



DROUGHT WATCH AND WISE WATER USE CAMPAIGN OVERVIEW, KEY MESSAGES & GRAPHICS

Purpose and audience:

This multi-platform campaign launches following a regional Drought Watch declaration to encourage voluntary, everyday water-saving actions across the metropolitan Washington region. The goal is to help nearly six million residents, businesses, and community institutions reduce water demand now so our water system and local waterways stay resilient if dry conditions continue.

Plain-language context to keep messaging accurate and reassuring:

A Drought Watch is an early advisory stage in the region's drought plan. Water supplies are currently adequate, and officials are asking the public to conserve water voluntarily to protect the system and environmental flows if conditions persist.

COG and regional partners, including utilities and technical partners, monitor conditions closely and share updates through official drought webpages and periodic reports.

Messaging pillars (guide tone and content):

1. Use Water Wisely, Together (Community Effort)
2. Voluntary Conservation Makes a Difference (Act Early, Avoid Stronger Restrictions Later)
3. Simple Everyday Actions (Indoors and Outdoors)
4. Positive Impact and Benefits (Protect Rivers and Reservoirs, Save Money)
5. Stay Informed and Engaged (Follow for Updates, Share What Works)

Campaign structure (simple and repeatable):

- Week 1: "What Drought Watch Means" (reassure, explain voluntary action, link to tips)
- Weeks 2–8: "One Tip at a Time" (short, practical actions; rotate indoor, outdoor, renters, families, businesses)
- Hot/Dry stretches: "72-hour Boosts" (extra reminders, outdoor watering focus, community challenge)
- Season-long: "Wise Water Year-Round" (normalize habits beyond drought)
- Hashtag #WiseWaterDMV

Sample Social Media Posts (by Platform)

Meta Post 1 (Launch: What Drought Watch means)

Facebook: A regional Drought Watch is in effect, and we can help by saving water now. Water supplies are currently adequate, but voluntary conservation today helps protect our rivers and keep the system strong if dry weather continues. Try one easy step this week: run full loads of laundry and dishes. What is your go-to water saver? Learn more and get tips: [Current Drought Conditions](#)
Hashtags: #WiseWaterDMV #DroughtWatch

Instagram: A regional Drought Watch is on. Not an emergency, but a smart time to save water together. Try one small change today: full loads only for laundry and dishes. What is your easiest water saver?
More tips and updates: link in bio #WiseWaterDMV #DroughtWatch

Meta Post 2 (Indoor tip: renter-friendly)

Facebook: Leaks and little habits can add up fast. This summer, try a quick indoor win: turn off the tap while brushing teeth and take a 5-minute shower challenge once this week. Every household can help in some way. Get more easy tips here: [Wise Water Use Campaign](#)
Hashtags: #WiseWaterDMV #DroughtWatch

Instagram: Tiny indoor changes matter. Try this today: tap off while brushing + a 5-minute shower once this week. Small steps, big community impact. More tips: link in bio #WiseWaterDMV #DroughtWatch

Meta Post 3 (Outdoor tip)

Facebook: Outdoor water use can be a big opportunity. If you water plants, do it early in the day and only when needed. You can also skip washing your car at home or use a car wash that recycles water. Let's all pick one outdoor action this week. Share yours below. More ideas: [Wise Water Use Campaign](#)
Hashtags: #WiseWaterDMV #DroughtWatch

Instagram: Yard or no yard, you can help. Water plants early and only when needed, or skip washing your car at home and use a car wash that recycles water. Pick one outdoor action this week and tell us what you chose. More tips: link in bio #WiseWaterDMV #DroughtWatch

Meta Post 4 (Outdoor tip: Lawns)

Facebook: Lawns do not need as much water as we might think. During dry periods, letting grass go a little less green can help save water without long-term harm. If you water, keep it minimal and targeted. What is one way you are adjusting this summer? More tips: [Wise Water Use Campaign](#)
Hashtags: #WiseWaterDMV #DroughtWatch

Instagram: It is okay if your lawn is not perfect. Letting grass go a little less green can help save water during dry weather. Small changes add up. What is one shift you are making this summer? More tips: link in bio #WiseWaterDMV #DroughtWatch

LinkedIn (80–120 words each, civic and collaborative)

LinkedIn Post 1 (Regional collaboration + business call-to-action)

A regional Drought Watch has been declared, and it is a timely reminder that wise water use is a shared responsibility across the metropolitan Washington region. Water supplies are currently adequate, but voluntary conservation helps reduce stress on the system and supports healthy river flows if dry conditions continue.

