



# Join Us in Sharing a Sustainable Future: **Northern California Water**

NCWA has launched a new digital media initiative, designed to amplify our voice and strengthen our community engagement. This platform is a collaborative for everyone connected to Northern California Water—farmers, scientists, water managers, conservationists and residents—bringing us together to celebrate and safeguard our shared water resources, with a message powerful enough to impact policy in California. In alignment with our [Five-Year Strategic Priorities](#), this platform will blend the wisdom of leading scientists with local knowledge, integrating stories of our rivers and creeks with our landscapes and communities in a way that feels alive and authentic to this special region.

Our social media strategy embodies this spirit of collaboration and innovation. We aim to create a dynamic, inclusive digital platform where everyone can engage, learn, and contribute to our story. This initiative will showcase the beauty and diversity of Northern California's water landscapes, highlight our sustainability efforts, and foster a sense of community and shared purpose.

## SHOWCASING THE REGION

Like a human fingerprint, California's Sacramento Valley is truly unique. On the leading edge of ecological and economical sustainability, it's also an exceptional place to live, work and raise a family. The Sacramento Valley joins together a world-renowned mosaic of natural abundance: productive farmlands, wildlife refuges and managed wetlands, cities and rural communities, and meandering rivers that support and feed fisheries and natural habitats. Through efficient management of the region's water resources, the Sacramento Valley will continue to provide what's essential to California's future success and prosperity. Nourishment and sustenance from the fields, habitats for fish and wildlife, recreation and a special quality of life—the Sacramento Valley is home to all of this, and more.

## SHARE YOUR UNIQUE STORY WITH US!



### BY EMAIL

2,350 recipients

Email us at [jrust@norcalwater.org](mailto:jrust@norcalwater.org)! We send out timely updates and blogs every week.

*We can also share the news across all NorCal Water social channels if you'd like!*



### FACEBOOK

17,700 followers

Tag us at **@Northern California Water** to share a story with our FB audience! We post multiple times a week.



### TWITTER/X

3,359 followers

Tag us **@NorCAWater** to share a story you'd like posted on our X! We post daily.



### LINKEDIN

262 followers

Tag us at **@Northern California Water Association** to share a story with our LinkedIn audience!



### INSTAGRAM

1,776 followers

Follow us and tag us at **@norcalwater** to share your story with our IG audience as a collaboration post!



# Who is Northern California Water?

## FOCAL AREAS:

### Natural Beauty and Resources

- **Imagery:** Pictures and videos of waterways, wildlife, family life, clear blue skies, healthy crops, and clean, vibrant cities, recreation
- **Voice:** Calm, reasoned, thoughtful, highlighting the natural beauty and sustainability efforts



### Community, Tradition and People

- **Imagery:** Local events, family gatherings, historical sites, community collaborations, people in leadership, groups
- **Voice:** Respectful, fair, celebrating community spirit and tradition, narrative, story telling



### Innovation and Sustainability

- **Imagery:** Sustainable farming practices, water management systems, fish and wildlife projects, renewable energy projects
- **Voice:** Confident, thoughtful, forward-thinking, showcasing innovation and resourcefulness



### Stewardship and Accountability

- **Imagery:** Conservation efforts, wildlife refuges, clean-up events
- **Voice:** Rational, empathetic, demonstrating stewardship and accountability



### Educational Content

- **Imagery:** Infographics, educational videos, expert interviews
- **Voice:** Informative, clear, engaging, promoting awareness and knowledge



## At a Glance

**Working together to vitalize healthy rivers, landscapes and communities in Northern California.**

Northern California was built by people who stood by their word and lived by the unwritten code of a firm handshake. Carrying on that tradition of integrity, everything we say is done in a respectful tone – confident, not confrontational, respectful, not reactionary.

### Voice

- Informative yet approachable
- Hopeful and empowering: highlighting positive outcomes and successful collaborations
- Authentic and genuine: showcase real people and projects

### Target Audience

- Policy makers
- Agricultural stakeholders
- Environmental enthusiasts
- Local businesses and organizations
- Water management agencies and professionals
- Residents of Northern California

### Seasonal Themes

- Drought strategies
- Wildlife migrations
- Food, harvest and ag milestones
- Flood control measures
- Water levels (ground, surface, snowpack)