

To: Wirth, Karen[Wirth.Karen@epa.gov]
From: Orquina, Jessica
Sent: Wed 9/10/2014 12:48:19 PM
Subject: RE: Help Promote OW's Thunderclap!

Hi Karen,

I don't want it to look like EPA used our own social media accounts to reach our support goal. (500 people must sign up for the Thunderclap to go. If we have only 501 and 25 of those are EPA accounts, that doesn't look very good in my opinion.) Also, the idea of Thunderclap is to get other people to share your message. So, our goal is to get other people to talk about this.

Jess

Jessica Ann Orquina

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From: Wirth, Karen
Sent: Tuesday, September 09, 2014 5:26 PM
To: Orquina, Jessica
Subject: RE: Help Promote OW's Thunderclap!

Here's the link to their new Thunderclap:

URL: <https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Short URL: <http://thndr.it/1rUOiaB>

Here's a draft post from OW that you can use on EPA social media accounts:

Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>

Or you can retweet/share the posts we just put up on the main accounts:

Facebook: <https://www.facebook.com/EPA/posts/10152686338667229>

Twitter: <https://twitter.com/EPA/status/509441058279657472>

If you have any questions, please give me a call or send me an email.

Thanks! Jess

Jessica Ann Orquina

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<http://www.epa.gov/epahome/socialmedia.html>

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