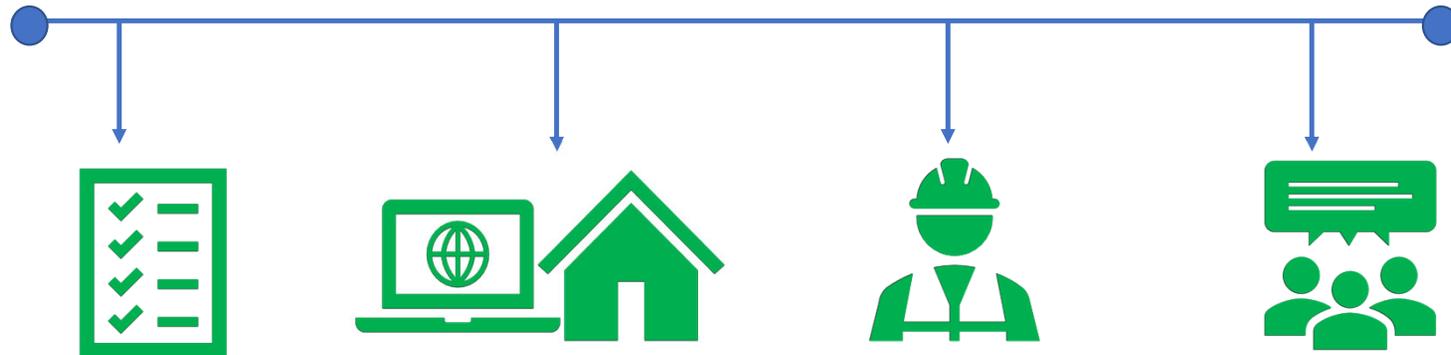
These are challenging times that test every organization, employee, and contingency plan.

# #COVID19

March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Planning Timeline

# Safety of our customers and employees





**#COVID19**

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Our **employees** are here for YOU  
and we're in this **WITH** you.

People Want to See People





Amongst the madness, DC Water still has a responsibility to serve the residents of the District of Columbia. Hats off to sewer services working hard today to unblock a sewer line reported by a resident.



1:19 PM Mar 25, 2020 Twitter for iPhone

||| View Tweet activity

22 Retweets 109 Likes

*First post highlighting our team working in the field during the Pandemic*

Source: Twitter Insights





# You can count on us...

dc.water

You can count on us...  
In this pandemic, you have enough things to manage & water shouldn't be one of them.

Liked by franck\_ornelo and 38 others

dc.water Team Blue is working to make sure that water is one thing you don't have to worry about during this time.

- 💧 - Pls visit link in bio for COVID-19 updates & resources.

dc.water

DC Water We are here when you need us

dc water is life®

Liked by elle\_be3 and 60 others

dc.water In this pandemic, you have enough things to manage & water shouldn't be one of them .

- 💧 - You can count on us to keep the water flowing!
- 🏠 - Pls visit link in bio for COVID-19 updates & resources.

View all 3 comments

tvandorpe Thank you for all you do! 🙏



DC Water

Published by Francesca Thompson [?] · May 14 at 10:52 AM · 🌐

Today, our recently combined Sewer Operations and Pumping Operations had their AM meeting to map out their day... Serious business is being discussed - at an appropriate distance!



1,088

People Reached

194

Engagements

Boost Post



You and 61 others

4 Comments 5 Shares



When it comes to practicing

Comment as DC Water 😊 📷 GIF 🗨️

**Sherri Coleman** Two thumbs up for the Social Distancing!!!!  
Like · Reply · Message · 1w

**Tre Bigace Lane** O st crew  
Like · Reply · Message · 1w

**Paco Ramirez Rivera** Where my friend Alfredo at? 😊  
Like · Reply · Message · 1w

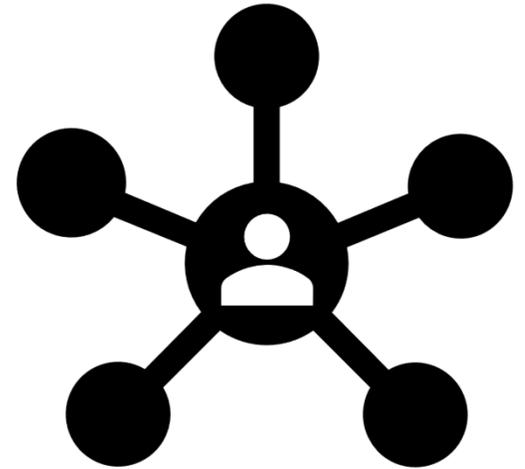
**Cuthbert Braveboy** Fantastic! Keep up the good work while staying safe with social distancing and observing all other Covid-19 recommendations.  
Like · Reply · Message · 1w

Write a comment...

