COMMUNICATION STRATEGIES

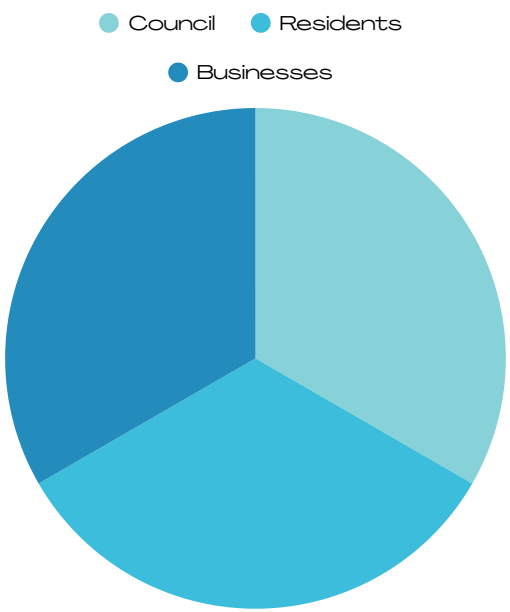
FOR WATER CONSERVATION

Have you taken the 5 steps to keep your communications fresh? Want to lean more from our team or submit a recommendation?
We would love to hear from you! Contact us at:
waterinfo@owwa.ca

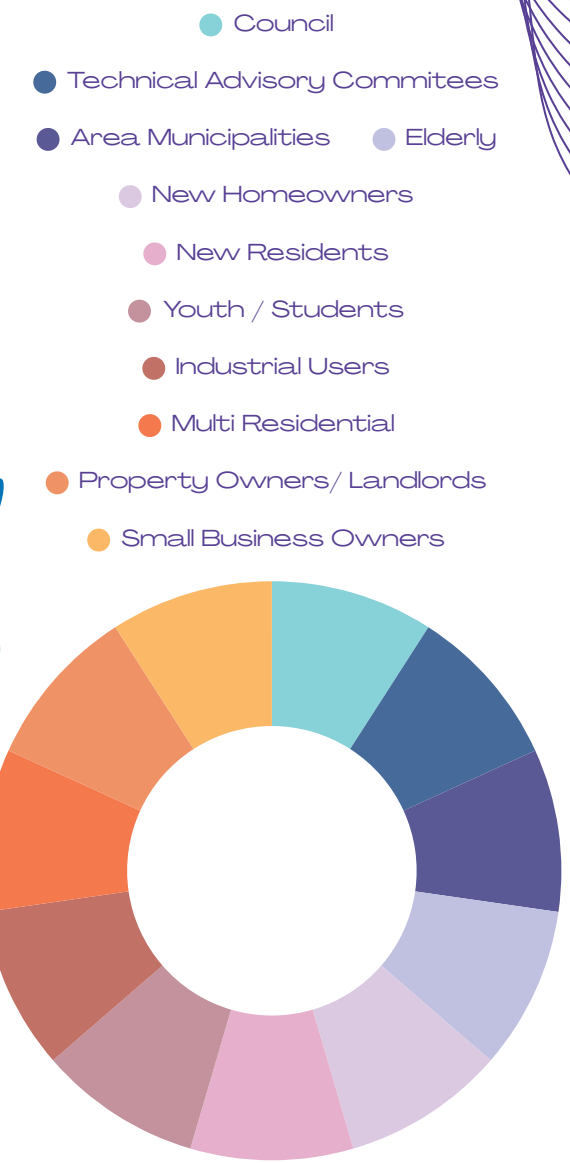
FOR MORE WATER CONSERVATION AND ENERGY EFFICIENCY RESOURCES VISIT:

STEP 1. DIVERSIFY YOUR AUDIENCE

Good communication starts with knowing your audience and their interests



Is your organization still writing communications messages to these audiences when they could be writing to these?



Action: host a meeting with your team to diversify your audience and tailor the message to them.

STEP 2. EXPAND YOUR REACH

How we reach our audiences is evolving. Are you keeping pace with changing communication styles or staying stuck at the top of the funnel?

