



Association of
REGIONAL WATER
Organizations

COVID-19 Communication



SOCIAL MEDIA POSTS

COVID-19



Dear ARWO member,

In this time of uncertainty, it's important to keep in mind that our customers have multiple questions on their mind. It is our responsibility to consistently communicate with them during this process to ease their worries, educate them, and engage them in a unique way.

To assist you with these efforts, ARWO is providing all of it's members with this communication media kit that includes graphics and caption samples.

You are free to use them and tweak them as you see fit for your organization.

Together, we are stronger.



POST: Your Water is Safe.

Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, & LINKEDIN

As the #coronavirus (COVID-19) begins to have a greater impact across our country and communities, please know that your water is safe to drink. The World Health Organization (WHO) has stated that the, "Presence of the COVID-19 virus has not been detected in drinking-water supplies and based on current evidence, the risk to water supplies is low."

Your safety is our top priority and we will continue to closely monitor guidelines from our local and national health organizations, while keeping you updated in regards to your water.

Important Facts to Keep in Mind:

- EPA is recommending that Americans continue to use and drink tap water as usual.
- EPA's drinking water regulations, which we abide by, require treatment at public water systems to remove or kill pathogens, including viruses.
- Boiling your water is not required as a precaution against COVID-19.
- Washing your hands often with soap and water for at least 20 seconds helps prevent the spread of COVID-19.

For more information, visit: <http://bit.ly/39QvQ16>

TWITTER

As the #coronavirus begins to have a greater impact across our communities, know that your water is SAFE to drink. Warning sign @WHO stated, "Presence of the COVID-19 virus has not been detected in drinking-water supplies and based on current evidence, the risk to water supplies is low."

EXAMPLE

EJ Water Cooperative
Published by Astrid Hutchison [?] · March 13 at 11:56 AM · 🌐

As the #coronavirus (COVID-19) begins to have a greater impact across our country and communities, please know that your EJ water is safe to drink. 🚰 The World Health Organization (WHO) has stated that the, "presence of the COVID-19 virus has not been detected in drinking-water supplies and based on current evidence, the risk to water supplies is low."

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- 🚰 EPA is recommending that Americans continue to use and drink tap water as usual.
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For more information, visit: <http://bit.ly/39QvQ16>

YOUR WATER is safe.
COVID-19

POST: Office Building Closure



Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, & LINKEDIN

OFFICE CLOSED UNTIL THE END OF MARCH

Due to the COVID-19, we're taking safety precautions to implement social distancing as much as possible to protect both the safety of our members and employees.

Therefore, our office will be closed to the public until the end of the month. You can still reach us via phone at **XXX-XXX-XXXX**, email at **email@yourutility.com**, or by messaging us on Facebook. Our outside team will continue to work diligently to ensure your water service, while implementing social distancing.

We apologize for any inconveniences.

If you need to make a payment, you can:

- Pay Online: Pay with credit card/debit card at **www.yourutility.com/billing**
- Sign Up for Automatic Clearing House (ACH) payments by emailing
- Drop off: Drop your payment in an envelope in the drop box located outside of our building.

Remember that your water is SAFE to drink and you can use it as you normally would. Please be sure to wash your hands, implement social distancing as much as possible, and stay safe!

TWITTER

Due to COVID-19, our office will be closed to the public until the end of the month. You can still reach us via phone at **XXX-XXX-XXXX**, email at **email@yourutility.com**, or by messaging us on Facebook. Our outside team will continue to work diligently to ensure your water service, while implementing social distancing.

EXAMPLE



POST: Remotely Open



Our **doors** are **closed**,
but our staff is working
remotely to serve you!

Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, LINKEDIN, & TWITTER

REMINDER: Though our physical office is closed to the public, we are still open virtually to assist our members. Our outside team is operating normally and are out in the field fixing leaks, installing meters, clearing JULIES, and fulfilling work orders while maintaining social distance with each other and our members. □

As usual, we are available during our normal business hours (8am-4pm) and 24/7 for emergencies.

Water does not stop and neither do our incredible team of Water Warriors! □

Need to contact us?

- Call us at **XXX-XXX-XXXX**
- Email us at **email@yourutility.com**
- Message us on Facebook.

If you need to make a payment, you can:

- Pay Online: Pay with credit card/debit card at **www.yourutility.com/billing**
- Make a payment over the phone by calling us.

Pro Tip

Post this a day or two after the "Office Closed" to help reinforce that you are still open, just operating virtually.



POST: Water Disconnection & Late Fees

Image on the left can be downloaded from Google Drive and used in your social media posts.