Source: Facebook Analytics



# The Power of LinkedIn





 **DC Water**  
7,884 followers  
1mo • Edited • 

 Notify employees of post

CEO/GM **David L. Gadis** has a video message for our customers. We are working through this event together, and we are here for you if you need us.  
<https://lnkd.in/dpGSwqF>



0:01 / 1:03

  87 • 3 Comments

 Like  Comment

Video views: 2,229 Total Hide stats ^

2% LinkedIn engagement rate is considered good, and an above 2% engagement rate means you are doing great.

4.02%

Source: LinkedIn Analytics

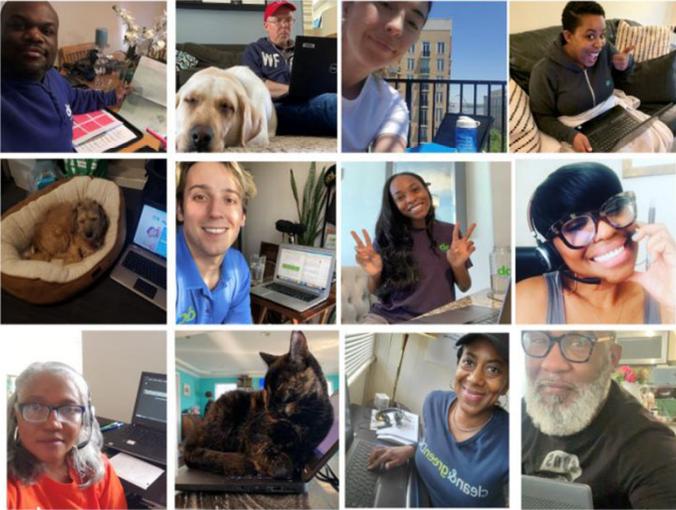




**dc** water is life  
DC Water  
7,884 followers  
2w • 🌐

Navigating through [#covid19](#) and still being able to serve our customers has been a top priority! We are proud of our team members (and their furry friends) who've been working from home and not missing a beat!

#workfromhome  
#socialdistancing  
#ourcustomers  
#staysafeandhealthy



🌐 🌱 📄 114 • 2 Comments

👍 Like    💬 Comment

### Organic stats ⓘ

Targeted to: All followers

Employees notified

3,090 Impressions	114 Reactions	5.24% Click-through rate	2 Comments
5 Shares	162 Clicks	<b>9.16%</b> Engagement rate	

Source: LinkedIn Analytics

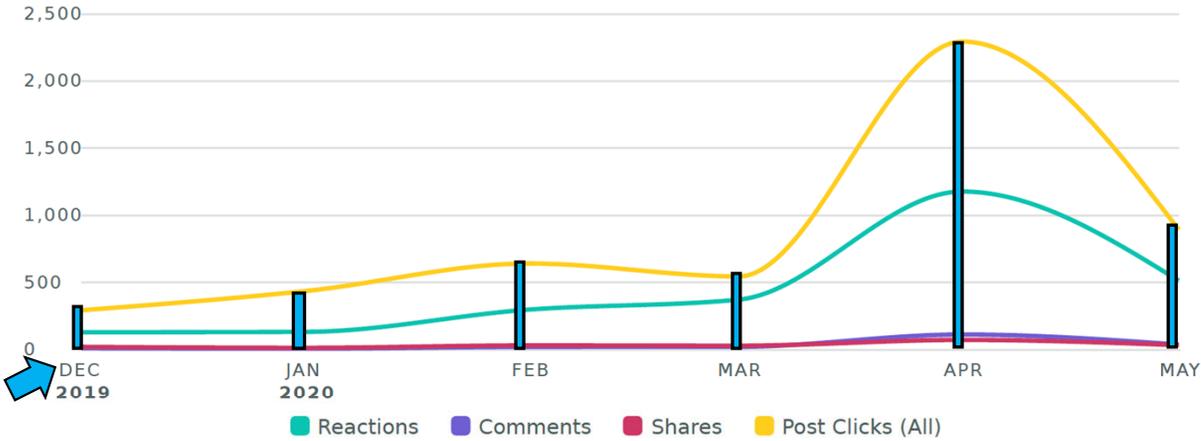


## LinkedIn Engagement

See how people are engaging with your posts during the reporting period.