Action: Invite your communications team to audit the current communications tools you use, what new ones are available, and when each should be used.

Website

Bill Inserts

Social Media (facebook, X, instagram)

Targeted Ads

Signage (digital, sandwich boards)

Customer Portals (Community Apps, AMI)

News Releases

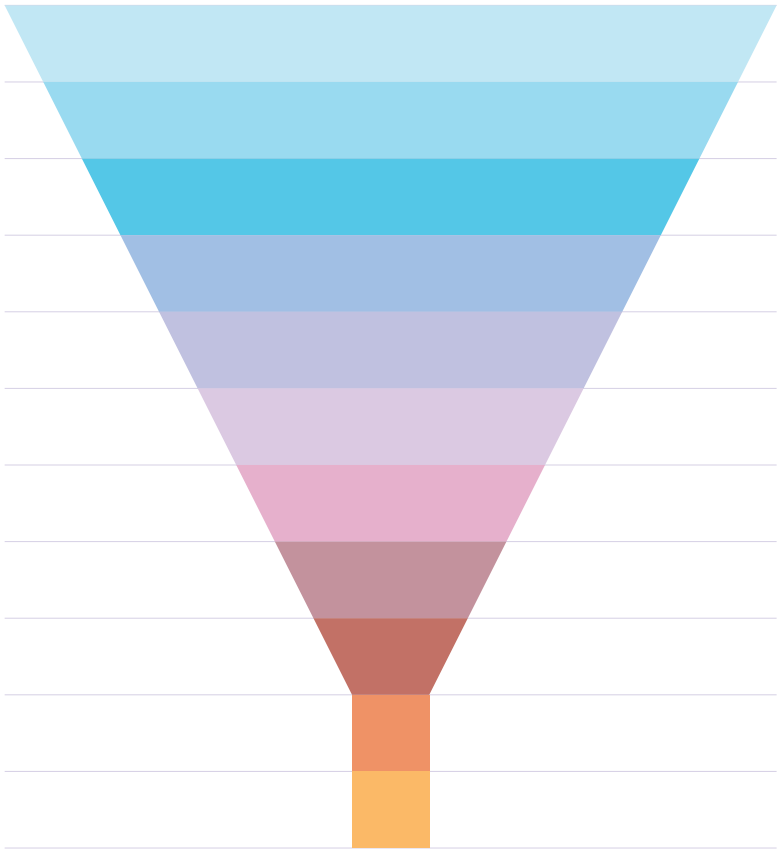
Open Houses

Volunteer (Water Wagons, Groundwater Festival, River Clean Ups)

Emerging Social Media (Tik Tok, Neighbourhoods, Instagram reels)

