



SEPTEMBER 2015 MEETING AGENDA

RMWEA/RMSAWWA Joint Water Reuse Committee / WaterReuse Colorado

September 3, 2015 at 2:00 pm

Plum Creek Water Reclamation Authority

4255 N US Highway 85, Castle Rock, CO 80108

Call in number 888-809-4012, Passcode 7641593#

Attendees:

| | |
|------------------|-------------------------|
| Dave Takeda | MSK Consulting |
| Damian Higham | Denver Water |
| Abbey Antolovich | Xylem |
| Frank Johns | Tetra Tech |
| Wes Martin | Plum Creek Water Recl. |
| Laura Belanger | Western Resource Adv. |
| Tara Kelley | Colo. Springs Utilities |
| Brian Beaudette | Cherokee Metro |

| | |
|-----------------|------------------------|
| Richard Leger | Aurora Water |
| Martha Hahn | Plum Creek Water Recl. |
| Brenley McKenna | Denver Water |
| Bob Dye | Meredian |
| John Rehring | Carollo |
| Jodi Villa | Kennedy Jenks |
| Katy Vandenberg | MWH |
| | |

Phone Participants:

| | |
|--------------|-------------------|
| Liz Lemonds | CDPHE |
| Chris Olsson | Burns & McDonnell |

| | |
|-----------------|----------|
| Jason Assouline | CH2MHill |
| | |

1. CDPHE-WQCD Items

a. Regulation 84 Updates

- i. Update on possible new uses effort/WQF workgroup (Damian) – We should have a more detailed update including the workgroup meeting schedule by our next meeting in November. Scoping discussions will be to look at new uses, One Water concepts, and if there will be a workgroup related to the triennial review hearing next year.

- b. Graywater Non-Traditional Uses Update (Tara) – Colorado Water Quality Control Division (WQCD) Regulation 86 allows for some uses of gray water from certain sources in indoor plumbing and landscape irrigation. For approved indoor uses, Reg 86 also requires that Colorado Plumbing Board (CPB) adopt greywater sections of International Plumbing Code (IPC). The CPB recently elevated the importance of adopting Graywater code for indoor use and, at two meetings in August, made it clear that they plan to adopt relevant IPC code in December of 2015. Once the plumbing board adopts the IPC greywater code, per Reg 86, local governments still need to adopt their own ordinances to allow graywater use. There was also discussion during meeting that it would make

sense to align regs 86 and 84, as it seems that Reg 84 could be conformed to include the same Reg 86 uses.

- c. Water Quality Forum - One Water Work Group (Damian) – This is wrapped up in the Reg 84 scoping discussion at this point. It may be split out or have different timing. CDPHE is interested in a One Water workgroup.
- d. Spill Policy Brownbag Update (Liz) – Spill policy has been written and reviewed and is currently awaiting a signature within CDPHE. It is similar to what has already been discussed but is now in policy form. The scope is currently limited to landscape irrigation systems at present. The Water Quality Control Division indicated they may be open to looking at applying this type of policy more broadly to other types of systems that experience minimal releases.

