



GOLDEN STATE WATER DROUGHT DIGITAL TOOLKIT

Water is our most precious resource, and we must use it wisely to protect its availability for today and future generations. Use this toolkit to share Golden State Water's information on the ongoing drought and water conservation.

Thank you for sharing this valuable information with your followers.

HOW TO POST:

STEP 1: On the following pages, copy the caption of the post you'd like to share. Paste it into your draft Facebook, Twitter, or Instagram post.

STEP 2: Click on the corresponding graphic to download the image.

STEP 3: Post!

A COUPLE NOTES:

- If you'd like, customize the copy of the posts to fit the needs of your community.
- Visit Golden State Water on [Facebook](#) and [Twitter](#) for more content to reshare.
- Tag Golden State Water's [Facebook](#) and/or [Twitter](#) in the content you share.

HASHTAGS TO ADD TO POSTS:

#CADrought #CAWater #Drought

#WaterSmart #SaveWater #WaterConservation



Golden State
Water Company
A Subsidiary of American States Water Company

SOCIAL MEDIA POSTS

STAGE 2 CONTENT

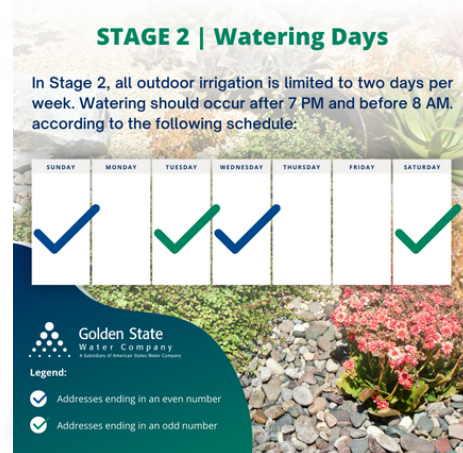
POST 1:

In case you missed it — your watering days have been updated!

All outdoor irrigation is limited to two days per week. Outdoor irrigation is allowed only after 7PM and before 8AM. Take a look at the graphic to check your watering days. More information ➡ www.gswater.com



Twitter/Facebook

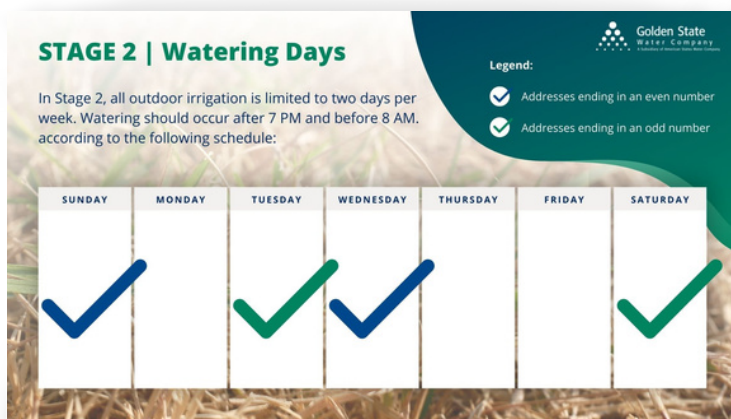


Instagram

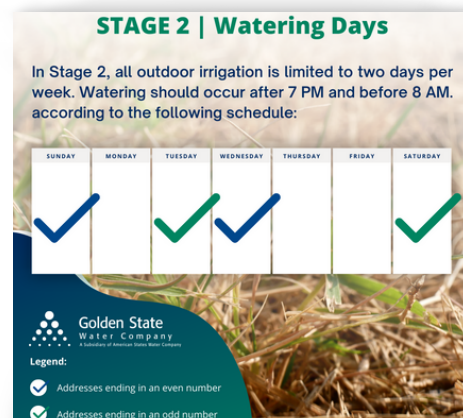
POST 2:

Due to water supply shortages, the city of **Insert City Name** has transitioned to Stage 2 of Staged Mandatory Water Conservation & Rationing.

In this stage, all outdoor irrigation is limited to two days per week and is allowed only after 7PM and before 8AM. Learn more ➡ www.gswater.com