News Releases, Local Papers, Newsletters

Swag / Handouts / Activity Books

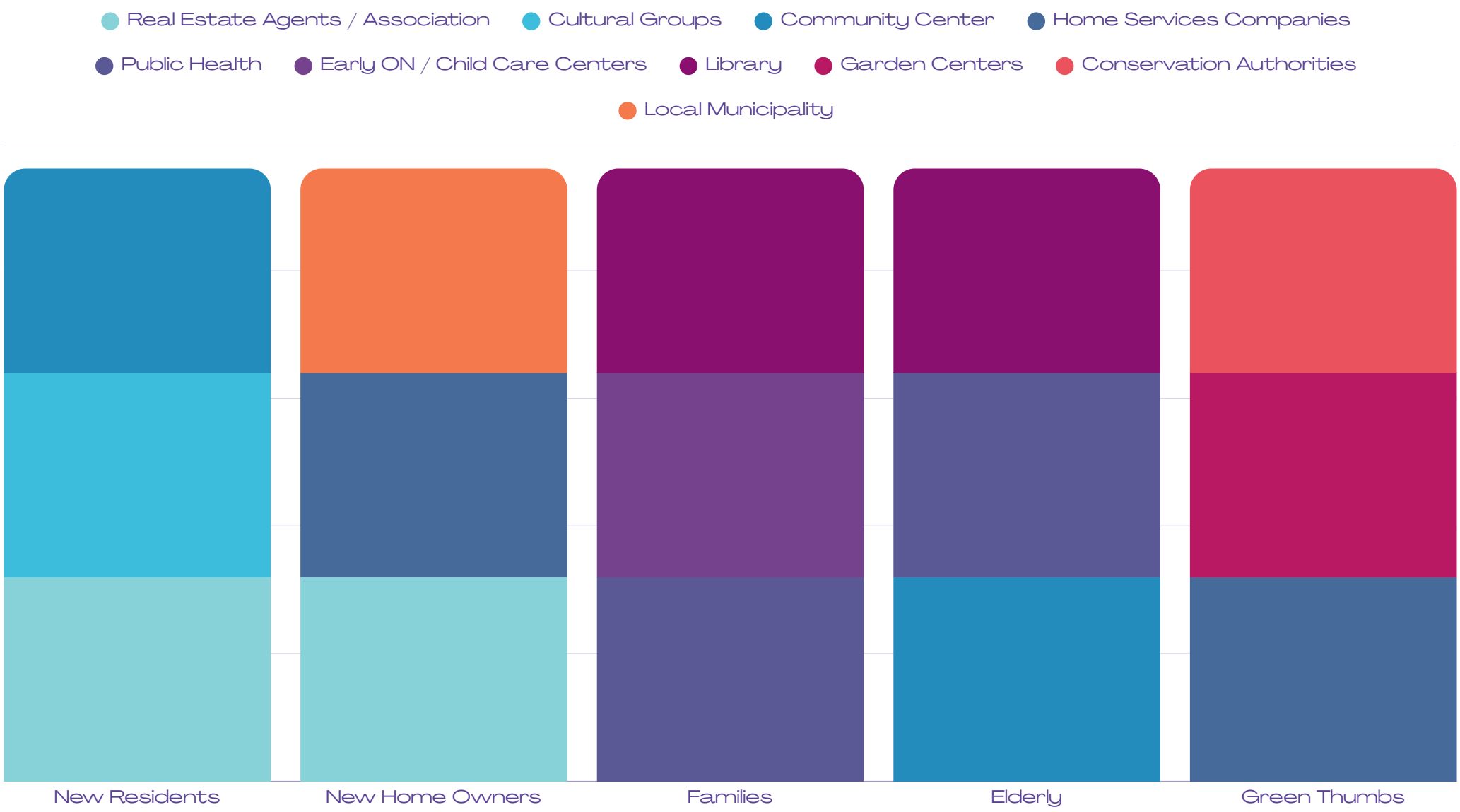


STEP 3. POWER UP WITH PARTNERSHIPS

Partnerships are everywhere: Emergency Services, Landscaping Companies, Environmental Organizations, Local Community groups and more!

Notice that in the examples below each audience benefits from unique partnerships.

Action: Plan a brainstorming session to identify new program partners for each of your audiences—think outside of the box!



STEP 4.
SPEAK SMART & GET THE MOST FROM AI

As technology evolves, staying current with tools like AI will help you harness their potential to improve your communication.

Always follow your organizations policy on AI use.

How AI Can be Used	Examples
Generate	Create a template for you to refine.
Summarize	Condense messaging for a particular platform. Check your writing to make sure the key points are clearly identifiable.
Refine & Edit	Assist in organizing and structuring presentations. Evaluate the reading level of your content and simplify it for clarity. Soften messaging or replies to improve tone.
Enhance Visuals	Use tools like Adobe or Canva with AI features to make minor photo changes (e.g., add snow to a hydrant image to fit a winter reminder post).
Research & Anticipate	Generate common resident concerns for a specific topic so you can prepare responses.

STEP 5. CREATE UNIQUE EVENTS

Engagement thrives on creativity. Staying innovative helps you engage audiences in new and meaningful ways.

When was the last time you refreshed your outreach and events? Some of our favourites were:

Action: Keep your eyes out for creative ways to bring your community together around topics that matter to you.