2. Subcommittee Updates

- a. Scholarships (Tanja) – The two recipients, both from the Colorado School of Mines, are Victoria Billings and Stephanie Riley. Scholarships were presented after the meeting at the Awards Ceremony (see Item #2d). Scholarship recipients will be asked to provide short presentations to WRCO at a future meeting. For 2016, we should push the schedule up so that there's more time (at least 30 days) between the screening and awards presentation. In the future we will increase our outreach to professors at other schools to ensure they are aware of the awards. We will also consider adding screening criteria to elevate WRCO priorities.
- b. Website (Steve) – No updates. We're working to get the roster and email list cleaned up.
- c. Education/Outreach/Public Relations:
 - i. Managing Salinity documents (Richard) – No update. National WaterReuse (WRA) has it and plans to update it internally. Damian will check in with WRA next week when at the Seattle conference.
 - ii. Inter-organizational activities (Laura) – No update. Brenley and Laura will discuss later in the month. Abbey also suggested that we consider doing a tour of Anadarko's (new WRCO member) water facilities and maybe hold our meeting there.
- d. Annual Awards (Abbey) – The following awards recipients were selected - Customer of the Year = Colorado College; Utility of the Year = Colorado Springs Utilities; Education and Outreach Program of the Year = Colorado Springs Utilities; Person of the Year = Jodi Villa. The Awards Ceremony followed the meeting at the Rockyard Brewery (880 Castleton Road, Castle Rock Colorado 80109) at 4:00 pm.
- e. Industrial Reuse Committee (Abbey) – The next webinar will focus on the food and beverage industry and will include Lagunitas brewery and maybe Coca Cola. There may be an industrial reuse committee meeting at the Seattle meeting. State revolving loan funds can now be used for industrial reuse projects (see white paper on this at: <http://www.watereuse.org/sites/default/files/u8/Industrial-Reuse-CWSRF-White-Paper.pdf>.) Questions were raised about reuse and Water and Power Authority funding.

Laura will likely be pulling together information on reuse project funding sources in 2016 and she will share results.

- f. Potable Reuse (Dave)
 - i. Potable Reuse Guidelines Update – The peer reviewed potable reuse framework will likely be rolled out in Seattle. The guidance will not include specific regulations but discuss options and consideration of what should go into regulations. We could ask Andy Salvesson who is helping develop the framework present to us in November. John also reviewed draft Washington state regulations where they are starting to integrate some potable use into their nonpotable regs by wrapping it into reservoir water quality. In this future potable use may be split out.
- g. WRCO WSRA Grant (Laura) – The research subcommittee met on 8/27/15 and decided to issue a Request for Qualifications (available on our website) from consultants interested in working with WRCO on a three-pronged project designed to advance direct potable reuse in Colorado. The timeframe is tight because we are hoping to submit an application for funding by November 1. Qualifications are due (an addendum will go out with this info) by noon September 14. WRCO will contribute \$10,000 towards and estimated total project cost of around \$200,000.

Motion:

Laura made a motion to approve \$10,000 of WRCO funds toward this project to facilitate DPR in Colorado contingent on securing full funding from other sources.

Damian seconded.

The motion passed unanimously.

- h. Membership (Richard) – We have four new members for the year which exceeds our goal of two. Richie noted that WRA no longer has a membership committee.
- i. Regulations/Local Codes (Tara) – No update
- j. Reuse Roundtable (Damian) – January 26, 2015 is target date for this afternoon/evening event. Damian and Laura will talk to Doug Kemper to see if the Colorado Water Congress (CWC) is interested in being involved as the Roundtable will occur the day before the CWC Annual Conference. Damian spoke with Melissa Meeker, who is supportive. At the same time, they will discuss the possibility of a reuse session at the January CWC Annual Convention and WRCO possibly sponsoring a CWC break. Regarding the WRCO Reuse Roundtable, CSU's fermentation program will also be involved. If anyone has ideas about possibly Roundtable venues, pass them along to Damian. We may try to find something near the CWC meeting in the Tech Center, but that's not a requirement. Damian said the Zoo and Museum of Nature and Science, both of which use reclaimed water, have dedicated vendors so can't be flexible so we won't use them. We expect around 50 people roughly. Potential goals of the event are: urge the legislature to classify as resource rather than waste; define raw water as when it hits the discharge permit (rather than receiving water); and/or clarifying CDPHE's directive to promote reuse; as well as networking and workshops. We may have workshop tables at which attendees can work through topics. Invitees would include in-state and out of state regulators, land use planners, developers and others. We will pursue sponsoring opportunities (vendors and consultants) and will look into Joint Reuse Committee support. A Planning Committee was formed consisting of Brenley, Damian, Jodi, John,

Abbey, Laura, and Dave which will come to November meeting with a specific dollar amount to be request towards the Reuse Roundtable event.