Twitter/Facebook



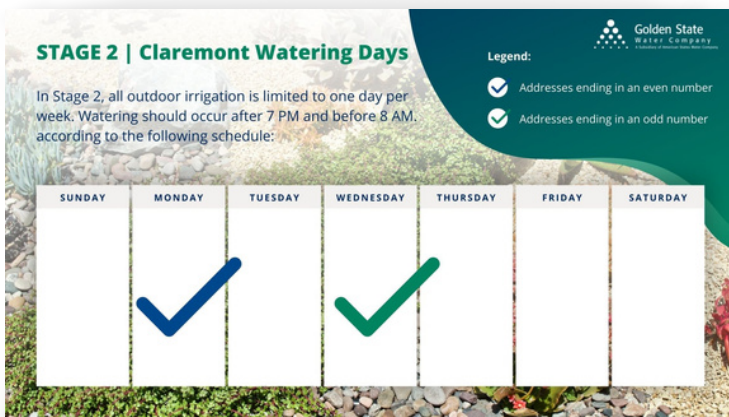
Instagram

STAGE 2 CONTENT FOR CLAREMONT

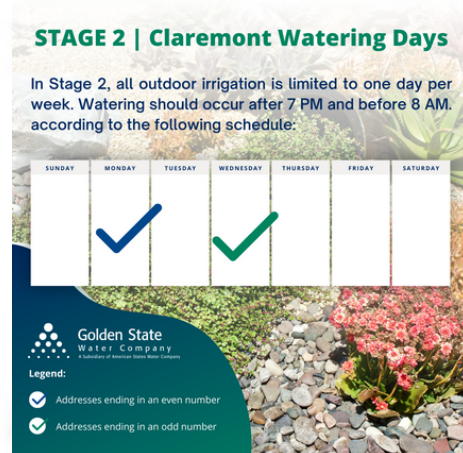
POST 1:

In case you missed it — your watering days have been updated!

All outdoor irrigation is limited to one days per week. Outdoor irrigation is allowed only after 7PM and before 8AM. Take a look at the graphic to check your watering days. More information ➔ www.gswater.com



Twitter/Facebook

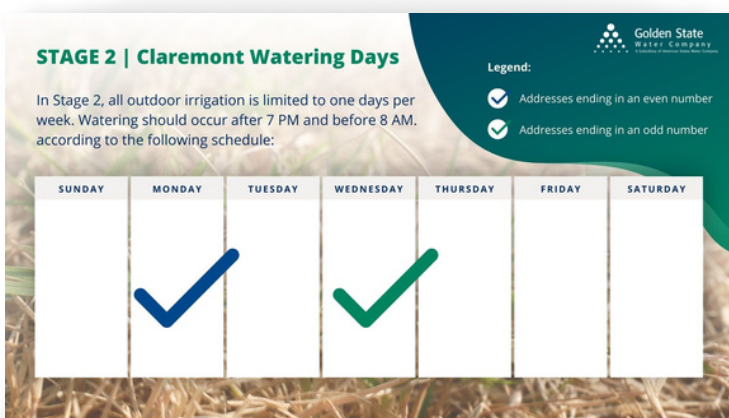


Instagram

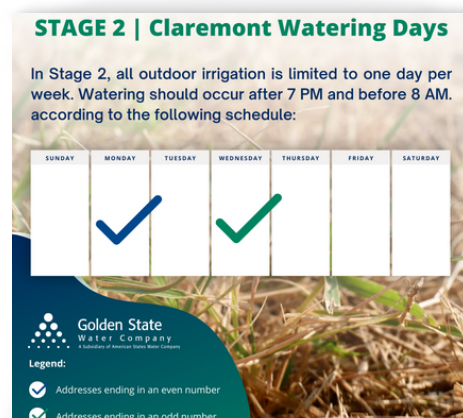
POST 2:

Due to water supply shortages, the city of Claremont has transitioned to Stage 2 of Staged Mandatory Water Conservation & Rationing.

In this stage, all outdoor irrigation is limited to one day per week and is allowed only after 7PM and before 8AM. Learn more ➔ www.gswater.com



Twitter/Facebook



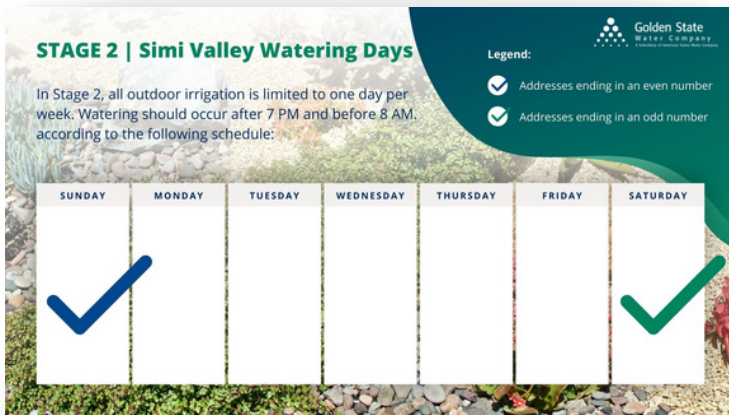
Instagram

STAGE 2 CONTENT FOR SIMI VALLEY

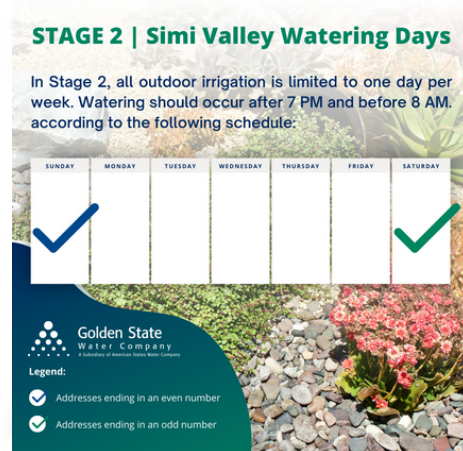
POST 1:

