



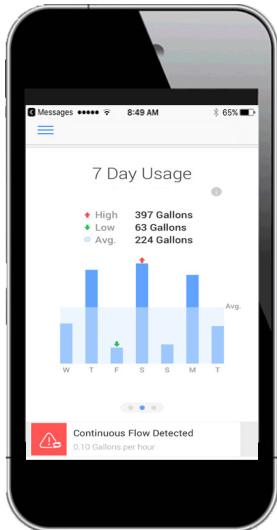
#MakeAReservationToSaveWater

City of Santa Fe Water Conservation Office | Social Media Toolkit



WHO: City of Santa Fe Water Conservation Office
WHAT: Make A Reservation to Save Water
WEBSITE: savewatersantafe.com/reservation-to-save-water
CAMPAIGN HASHTAG: #MakeAReservationToSaveWater
SOCIAL MEDIA:
 Facebook - @savewatersantafe
 Instagram - @savewatersantafe
 Twitter - @savewaterSFe

Be sure to follow the Santa Fe Water Conservation Office on social media and share/retweet/repost our *Make A Reservation to Save Water* campaign posts.



EyeOnWater®

Mobile App

Now available for City of Santa Fe Commercial Water Customers

WHAT IT DOES:

- ✓ Monitor daily or weekly water use
- ✓ Helps your business avoid Tier 2 Rates
- ✓ Sends you alerts if you have a leak

Sign up at santafenm.eyeonwater.com

BE SOCIAL ABOUT SAVING WATER!

As a project partner, you should be proud of your desire to save water in the City Different! Below are sample post captions you can customize.

FACEBOOK: Water is vital to our business. Of the nearly 500 restaurants in Santa Fe, we can assure you that we're making the effort to make every drop count! We're proud participants of the City's *Make a Reservation to Save Water* campaign.

TWITTER: We're proud to #MakeAReservationToSaveWater w/ @savewaterSFe! When dining out, help conserve with water-wise restaurants! #SaveWaterSantaFe

INSTAGRAM: Santa Feans value water and we do too! We're proud participants of @savewatersantafe's #MakeAReservationToSaveWater campaign. Among the ~500 restaurants in Santa Fe, we are going the extra mile to make every drop count. When you dine with us, you're helping our community work towards saving water. #SaveWaterSantaFe

Download social media graphics at savewatersantafe.com/reservation-to-save-water

CAMPAIGN HIGHLIGHTS FOR CUSTOMIZING YOUR SOCIAL MEDIA POSTS:

- The City of Santa Fe is developing opportunities within the restaurant sector that offers ways for Santa Fe restaurants to save water and money.
- Local restaurant project partners will receive a free commercial water audit to help them understand where and how they can be more water efficient.
- Restaurant partners are working with the City water conservation office to generate ways to create rebate incentives for Santa Fe's restaurant sector.
- This project is endorsed by the Santa Fe Restaurant Association and the Environmental Protection Agency.