



Social Media: Finding the Time

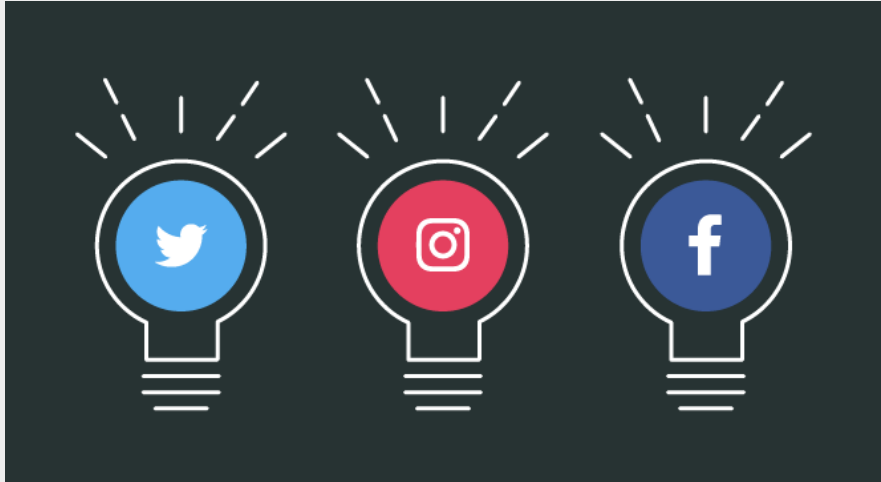
Lauren Thompson
Digital Communications Manager

Loudoun Water works to ensure a healthy environment and high quality of life through effective and sustainable management of resources entrusted to our care.

ACTIVE COMMUNITY ENGAGEMENT

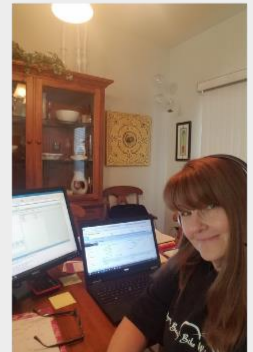
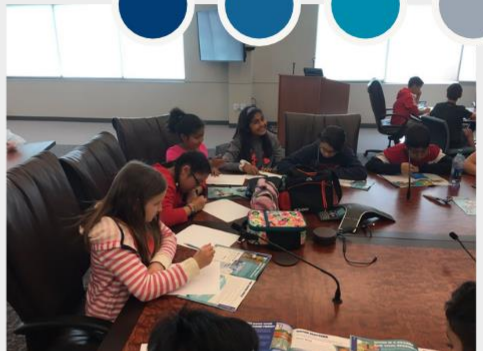
Cultivate and develop relationships to build support, understanding and mutual respect.

Social Media



The purpose of Loudoun Water's official social media platforms is to provide information of public interest as well as create dialogue with Loudoun Water's customers and Loudoun County residents, our business community, visitors, and other members of the general public.