Motion:

Damian made a motion that, contingent on the Colorado Water Congress (CWC) including a session on reuse, that WRCO sponsor an event at the January CWC annual meeting up to \$1,500.

Richard seconded.

The motion passed unanimously.

3. Other Business

- a. CWA/SDWA Nexus Workgroup (Damian) – No update. There’s a lot of overlap with this group and other work being done. It has been a while since their last meeting.
- b. State Water Plan (Laura) – WRCO is working on a comment letter. Our main issue is that current language calling out and supporting “regional reuse” should be expanded to also include more local reuse to ensure the Plan language doesn’t unintentionally preclude support of more local reuse solutions. Comments are due on 9/17/15. We have commented on two previous versions of the plan and the CWCB staff have been agreeable to incorporating most of our suggestions.

4. WRCO Items

- a. Approve July 2015 minutes and financials (Dave) – Richard moved that they be approved. Tara seconded. The minutes and financials were approved.
- b. WRCO Treasurer’s Report for this Month (Dave) – Financials attached. Dave discussed expenditures and income. Our balance as of August 31 is just over \$63,000. Since Jena left, Dave is stand in as the acting treasurer until January elections.
- c. Tracking of Approved Motions/Actions (Laura) – Laura went through the list. Most items were cleared off.

5. WRCO Business

- a. Annual Symposium (Dave) – Several WRCO/Joint Reuse Committee members will be attending.
- b. Social Media Policy (John) – Draft attached. Damian has set up Facebook, LinkedIn and Twitter pages but they aren’t visible yet because we must first adopt a social media policy. Richie noted that WRA does not have a social media policy. John will provide a word version (attached) of the draft policy and we will discuss it at the upcoming strategic planning meeting (date TBD).

6. WRA/WRRF Items

- a. WateReuse Association (WRA) updates (Richard) – No Director’s report was sent out last month. WRA now only has two committee, industrial and national legislation. Any other committees will be ad hoc. Abbey noted that WRCO’s subcommittees were structured based on WRA’s structure so we should review this at the upcoming Strategic

Planning Session. We should also review last year's goals then (they were also reviewed at our July meeting). Dave will reach out to folks to see if want to combine Strategic Planning with our meeting on November 5 and then will let Richie know if we need a room.

- b. Legislative/lobbying effort update (Damian) – Richie has been attending the WRA legislative calls though Bob A is going to take over. Damian is also interested in participating so Richie will forward committee information to him. It was also noted that Title XVI maybe be broadened so that eastern as well as western states (the current focus) can use it.
- c. Research (John) – No Update

7. AWWA/RMWEA/WEF Items

- a. AWWA Water Reuse Committee Updates (Tara) – No Update
- b. WEF Water Reuse Committee Updates (Frank) – There will be a committee meeting at WEFTEC on 9/26. They are trying to increase involvement so are creating subcommittees and requiring that every member must join one.

8. Upcoming Activities

- a. RMSAWWA/RMWEA Joint Annual Conference, September 13-16, 2015 – Loveland, CO
- b. 30th Annual WaterReuse Symposium, September 13-15, 2015 – Seattle, WA
- c. WEFTEC, September 26-30, 2015 – Chicago, IL
- d. Sustaining Colorado Watersheds, October 6-8, 2015 – Beaver Creek, CO
- e. Water Smart Innovations, October 6-10, 2015 – Las Vegas, NV
- f. Water Infrastructure, October 13-16, 2015 – Bethesda, MD
- g. WQTC, November 15-19, 2015 – Salt Lake City, UT
- h. AWWA Int'l Potable Reuse Symposium, January 25-27, 2016 – Long Beach, CA
- i. Water Congress, January 27-29, 2016 – Hyatt DTC
- j. Sustainable Water Management, March 7-10, 2016 – Providence, RI
- k. WRA Research Conference, May 23 and 24 – Denver, CO, Westin Downtown