Engagements, by Month



- Started managing 3 months before COVID19
- Gradual but steady ENGAGEMENT

Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>8,008</b>	<b>↗ 19,920%</b>
Reactions	2,591	↗ 86,267%
Comments	177	↗ -
Shares	168	↗ -
Post Clicks (All)	5,072	↗ 13,608%
<b>Engagement Rate (per Impression)</b>	<b>6.1%</b>	<b>↗ 234%</b>

## Insights

Page	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Clicks (All)	Engagement Rate (per Impression)
<b>Reporting Period</b>	<b>7,885</b>	<b>1,191</b>	<b>20</b>	<b>132,187</b>	<b>8,008</b>	<b>5,072</b>	<b>6.1%</b>
Dec 1, 2019 - May 28, 2020	-	↗ 87.9%	↗ -	↗ 5,889%	↗ 19,920%	↗ 13,608%	↗ 234%
<b>Compare to</b>	<b>-</b>	<b>634</b>	<b>0</b>	<b>2,207</b>	<b>40</b>	<b>37</b>	<b>1.8%</b>
Jun 4, 2019 - Nov 30, 2019							
<b>dc water DC Water</b>	7,885	1,191	20	132,187	8,008	5,072	6.1%

Source: Sprout Social



Extra “Wins”



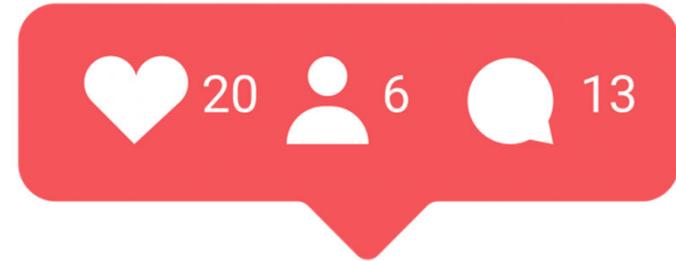


**DC Water** @dcwater · Apr 7

Last evening we received a call that a resident's 18-year-old blind dog had fallen into a storm drain 🚰! We were called to assist @dcfireems & @HumaneRescue, and as a team rescued & returned the dog safely to his owner 🙌.

0:22 4.2K views

8 32 193



Sometimes rare opportunities and moments result in great content.



**Franchesca Thompson**  
Digital Communication Manager



**(202) 322-4915**



**[franchesca.thompson@dcwater.com](mailto:franchesca.thompson@dcwater.com)**

# Q & A



UPCOMING 2020

## Conferences & Events

**Dealing with Disruption: Operationalizing Resilience in the Water Sector Webinar Part 4**  
June 3, 2020

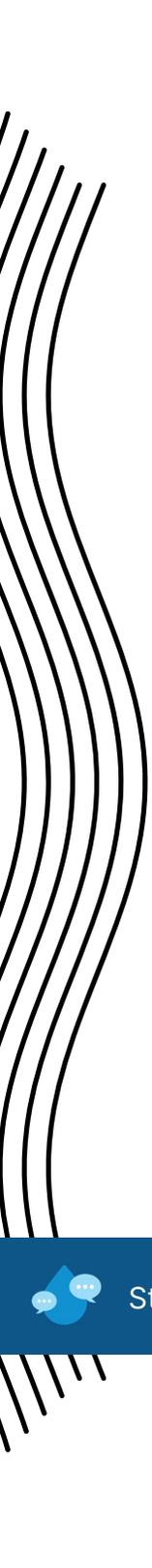
**Hot Topics in Clean Water Law Webinar: Part 2**  
June 10, 2020

**Hot Topics in Clean Water Law Webinar: Part 3**  
September 16, 2020

**2020 National Clean Water Law & Enforcement Seminar**  
Charleston SC  
November 18 - November 20, 2020

Learn More and Register at [www.nacwa.org/events](http://www.nacwa.org/events)





# NACWA's strength is in our members.

NACWA is the nation's recognized leader in clean water advocacy for public utilities, made possible through the collective voice of our members.

Experience the value in membership through...

- Legislative, regulatory, legal, and communications information and analysis.
- Peer-to-peer resources exchange and support.
- Interactive webinars and events.
- Recognition for your clean water utility's achievements through our national awards programs.

Learn more at [nacwa.org/join](https://nacwa.org/join).