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Twitter/Facebook

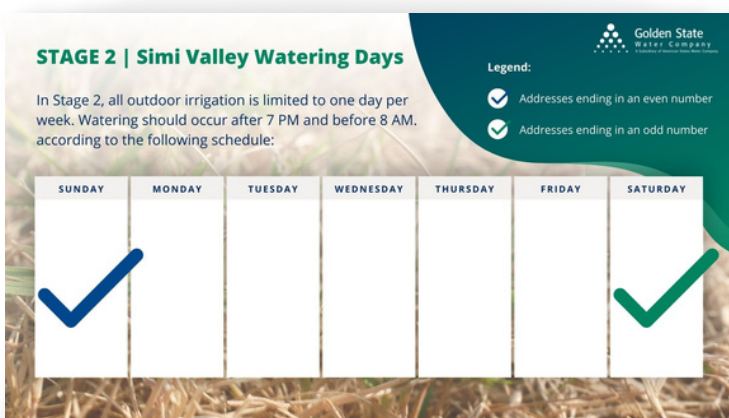


Instagram

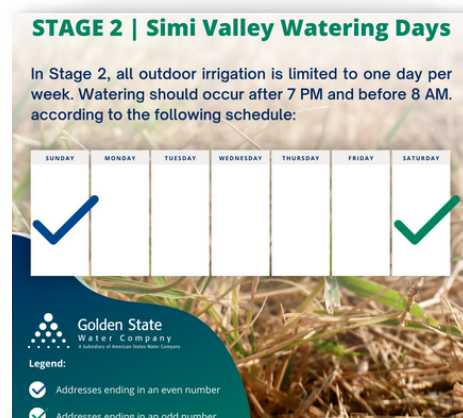
POST 2:

Due to water supply shortages, the city of Simi Valley has transitioned to Stage 2 of Staged Mandatory Water Conservation & Rationing.

In this stage, all outdoor irrigation is limited to one day per week and is allowed only after 7PM and before 8AM. Learn more ➔ www.gswater.com



Twitter/Facebook



Instagram

SOCIAL MEDIA POSTS

CONSERVATION TIPS

POST 1:

Reservoirs around California are at record low levels as drought conditions continue. We must all work together to protect our water resources. Take a moment to look at your habits to see if there's any use of water you can reduce or eliminate. More tips ➡ gswater.com/conservation



Twitter/Facebook



Instagram

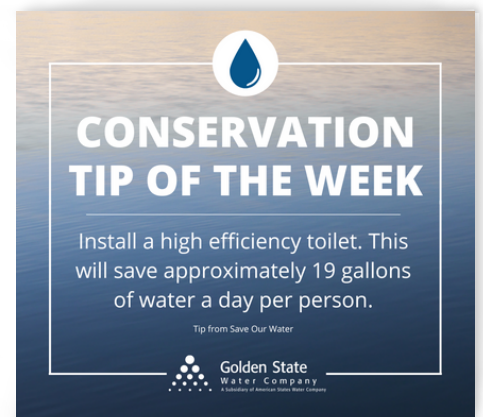
POST 2:

#DYK: Installing a high-efficiency toilet can save almost 19 gallons of water a day per person? Conserving your water usage will help protect its availability today and for future generations.

Learn more about improving water efficiency in your home: gswater.com/conservation



Twitter/Facebook



Instagram

CONSERVATION TIPS CONT.

POST 3:

Conserving every drop of water is essential to protecting its availability for today and future generations. Practice this #WaterSavingTip to maximize your watering efficiency!

Learn more about improving water efficiency in your home:
gswater.com/conservation



Twitter/Facebook



Instagram

LANDSCAPING CONTENT

POST 1:

It is possible to develop a thriving landscape and save water when you choose drought-resistant plants that work best in your climate. If you were looking for inspiration on redoing your garden — now is the time! Learn how ➡
gswater.com/conservation



Twitter/Facebook



Instagram

LANDSCAPING CONTENT

POST 2:

Ditch your green lawn to reduce water usage this summer. #GoGold

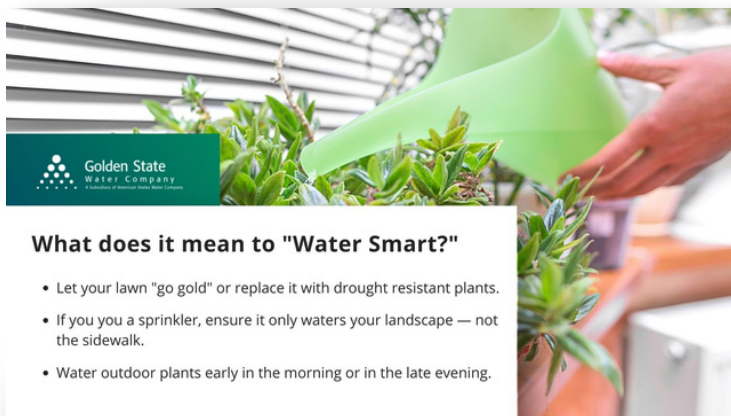
Learn more about reducing your outdoor water use: gswater.com/conservation



Twitter/Facebook/Instagram

POST 3

Did you know — outdoor landscape watering can account for approximately 50% of residential water use in California? Conserve by watering smart. Learn more ➔ gswater.com/conservation



Twitter/Facebook



Instagram