9. Future Meeting Schedule

| | |
|------------|--------------------|
| November 5 | City of Aurora |
| TBD | Strategic Planning |

WaterReuse Association
WaterReuse CO - Balance Sheet
As of August 31, 2015

| | <u>Aug 31, 15</u> |
|--|-------------------------|
| ASSETS | |
| Current Assets | |
| Cash | |
| Cash | 63,053.47 |
| Total Cash | <u>63,053.47</u> |
| Total Current Assets | <u>63,053.47</u> |
| TOTAL ASSETS | <u><u>63,053.47</u></u> |
| | |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 2400 · Pre-Paid Dues | |
| 2408 · Pre-Paid Dues - WaterReuse CO | 456.00 |
| Total 2400 · Pre-Paid Dues | <u>456.00</u> |
| Total Other Current Liabilities | <u>456.00</u> |
| Total Current Liabilities | <u>456.00</u> |
| Total Liabilities | 456.00 |
| | |
| Equity | |
| 3210 · WaterReuse CO Reserves | 51,452.17 |
| Net Income | 11,145.30 |
| Total Equity | <u>62,597.47</u> |
| | |
| TOTAL LIABILITIES & EQUITY | <u><u>63,053.47</u></u> |

WaterReuse Association
WaterReuse CO Income Statement
January through August 2015

| | <u>Jan - Aug 15</u> |
|--|-------------------------|
| Income | |
| 4050 · Membership | |
| 4300 · MEMBERSHIP DUES | |
| 4311 · 30% of WaterReuse CO Dues | 15,060.72 |
| Total 4300 · MEMBERSHIP DUES | <u>15,060.72</u> |
| 4325 · State Section Membership | |
| 4325.60 · Colorado | 2,500.00 |
| Total 4325 · State Section Membership | <u>2,500.00</u> |
| Total 4050 · Membership | <u>17,560.72</u> |
| | |
| Total Income | <u>17,560.72</u> |
| | |
| Gross Profit | 17,560.72 |
| | |
| Expense | |
| 5300 · SECTION EXPENSES | |
| 5800 · WaterReuse CO Expenses | |
| 5800.10 · Board Meeting | 818.30 |
| 5800.18 · Liability Insurance | 500.00 |
| 5800.25 · Membership Credit Card Fees | 97.12 |
| 5800.41 · Scholarship | 3,000.00 |
| 5800.45 · Sponsorship | 2,000.00 |
| Total 5800 · WaterReuse CO Expenses | <u>6,415.42</u> |
| Total 5300 · SECTION EXPENSES | <u>6,415.42</u> |
| | |
| Total Expense | <u>6,415.42</u> |
| | |
| Net Income | <u><u>11,145.30</u></u> |



SOCIAL MEDIA PLAN

Issue Date: September

WRCO/Joint Reuse Committee

Purpose

activities

communication

The ~~RMSAWWA~~ social media plan will increase awareness of the section and its ~~committees, products, and services~~; engage members and nonmembers in the water community; and create an additional ~~feedback~~ channel. This plan will provide members and/or nonmembers the ability to ~~connect, network, and create a community around safe water.~~

Social Media Goals

WRCO/Joint Reuse Committee

water reuse

REFERENCES – To promote attendance, increase member/attendee value, and create a larger event community. To expand conference networking and prolong the life of the event through access to photos, members and posts.

