# #4CleanWater

## Hashtag Campaign
## to Support the Clean Water Rule

---

**Background**

We need clean water for our communities, farms, and businesses. But right now, 60 percent of streams and millions of acres of wetlands aren't clearly protected from pollution and destruction. One in three Americans—117 million of us—get our drinking water from streams that are vulnerable.

In 2014, U.S. EPA and the Army Corps of Engineers released a rule which affirms Clean Water Act protections for these smaller streams and wetlands. However, certain interest groups and their allies in Congress have made clear their intent to block the rule and roll back the Clean Water Act. **We need your help**.

**How to Participate**

Congress needs to hear from all Americans that clean water is absolutely essential to our lives. And we particularly need American business owners to affirm that clean water is critical for American business and the American economy. Our friends in the business community should be our biggest allies in protecting our natural resources, and they are certainly credible messengers when they tell Congress and the public that "clean water is good for my business."

Starting on January 12, 2015, and continuing as long as it takes, we will be organizing around the hashtag #4CleanWater. We want all Americans, with a special emphasis on businesses, to use this hashtag on social media to convey how clean water is good for them, and why they are #4CleanWater.

We want this to benefit participating businesses as well. So those of us in the NGO community will use our significant social media reach to promote and advance those businesses and brands that participate by sharing their Twitter, Facebook and Instagram posts with all of our followers.

**Sample Posts for Twitter, Facebook, Instagram, etc.**

We encourage anyone to use #4CleanWater on any social media platform, including Facebook, Twitter, and Instagram. Participants can post short video statements, photos, or simply text. The NGO community will monitor the hashtag and share posts as appropriate. You can send a link to your post to rhirschfeld@prairierivers.org to have your message immediately circulated with a community of #4cleanwater supporters.

Here are some sample posts/tweets:

You need clean water to make good beer. I'm a brewer #4cleanwater. @SenatorKirk support the Clean Water Rule!



The Chicago River runs thru my backyard. I'm a Chicagoan #4cleanwater. Support the Clean Water Rule @SenatorDurbin!



Our furniture is inspired by nature. We are designers #4CleanWater. Do you support Clean Water Rule @SenatorKirk?



Big Grove gets its ingredients from sustainable farms. We're a business #4cleanwater. Are you with us @SenatorDurbin?



Clean water makes happy goats & the best cheese & gelato. I'm a farmer #4cleanwater. R U with us @SenatorKirk



People come to Kickapoo Landing to paddle a clean, beautiful river. They won't come if it's polluted. I'm an IL business owner #4CleanWater & I support the Clean Water Rule.
*(too long for Twitter but ok for Facebook)*

Remember that **Twitter has a character limit**, so you must keep your tweets short. Longer statements (and proper grammar!) can be used on Facebook or Instagram, which have no character limits.

Photos tend to have a much bigger impact than text alone, so we encourage you to snap a photo or selfie. Plus, it's a great way to show off your business, service, or product. Short video statements are also great for Facebook and Instagram.

If you'd like to use a sign in your photo/video, you can print one out here - prairierivers.org/4cleanwatersign

We recommend mentioning your elected representatives in your post or tweet. Let them hear you! (The above businesses are from Illinois, so they've mentioned Senators Kirk and Durbin.)

Just remember to use the hashtag #4cleanwater and tell us why you support the Clean Water Rule.