

# Drought Management Workgroup Social Media and Regional Messages

Keys to Informing and Involving Citizens



## Social Media Discussion

- Organizations are posting facts in an opinion based medium
- Monitor on a daily basis (or more)
- Keep team informed on postings which might impact the region (both positive and negative)
- Seek assistance from technical experts in distilling messages for social media



## Social Media Discussion

- Posts with good photos have greater reach
- Use social media posts in conjunction with website links for more information
- Use complete links (save viewer time)
- Want to publish team social media links in the HCP public outreach toolkit



## Regional Messages - Draft

- The Edwards Aquifer is a shared resource. Farming communities in Uvalde and Medina Counties use Edwards water to raise crops. San Antonio in Bexar County is the largest municipal user of Edwards water. Comal and Hayes Counties are home to the Comal and San Marcos Springs. Then, there are water users downstream who rely on Edwards water flowing from the springs.



## Regional Messages - Draft

- The Edwards Aquifer Authority was created to balance all Edwards water user interests through fair water management programs and regulations. The creation of the EAA prevented federal intervention as the region came together and explained how we would manage the Edwards resource on a shared basis.



## Regional Messages - Draft

- The drought of record occurred in the 1950s when the Edwards Aquifer levels reached all-time lows and the springs in Comal County stopped flowing for about six months. Fortunately, we've never witnessed that same problem at the San Marcos Springs. However, the Edwards Region is much more populated than it was in the 1950s, and we know that another drought of record will happen.
- We do have a responsibility to everyone living and working here to be prepared for short and extended dry periods.



## Regional Messages - Draft

- Water agencies in the Edwards Aquifer region have worked diligently and spent hundreds of millions of dollars to provide safe and dependable water supplies for their customers. But, when these types of dry periods occur in our area, communities can be very important in doing a little extra to conserve water.
- Top 5 tips



## Regional Messages - Draft

- At all times, there is never a good reason to waste water.





## Regional Messages - Draft

- There is a delicate human and environmental balance we've achieved in our HCP work. While everyone knows no one can control the weather, we can be ready with programs to address severe droughts when they occur. We must ensure that families and businesses have water for every day life, but we also need to do our best to protect endangered species also relying on Edwards Aquifer water and habitats per federal law.
- Leads to HCP facts



## Regional Messages - Draft

- The EAA has a drought management system which requires reductions in water use from the Edwards Aquifer when each drought stage triggers. These regulations apply to the entire region. But each water supplier is allowed to determine how it will meet the water reduction requirements of each stage. That provision was put in place to encourage water suppliers to diversify their water sources over time, and not just rely on the Edwards Aquifer.
- Leads to facts from water suppliers.



# Regional Messages - Draft

- Other regional topics?