MEMBERSHIP – To introduce ~~AWWA and RMSAWWA~~ to potential members and increase awareness to prospective members. To create loyalty among current members by engaging their participation and connect members with each other and the association.

my understanding is that this is not one of our goals - correct? same for IT, comm committee, and operations

- ~~SALES~~ – To create an additional buzz for Joint Conference, ~~Rumbles~~ and all AWWA conferences and publications. To create additional traffic (via links) to RMSAWWA net. All of this additional buzz and web traffic will be value adds for our advertisers and conference exhibitors.
- PUBLIC AFFAIRS – To generate AWWA and RMSAWWA brand awareness among members, professionals, public officials, media and consumers.
- IT – Support AWWA and RMSAWWA's technology-based interaction with its community while protecting its intellectual property, making good use of our existing technology platform (e.g., Personify member directory), anticipate needs for expansion of the technology platform.
- RMSAWWA COMMUNICATIONS COMMITTEE – To promote the use of AWWA and RMSAWWA's websites and social media sites as information transfer forum. To increase awareness of AWWA and RMSAWWA's offerings of technical information in its many forms, promote AWWA and RMSAWWA as the authoritative technical resource for information on water related issues.
- OPERATIONS GOAL - Customer Service/Operations are to provide direction to RMSAWWA's Customers and Members interested in participating in the various types of social media, which are associated with RMSAWWA.

Introduction

I think this is all we want to tackle now

What is Social Media? – A Brief Review

Social Media includes:

- Social Networking: (E.g. Facebook, LinkedIn, MySpace, Friendster, Delicious)

Social networking tools allow you to share information about yourself and your interests with friends, professional colleagues, and others.

- Publishing: (E.g. Wikipedia, Slideshare, WordPress, Blogger.com, Twitter)

Any web-based application used to publish information about RMSAWWA NOT including RMSAWWA.net

- Photo/Video/Audio/Link Sharing: (E.g. Flickr, Photobucket, Podcast.net, YouTube, Hulu, Delicious)

Any web-based application intended to share videos, photos, audio recordings, or other files of this nature.

WRCO/Joint Reuse Committee
an Focus

- Building Community – Through development of a social media plan, the board sets guidelines for and promotes the use of social media tools to create an active, enhanced community revolving around RMSAWWA, AWWA and water related issues. This effort includes the recognition of appropriate social media platforms.

reuse

- Networking – The creation of an online community will provide a well established and accepted method for facilitating discussion, innovation, and improvement. With this in mind the board will establish terms of use and policies to encourage the appropriate use of identified platforms.

WRCO/Joint Reuse Committee

WRCO/Joint Reuse Committee
activities

activities, services and membership.

- Promotion – The identified platforms for RMSAWWA will serve as new channels for members and nonmembers to learn about RMSAWWA and AWWA products, services and membership. No material will be placed on these platforms that will detract from products, services, or membership. This prime goal is to increase visibility toward AWWA.org and R

WRCO/Joint Reuse Committee

waterreuse.org and the Joint Reuse Committee Page on rmwea.org

- Brand Awareness – Social Media is a distinct set of tools that are open and largely unregulated. Anyone can tell a story, and if RMSAWWA/WWA does not present their own versions. This involvement is a necessity and opportunity for RMSAWWA/WWA to educate the social media community about our brand and to have control over our brand.

water reuse

water reuse

WRCO/Joint Reuse Committee

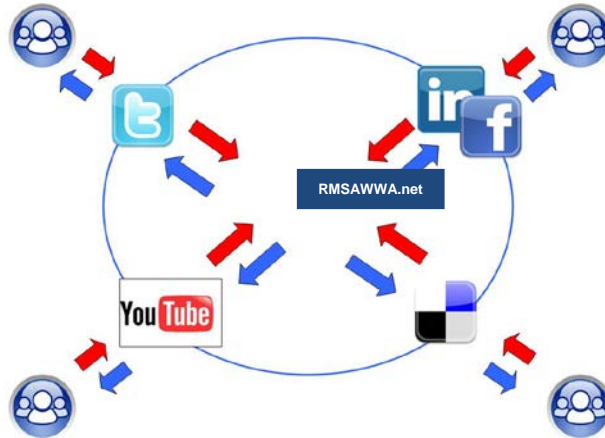
- Member Recruitment – Social media is a new communication method that many are flocking to, and this is an opportunity to reach new member prospects.

information about water reuse available in the public domain

Areas Not Included in the Social Media Plan Focus

- AWWA – AWWA is already using social media tools. This plan will not dictate on AWWA's use of social media. A cooperative interaction between social media avenues will be available.
- Committees – Committee information will not be directly updated on any RMSAWWA social media platform. Committee chairs are welcome to use any RMSAWWA social media platform.