We encourage residents, businesses, and community institutions to adopt practical steps now: fix leaks promptly, run full loads, and limit outdoor watering to what is needed.

Follow updates and resources here: [Current Drought Conditions](#).

#WiseWaterDMV #DroughtWatch

Alt text suggestion: “Regional map outline with icons for homes, apartments, and businesses around a central water droplet reading ‘Use Water Wisely, Together.’”

LinkedIn Post 2 (Year-round framing + tools and graphics)

The region’s drought plan pairs coordinated monitoring with a year-round outreach effort focused on wise water use.

During Drought Watch, the ask is straightforward: choose a few voluntary actions that fit your setting, whether that is shortening showers, turning off the tap when not in use, or watering plants wisely. Small changes across many households and organizations add up.

COG’s Wise Water Use Campaign page also includes social-media-friendly graphics, making it easier for organizations to share consistent tips. [Wise Water Use Campaign](#) #WiseWaterDMV

Alt text suggestion: “Tip card showing ‘Full loads only’ with dishwasher and laundry icons.”

X (Twitter): 2–3 examples (150–220 characters, punchy and positive)

Tweet 1 (Front-load CTA + reassurance)

Save water today. A regional #DroughtWatch means supplies are OK, but voluntary conservation now helps protect our rivers and avoid tougher steps later. Start with one tip: full loads only for your laundry and your dishwasher. #WiseWaterDMV #DroughtWatch

Tweet 2 (Outdoor action + inclusivity)

Pick one outdoor win this week: water plants early and only when needed, or skip washing your car at home and use a car wash that recycles water. Yard or no yard, everyone can help. #WiseWaterDMV #DroughtWatch

Tweet 3 (Link to updates + simple language)

Stay in the loop. COG shares drought updates and tips here: [Wise Water Use Tips](#). #WiseWaterDMV

Tweet 4

Lawn not looking perfect? That is okay. Letting grass go a little less green can save water during dry weather. Small changes across the region add up. #DroughtWatch #WiseWaterDMV

Calls to Action (CTAs) to Promote Throughout the Campaign

Indoor (easy wins):

- Try turning off the tap while brushing teeth or shaving.
- Take a shorter shower once or twice a week (example: 5-minute challenge).
- Run full loads in the dishwasher and washing machine.
- Fix dripping faucets and running toilets, or report leaks to your property manager.
- Keep a pitcher of cold water in the fridge instead of running the tap to cool it.

Outdoor (big impact during hot, dry periods):

- Water plants and lawns only when needed and, when possible, earlier in the day.
- Sweep sidewalks and driveways instead of hosing them down.
- Use a commercial car wash that recycles water, when available.
- If you garden, add mulch to retain moisture and reduce how often you need to water (simple, low-cost option).
- Skip washing outdoor surfaces unless truly needed.

Community actions (make it social, not stressful):

- Share one water-saving habit that works for your household or workplace using #WiseWaterDMV
- Ask a neighbor, friend, or coworker to join a “one-tip-a-week” challenge.
- Follow official updates and share accurate info from COG’s drought pages.

Inclusivity framing (recommended line to reuse):

“Not everyone has the same resources or control over water use, and that is OK. Choose one or two actions that fit your situation. Every little bit helps when we do it together.”

Quick Resource Links (for CTAs and post copy)

- COG drought updates: [Current Drought Conditions](#)
- Tips and downloadable graphics: [Wise Water Use Campaign](#)
- Regional drought plan background: [Water Supply and Drought Awareness Response Plan](#)

Editable Graphics (feel free to add the logo of your jurisdiction/organization):

<https://canva.link/x377282zq3o7f4f>

<https://canva.link/7hb0vdx6xhh0y9l>