**Celebrate the 40th Anniversary of the Clean Water Act – You are all invited to our Twitter Party!**

1.    The anniversary is Thursday October 18th and the Twitter Party will start at 9:00 am EST. It is good policy to schedule tweets until at least 6:00 pm PST.

2.    Join the Twitter Party with a simple tweet from your organization’s Twitter account (if you have a personal account, use it too) about what today’s activity is all about – Celebrating the 40th anniversary of the Clean Water Act.

**Spread the word on Facebook, Pinterest, YouTube, wherever else you engage on social media. This is a great opportunity to cross post on our and get new followers/friends/likes/etc**

**Kickoff Tweet: Throwing a Twitter Party today to celebrate 40 years of the #CleanWaterAct – protecting your right to #SwimDrinkFish since 1972! Join us!**

3.    Send out tweets about the Clean Water Act and clean water over the course of the day (see Sample Tweets below), **using the hashtags #CleanWaterAct in every tweet and #ProtectCleanWater** as much as possible. You can make you day easier if you use Hootsuite, Tweetdeck, or another third party app – you can schedule tweets, facebook posts, etc. But remember – automating makes things easy, but you need to monitor the account and respond to any questions or comments. Engagement with people will only increase the reach of the day (call Michael at Clean Water Action if you have questions about this).

4.    Follow the Twitter Party’s progress throughout the day by clicking on the **hashtags #CleanWaterAct and #ProtectCleanWater**. You’ll be able to see who else is tweeting, all the tweets from the day, etc. This is an easy way to find clever tweets to retweet.

5.    Whenever possible, please make tweets specific to your states—reference a favorite local waterbody and the fact that people in XX state support clean water.

6. Whenever possible make sure @MittRomney, @BarackObama or @WhiteHouse are included in your tweets.  Where appropriate use @EPAgov, @LisaPJackson, or @USACE\_HQ

Also copy your Senators and Reps on the tweets so they can see how much support exists for clean water policies, etc (usually their twitter “handles” are posted on their websites)

7.    Respond and re-tweet your followers’ tweets in support of clean water and the Clean Water Act.

8. Please tweet this at least once: “**For 40 years the #CleanWaterAct has protected America’s waters and ensured that they are fishable, drinkable, and swimmable. Thank you!**“

9.    If you have further questions, contact Michael Kelly at Clean Water Action (mkelly@cleanwater.org; 202-895-0420 x 184; @MichaelEdKelly; Michael.Kelly.CWA [on Skype]).

**Sample tweets**

***Remember – always use #CleanWaterAct in your tweets!***

**Kickoff Tweet: Throwing a Twitter Party today to celebrate 40 years of the #CleanWaterAct – protecting your right to #SwimDrinkFish since 1972! Join us!**

Please tweet this at least once: “**For 40 years the #CleanWaterAct has protected America’s waters and ensured that they are fishable, drinkable, and swimmable. Thank you!**

The #CleanWaterAct was groundbreaking legislation in 1972. It turns 40 today. Celebrate 40 years of #CleanWater!

On this day in 1972 Congress set a national goal to eliminate all water pollution. We need a strong #CleanWaterAct to meet that goal!

RT if you like to #SwimDrinkFish. Thank you #CleanWaterAct!

START A TWITTER CONVO: What’s your favorite waterway? Tweet a pic & let us know why the #CleanWaterAct is so vital.

The #CleanWaterAct has protected your right to #swimdrinkfish since 1972! <http://bit.ly/QdamHA>

#CleanWaterAct milestone: November 17, 1988 Congress bans ocean dumping of sewage sludge & industrial waste. [#CWA40](https://twitter.com/search?q=%23CWA40&src=hash)

#CleanWaterAct milestone: December 29, 2010 EPA established landmark “pollution diet” for the Chesapeake Bay. <http://1.usa.gov/13beqG>

79% of Sportsmen favor restoring #CleanWaterAct protections [http://bit.ly/Sj5ez9](https://bitly.com/shorten/) #ProtectCleanWater #CWA40

Sportsmen favor restoring #CleanWaterAct protections to wetlands and waterways to protect health and fish and wildlife habitat. [http://bit.ly/Sj5ez9](https://bitly.com/shorten/)

73% of Republicans favor restoring #CleanWaterAct protections to wetlands and waterways. [http://bit.ly/Sj5ez9](https://bitly.com/shorten/) #CleanWater @WhiteHouse

Sportsmen – regardless of political party – favor restoring #CleanWaterAct protections to wetlands and waterways [http://bit.ly/Sj5ez9](https://bitly.com/shorten/)

For 40 years, @EPAgov has worked to restore #CleanWater and protect the #CleanWaterAct. Let’s keep it that way.