Social Media Information and Communication Flow



The diagram above illustrates the flow of members/nonmembers who use social media tools toward RMSAWWA.net and the communication from RMSAWWA.net to the members/nonmembers through social media tools.

RMSAWWA Guidelines for Social Media

RMSAWWA recognizes the increasing role of online communication tools such as blogs, social networking websites, chat rooms, etc. as channels for interaction among members, volunteers, staff, the media and other stakeholders. RMSAWWA supports open, transparent, ethical and

RMSAWWA and AWWA's credibility is always at stake. Online communication tools must act as a responsible steward of its position. RMSAWWA requires that its members adopt these guidelines which

rather than leave this open for any member, suggest stating which WRCO/joint committee members are allowed to post to social media sites. I think the guidelines below look reasonable for reuse committee info

everyone who represents the association resource for safe water. RMSAWWA association online.

1. Identify Yourself. Disclose volunteer status in all communications on behalf of the organization. Do not post messages where possible, but always be sure to disclose your other status. Don't think you can maintain anonymity. Lack of user input, so you are always leaving a trail.
2. Provide Accurate Information. RMSAWWA volunteers should communicate untrue or deceptive information. Information should be complete, and relevant data. Where possible, link to website to corroborate assertions you make. Information communicated via online channels, so it is the member or volunteers' responsibility to assure accuracy in the first instance. Anecdotes and individual opinions should be identified as such, so they will not be mistaken for facts asserted by RMSAWWA and/or AWWA.
3. Maintain Ethical Conduct. RMSAWWA volunteers and other representatives will not conduct activities online that are illegal or contrary to related section guidelines or policies.
4. Always Secure Member and Customer Data. Volunteers and other representatives must always uphold RMSAWWA's promise to keep personal data secure and confidential. Never include any information relating to RMSAWWA's potential or existing members or customers in any online communication; to

do so would breach RMSAWWA's information sharing policy and possibly the law.

5. Protect Confidential and Proprietary Information of Organizations. Give names only when needed and permitted by those individuals. Report aggregate and summary data when it will suffice, and never disclose specific details without permission. Always comply with laws regarding disclosure of confidential information, and let representatives of other organizations ~~decide for themselves how much~~ they wish to disclose.
6. Use the Appropriate Platform. When conducting official RMSAWWA business and online communications, volunteers must use the existing tech platform on the RMSAWWA website rather than a third party platform. For example, this means that electronic committee communications cannot be conducted on any platform other than the RMSAWWA website or via email.

are we set up for this?

In general, confidential information is any data, whether oral, written, or stored in any other medium that is not generally available to the public. Examples of confidential information include, but are not limited to:

- a. Customer and Member Data, including customer names and any personally identifiable information
- b. Personal Employee Data, including compensation, benefits, medical, or performance-related information
- c. Company Operating Data, including revenues, payments, strategic plans, or goals

For questions about whether something is confidential, consult with a board member.

Enforcement and Potential Discipline

Members who participate in blogging or other online communications remain accountable for the information they share in these activities. Ask a board member, if you have any questions relating to this policy.

Social Media Checklist for RMSAWWA Representatives

RMSAWWA recognizes the value of online social media applications such as blogs, wikis, and personal and professional community networks. To ensure RMSAWWA's credibility as the authoritative resource on safe water within the Section boundaries, RMSAWWA has developed the following checklist applicable to anyone representing RMSAWWA in social media applications.

