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 too 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

Social Media Lead Office of Web Communications Office of External Affairs and Environmental Education U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

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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!

We will promote on WaterSense social media. Just out of curiosity why can't we participate in the thunderclap using the watersense twitter or FB feeds?

Karen E. Wirth U.S. Environmental Protection Agency EPA Office of Wastewater Management

WaterSense Branch

phone: 202-564-5246 wirth.karen@epa.gov

http://www.epa.gov/watersense

Check us out on Facebook: <a href="http://www.facebook.com/epawatersense">http://www.facebook.com/epawatersense</a>

and Twitter: <a href="http://www.twitter.com/epawatersense">http://www.twitter.com/epawatersense</a>

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"No single raindrop thinks it is to blame for the flood."

From: Orquina, Jessica

Sent: Tuesday, September 09, 2014 4:48 PM

To: Social Media CoP

Subject: Help Promote OW's Thunderclap!

Hello,

OW launched a Thunderclap today. I'd like to ask everyone to help promote on EPA social media channels. (Note, please do not sign up official EPA Twitter and Facebook accounts to support the Thunderclap, instead help us get the word out for the public to sign up and support the Thunderclap.

Here's the link to their new Thunderclap:
URL: <a href="https://www.thunderclap.it/projects/16052-i-choose-clean-water">https://www.thunderclap.it/projects/16052-i-choose-clean-water</a> Short URL: <a href="http://thndr.it/1rU0iaB">http://thndr.it/1rU0iaB</a>
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. <a href="http://thndr.it/1rUOiaB">http://thndr.it/1rUOiaB</a>
Or you can retweet/share the posts we just put up on the main accounts:
Facebook: <a href="https://www.facebook.com/EPA/posts/10152686338667229">https://www.facebook.com/EPA/posts/10152686338667229</a> Twitter: <a href="https://twitter.com/EPA/status/509441058279657472">https://twitter.com/EPA/status/509441058279657472</a>
If you have any questions, please give me a call or send me an email.
Thanks! Jess
Jessica Ann Orquina
Social Media Lead Office of Web Communications Office of External Affairs and Environmental Education

## U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <a href="http://www.epa.gov">http://www.epa.gov</a>

Social Media at EPA:

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

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