The Chesapeake Bay is one of the most extraordinary places in America. Let’s  protect the #CleanWaterAct

The #CleanWaterAct, has doubled the water safe for swimming & fishing. Let’s keep working to #ProtectCleanWater

The Great Lakes are the largest system of surface freshwater on earth, they deserve adequate protection. Protect the #CleanWaterAct

Check out these voices from the past debating the #CleanWaterAct: <http://bit.ly/TC4JGG>

Thanks to the #CleanWaterAct the Cuyahoga River is no longer a fire hazard: <http://ti.me/7OXZg9>

The #CleanWaterAct turns 40 today. @BarackObama – what will you do to strengthen it and #ProtectCleanWater?

The #CleanWaterAct turns 40 today. @MittRomney – what will you do to strengthen it and #ProtectCleanWater?

The #CleanWaterAct turns 40 today. *@Your Senator or Rep* – what will you do to strengthen it and #ProtectCleanWater?

Tweet your favorite fun water pic & tell @WhiteHouse to #ProtectCleanWater and make sure the #CleanWaterAct remains strong

Recreation & tourism both require #CleanWater. @WhiteHouse - celebrate the #CleanWaterAct #swimdrinkfish

I’m proud to call #ChesapeakeBay (or other water body) home. Today, we celebrate 40 years of using the #CleanWaterAct to #ProtectCleanWater

Some of my fav memories are on Lake Michigan (or your favorite waterbody). @WhiteHouse, please celebrate the #CleanWaterAct

The #CleanWaterAct is vital b/c ALL of us deserve #CleanWater: <http://bit.ly/QdamHA>

The #CleanWaterAct is 40 & and all it wants to do is #ProtectCleanWater for all.

A swimmable Lake Erie – brought to you by the #CleanWaterAct

The #CuyahogaRiver caught fire once. Then the #CleanWaterAct was passed. No more fires.

#CleanWater is something we all take for granted. RT and tell the @WhiteHouse why we need the #CleanWaterAct

RT if you want Congress to protect #peoplenotpolluters. Celebrate 40 years of the #CleanWaterAct.

The #CleanWaterAct is under assault from the biggest polluters around. @WhiteHouse, we’re with you to #ProtectCleanWater

117 million Americans whose drinking water is at risk count on @WhiteHouse @USACE\_HQ and @EPAgov  to continue to protect the #CleanWaterAct

The #CleanWaterAct at 40 – can we renew the vision? <http://bit.ly/RPCFeH>

Celebrate the #CleanWaterAct and keep it strong! <http://bit.ly/TsC15Y> @WhiteHouse

The #CleanWaterAct is showing its age: <http://bit.ly/R3KJHV> @White House @EPAgov

As we celebrate 40 years of the #CleanWaterAct, a pro-polluter Congress wants to spoil our progress: <http://1.usa.gov/Oa3xHX>

40 years later, waters are still at risk of losing #CleanWaterAct protections: <http://bit.ly/RPCFeH>

Don’t let the dirty water Congress gut the #CleanWaterAct: <http://nyti.ms/uPpQGa>

**Suggested Links to Use in Your Tweets:**

Video of former Chairman Oberstar discussing the CWA: <http://bit.ly/QdamHA>

Wm. Robert Irvin HuffPo blog on CWA at 40: <http://huff.to/VKz0ny>

Suggestions from EPA on how to celebrate the CWA anniversary: <http://1.usa.gov/UM9z5Y>

EPA Clean Water Act Anniversary Website: <http://1.usa.gov/OHnXd7>

Circle of Blue Article – Voices from the Past: <http://bit.ly/TC4JGG>

Milwaukee-W I Journal Sentinel Op-Ed –Celebrate Water Act and Keep it Strong: <http://bit.ly/TsC15Y>

The Clean Water Act at 40 – showing its age (CPR blog): <http://bit.ly/R3KJHV>

Robert Adler blog on CWA: <http://bit.ly/RPCFeH>

The Most Anti-Environment House in History (link to vote database): <http://1.usa.gov/Oa3xHX>

Keep the Clean Water Act Strong (William K. Reilly): <http://nyti.ms/tJIHr2>

For any C4 organizations, feel free to get a little political. Here is the GOP environmental platform, which specifically cite opposition to WOTUS, and other water/environmental commonsense policies: <http://bit.ly/NvCvfl>

The Clean Water Framework: <http://1.usa.gov/vsLD7d>

EPA Waters of the US page: <http://1.usa.gov/uMJFr1>

The NY Times on EPA Guidance: <http://nyti.ms/rCotHy>

The NY Times on Dirty Water Bills in Congress: <http://nyti.ms/uPpQGa>

NWF on clean Water: <http://bit.ly/gSiLGg>

Clean Water Action background on fixing the Clean Water Act: <http://bit.ly/ugk8DB>

NRDC on clean water: <http://bit.ly/trwbL8>

Environment America on restoring the Clean Water Act: <http://bit.ly/tB6PM9>

LCV on clean water: <http://bit.ly/vnHXLw>