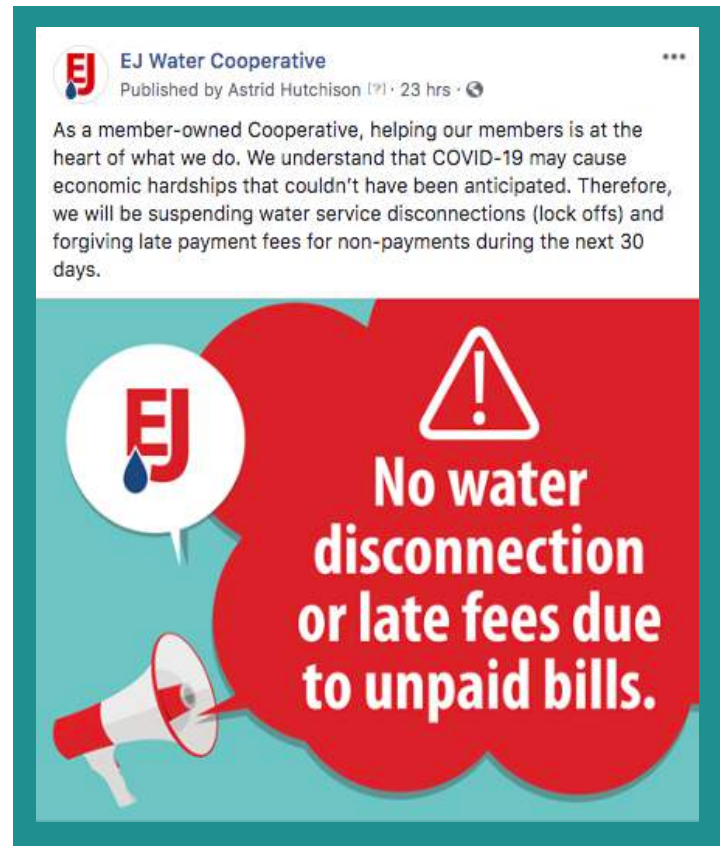
FACEBOOK, INSTAGRAM, & LINKEDIN

Helping our customers is at the heart of what we do. We understand that COVID-19 may cause economic hardships that couldn't have been anticipated. Therefore, we will be suspending water service disconnections (lock offs) and forgiving late payment fees for non-payments during the next 30 days.

TWITTER

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EXAMPLE



POST:

Virtual Payment Options



Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, LINKEDIN, & TWITTER

As we transition to a more virtual world, remember you have multiple virtual payment options for your water bill! Those include:

- Pay Online: Pay with credit card/debit card at www.yourutility.com/billing
- Sign Up for Automatic Clearing House (ACH) payments by emailing us at info@yourutility.com
- Drop off: Drop your payment in an envelope in the drop box located outside of our building.

NO BOTTLED
WATER?
NO PROBLEM.

**YOUR WATER
IS SAFE TO DRINK.**



POST: Running Out of Bottled Water

Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, LINKEDIN, & TWITTER

With the shortage of bottled water in grocery stores, remember that your tap water is SAFE to drink! We test our water daily to ensure it's quality and go above and beyond EPA standards. Not to mention, it is much more affordable than buying bottled water :)

Please leave the bottled water at the store for those in our communities that may not be as fortunate to have treated water in their homes.



POST: Pay It Forward Pay for another customer's water bill

Image on the left can be downloaded from Google Drive and used in your social media posts.

FACEBOOK, INSTAGRAM, LINKEDIN, & TWITTER

With all the negativity around, we wanted to share a POSITIVE story! Yesterday we had a member call to pay for a friend's water bill since they are out of work because of COVID-19. We love seeing our members #payitforward!

Here are some ways you can pay it forward during this season:

- Order takeout/delivery from a local restaurant
- Tip generously
- Buy a gift card for a grocery store worker
- Check in on your older neighbors and offer to pick up items at the grocery store they may be needing

If you wish to pay for a loved one's water bill, you can simply call us and we will apply the credit to their account!



EMAIL CAMPAIGN



Dear Customer,

As the Coronavirus (COVID-19) begins to have a greater impact across our country and communities, please know that **your water is safe to drink**. The World Health Organization (WHO) has stated that the, “presence of the COVID-19 virus has not been detected in drinking-water supplies and based on current evidence, the risk to water supplies is low.”

Your safety is our top priority and we will continue to closely monitor guidelines from our local and national health organizations, while keeping you updated in regards to your water.

- EPA is recommending that Americans continue to use and drink tap water as usual.
- EPA’s drinking water regulations, which we abide by, require treatment at public water systems to remove or kill pathogens, including viruses.
- Boiling your water is not required as a precaution against COVID-19.

Important Updates

No water disconnection or later fees due to unpaid bills in the next 30 days.

Helping our customers is at the heart of what we do. We understand that COVID-19 may cause economic hardships that couldn’t have been anticipated. Therefore, we will be suspending water service disconnections (lock offs) and forgiving late payment fees for non-payments during the next 30 days.

Office Closure. Our office will be closed to the public until the end of the month as a taking safety precaution to implement social distancing as much as possible to protect both the safety of our members and employees. You can still reach us via phone at 217-925-5566, email at ejwater@ejwatercoop.com, or by messaging us on Facebook. Our outside team will continue to work diligently to ensure your water service, while implementing social distancing. We apologize for any inconveniences.

Virtual Payment Options. As we transition to a more virtual world, remember you have multiple virtual payment options for your water bill! Those include:

- Pay Online: Pay with credit card/debit card at www.yourutility.com/login
- Sign Up for Automatic Clearing House (ACH) payments by emailing us at www.yourutility.com/billing
- Drop off: Drop your payment in an envelope in the drop box located outside of our building.

If you have any questions, you can reply to this email or contact us at 217-925-5566.

Sincerely,

Your Utility Team & Board