Working with Everyone

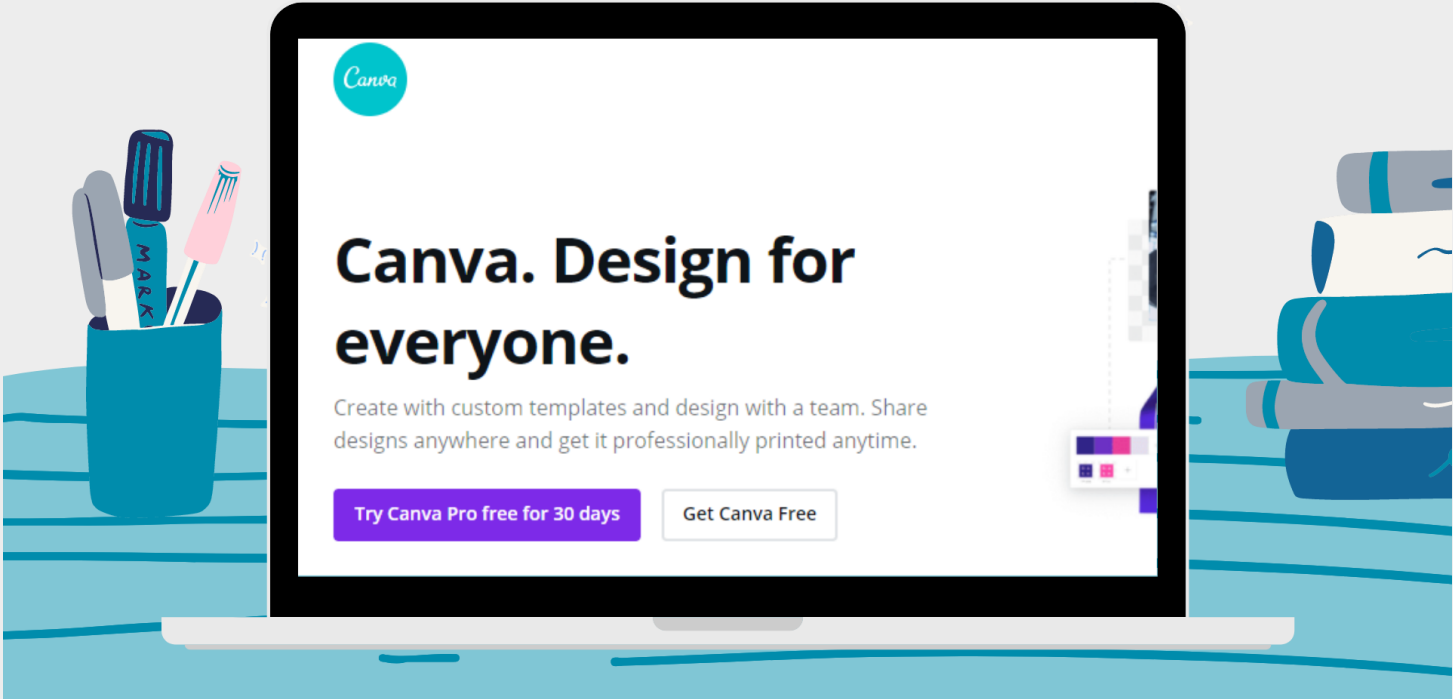


Finding the Time for Content

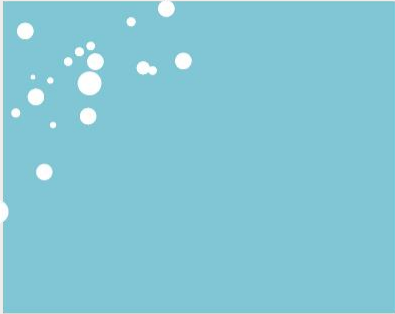


- Social media
- Email and email blasts
- Newsletters
- Websites
- Blogs
- Letters and postcards
- Presentations
- Media
- Public speaking
- Graphics
- Videos
- Signs and door tags
- Promo items

