



# 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

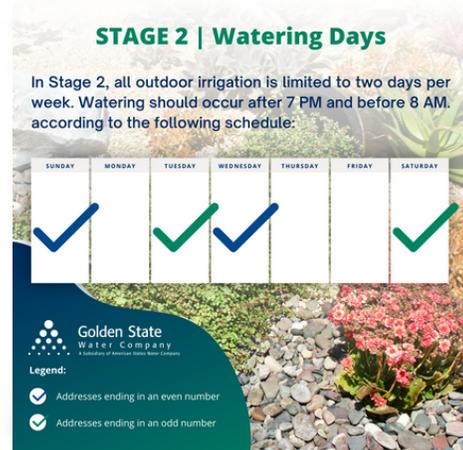
### POST 1:

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](http://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](http://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](http://www.gswater.com)

**STAGE 2 | Claremont Watering Days**

In Stage 2, all outdoor irrigation is limited to one day per week. Watering should occur after 7 PM and before 8 AM, according to the following schedule:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	✓		✓			

Legend:

- ✓ Addresses ending in an even number
- ✓ Addresses ending in an odd number

Twitter/Facebook

**STAGE 2 | Claremont Watering Days**

In Stage 2, all outdoor irrigation is limited to one day per week. Watering should occur after 7 PM and before 8 AM, according to the following schedule:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	✓		✓			

Legend:

- ✓ Addresses ending in an even number
- ✓ Addresses ending in an odd number

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](http://www.gswater.com)

**STAGE 2 | Claremont Watering Days**

In Stage 2, all outdoor irrigation is limited to one days per week. Watering should occur after 7 PM and before 8 AM, according to the following schedule:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	✓		✓			

Legend:

- ✓ Addresses ending in an even number
- ✓ Addresses ending in an odd number

Twitter/Facebook

**STAGE 2 | Claremont Watering Days**

In Stage 2, all outdoor irrigation is limited to one day per week. Watering should occur after 7 PM and before 8 AM, according to the following schedule:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	✓		✓			

Legend:

- ✓ Addresses ending in an even number
- ✓ Addresses ending in an odd number

Instagram

# STAGE 2 CONTENT FOR SIMI VALLEY

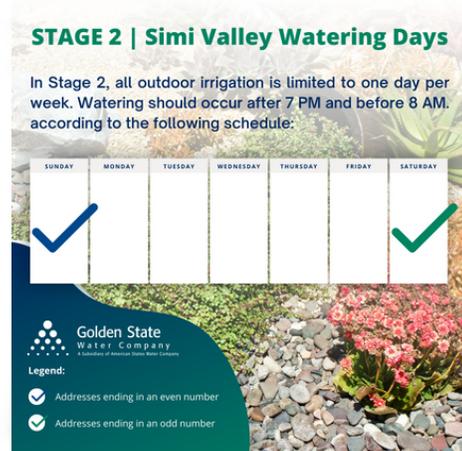
## POST 1:

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](http://www.gswater.com)



Twitter/Facebook



Instagram

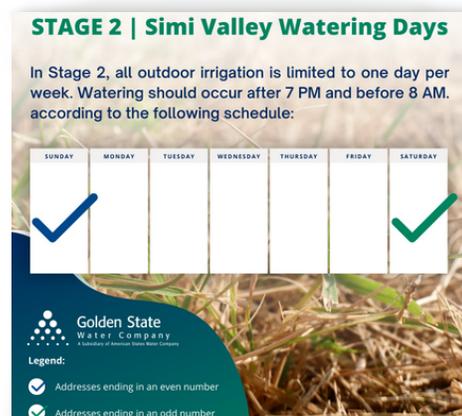
## POST 2:

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](http://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](http://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](http://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](http://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](http://gswater.com/conservation)



Twitter/Facebook



Instagram

## LANDSCAPING CONTENT

### POST 2:

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

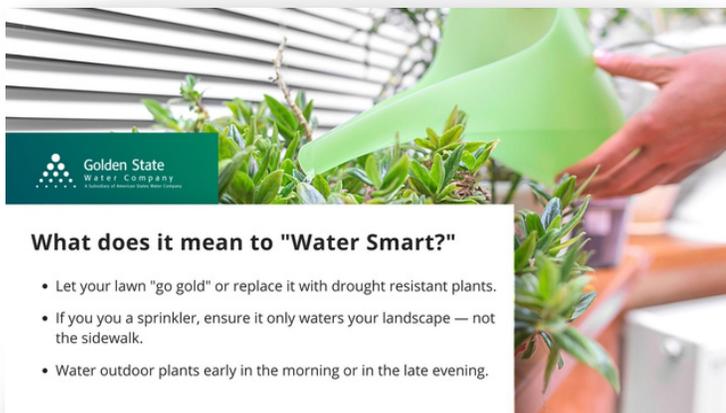
Learn more about reducing your outdoor water use: [gswater.com/conservation](http://gswater.com/conservation)



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](http://gswater.com/conservation)



Twitter/Facebook



Instagram