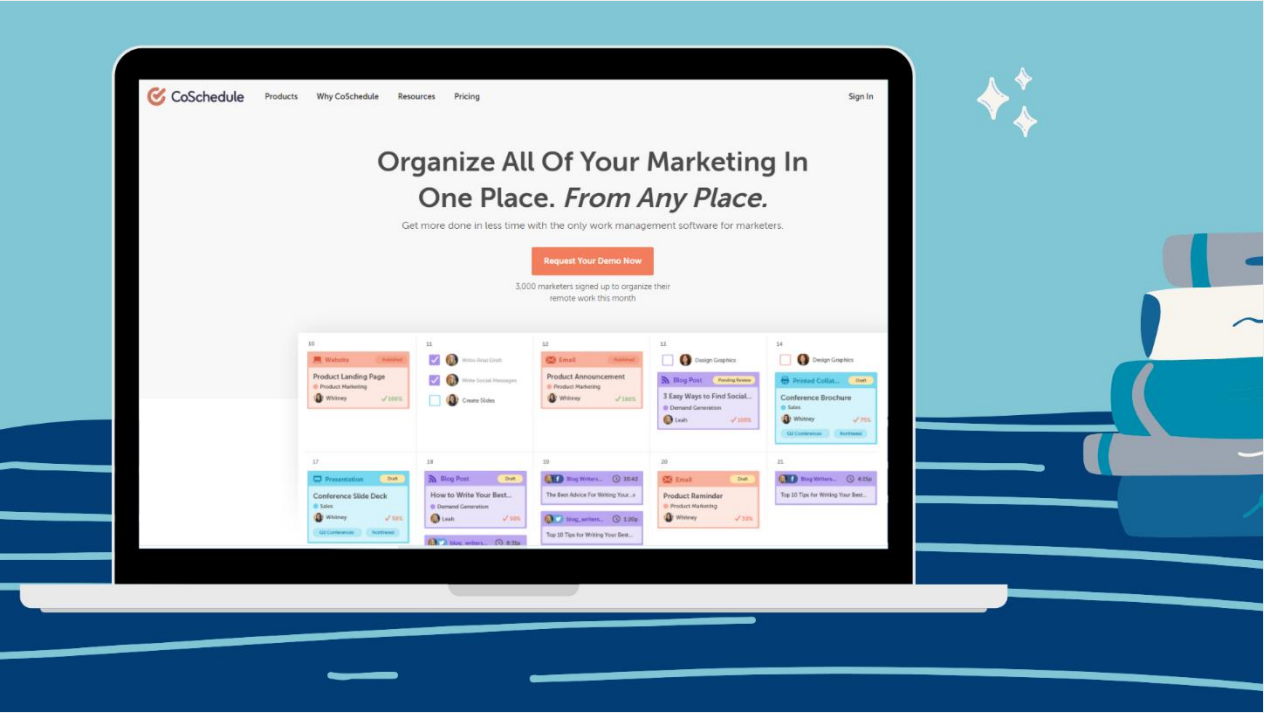
Tools of the Trade on a Budget



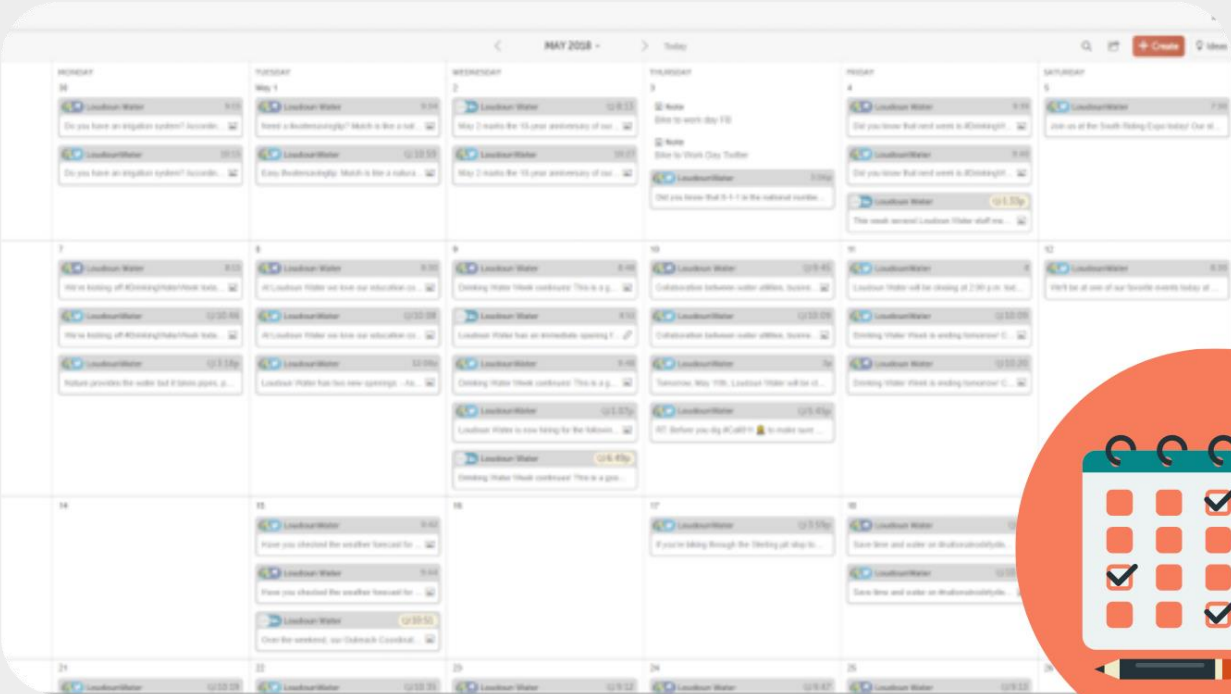
Graphic Design Made Easy



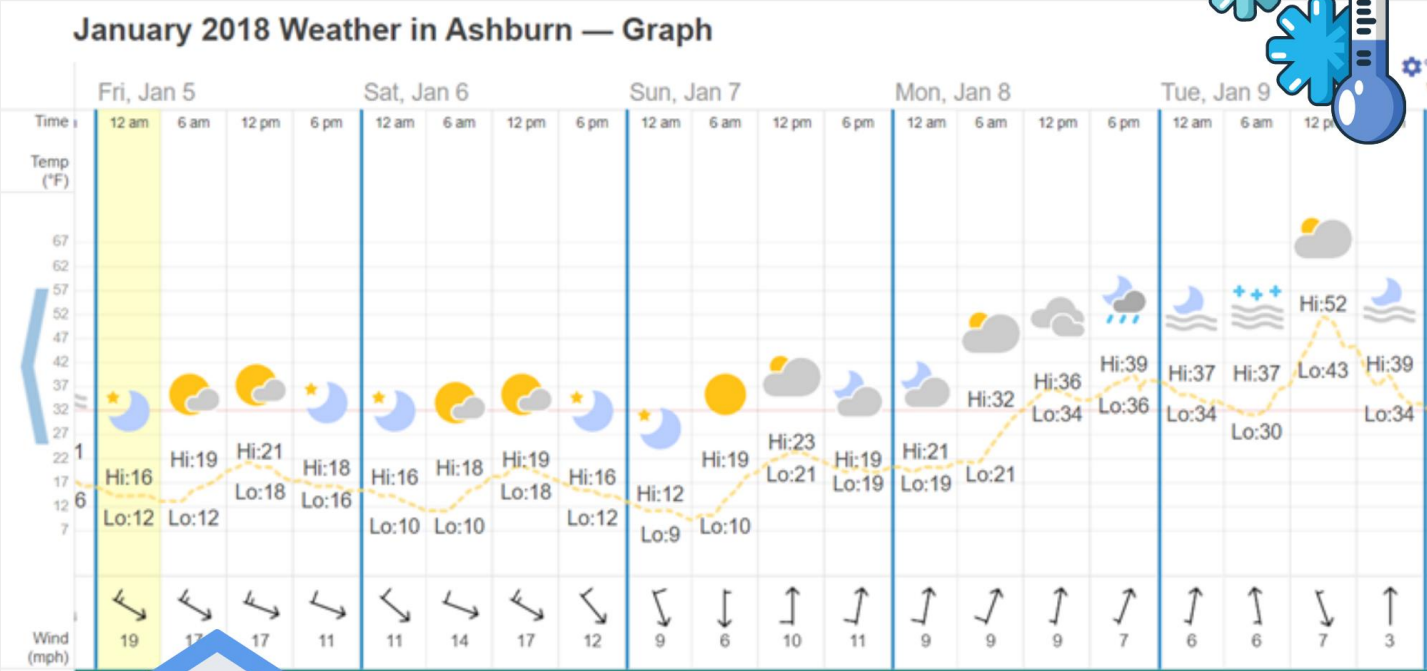
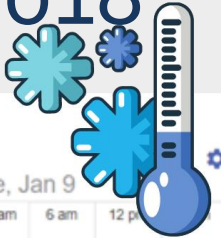
Making a Schedule & Working Ahead



Filling up a Calendar



WHY the Effort: Frozen Pipes of 2018



The Perfect Storm

Send us a question or comment

Service Issues

Comments

Hello,
 I DO NOT have any water coming into my house, the pre
 Looks like the water froze at the water meter since I was
 The house heating system has been left at 60 degrees and all the pipes look ok inside.
 Please send someone to fix this issues asap.

Send us a
 question or
 comment

Frozen Pipe or Meter

Comments

I haven't had water since Sunday and have been calling the office and getting the same response.
 After 3 days I deserve an urgent response to my house, I have kids and do this another day. My kids
 and I had to drive to my friend's to shower last night in the freezing rain. She slipped and fell twice.
 I need my pipes fixed STAT

Send us a question or comment

Service Issues

Comments

We have had no water since yesterday – our meter is frozen at the street.
 Please assist.

Send us a question or comment

Service Issues

Comments

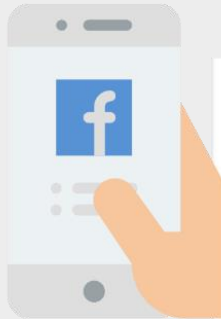
we have no water since Sunday 1/7/2017,Please advice...Pls send someone to take a look at it.

Send us a question or comment

Service Issues

Comments

Hoping to get meter looked at today. Have not had water since early yesterday AM, thank you, I know it's happening everywhere and you all are spread thin.



Loudoun Water

Published by CoSchedule App · January 9, 2018 ·

We ask for your patience as crews are working long hours and very hard water service to many customers with frozen pipes and meters as quickly as possible. The rising temperatures should also help to alleviate the number of pipes and meters.

Many have asked why our Field Service staff members are partnered up when out making calls. This is for safety due to long working hours, extremely cold temperatures, and security. We appreciate all of their hard work in less than ideal conditions.

Our call center is open at 571-291-7880. If you have trouble getting through on our phone lines, please fill out a Contact Us form on our website: <http://bit.ly/2D4eRT7>



Finding Our Audience



Mike and Phil just came over and fixed the frozen water meter very quickly.. great job ! Now the supply is restored. Thank you for the call back and dispatching help at this time.



My pipes were partially frozen this morning.... Many, many thanks to all of you working this weekend, especially the awesome Mike who came to help me this afternoon. My pipes have thawed, I have water, and I'm very grateful!



Thank you for the response. My name is most certainly on the list. I appreciate all the efforts during this very difficult situation.

A Couple Takeaways

- Importance of having an established platform that's ready to be mobilized
- Events can become opportunities
- Community partnerships are helpful

Any Questions?

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