1. Have you read RMSAWWA's Guidelines for Social Media activity?
2. Do the goals of this activity match RMSAWWA's Social Media Plan?
 - a. To facilitate interaction with and among members and prospective members, especially young professionals.
 - b. To promote the value of RMSAWWA membership and recruit and retain members.
 - c. To maintain a presence in online social networking platforms as a common place for participants to interact.
 - d. To participate in online social communities in a pro-active manner.
3. How do you intend to monitor, maintain and measure success?

Strategy Platforms

Platform definitions are derived from www.wikipedia.org.

what about others (e.g., twitter)?

- LinkedIn – is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of October 2009, it had more than 48 million registered users, spanning more than 200 countries and territories worldwide.
- Facebook – Facebook is a global social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region. The website's name stems from the colloquial name of books given at the start of the academic year by university administrations with the intention of helping students get to know each other better.
- YouTube – YouTube is a video sharing website on which users can upload and share videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. The company is based in San Bruno, California, and uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, UMG and other organizations offer some of their material via the site, as part of the YouTube partnership program.

RMSAWWA Social Media Additional Policies

Removal & Deletion Policy

RMSAWWA's social media forums will be created for the purpose of allowing our members and other interested parties to network and engage in discussions on topics relevant to the water industry. The forums were not created to allow other organizations or companies to advertise products for commercial gain. Individuals may post occasional discussions on events, job opportunities or products within the framework of generating discussion on the forum; however frequent off-topic posts by the same individual or organization, or posts that are blatantly designed to generate commercial gain rather than discussion, will be deleted at the discretion of the platform administrators. The RMSAWWA board and social media team will monitor the sites to remove posts by others directly targeted at RMSAWWA products or criticizing RMSAWWA and /or AWWA or other venue users in unfair or abusive terms. The RMSAWWA board and social media team will be the sole judges of what is unfair or abusive for this purpose.

Content Allowed/Pre-Approved for Posting

Posted content on Facebook and LinkedIn will contain AWWA.org URLs for full text. The majority of content will be used for traditional outbound marketing, where possible, but will instead be used to encourage awareness of, interest in, and conversation about RMSAWWA resources. We encourage links to RMSAWWA resources addressing those issues, and we encourage links to AWWA resources of interest. These bits of information will include RMSAWWA conference programs, and content that already exists openly on RMSAWWA.net and/or AWWA.org that do not detract from revenue or intellectual property.

Suggest having some sort of approval process for posting anything other than what's already in the public domain, for anything that would be specific communication from the reuse committee. Maybe just get a small group together who can be on an email distribution list for approval (WRCO president, joint reuse chair)

All YouTube posts will go through a formalized review process. This process will be outlined in detail within the individual platform strategy. However, this process will be nimble enough to allow for quick approval or rejection.

Search Engine Guidelines

Social media posts will utilize keywords from a standard list of terms important to RMSAWWA intellectual property along with keywords specifically related to individual topics.

Future Expansion Guidelines

Where possible, RMSAWWA will integrate and incorporate social media functions within existing technology platforms to enhance RMSAWWA.net and coordinate the site's functions with social media activities.

Platform Abandonment Procedure

If involvement in a social media platform does not fulfill outlined goals in a period of three quarters, the platform's reputation is impugned to a degree that it is either unrecoverable or taints by association, or the management of said platform has become too burdensome it will be re-evaluated to determine if content strategy might change to make it a more effective vehicle. If the strategy change does not improve goal performance in the following quarter, or if no substantial strategy change is identified, then RMSAWWA will cease participating in the platform, remove all content posted there, and if possible end public access to RMSAWWA's space on the platform.

Job Posting Policy

RMSAWWA will not remove or interfere with posts about job openings by other regular users of RMSAWWA's social media platforms, except as provided in the overall removal and deletion policy above. RMSAWWA encourage the user to post the job opening on RMSAWWA's website employment link.

Competitor Participation Policy

RMSAWWA often acts in partnership with other organizations that serve the water community in ways similar to its own activities. Competitors will be allowed to join as group members or fans; however, RMSAWWA will not be tolerant of blatant abuse and competition for products, events, or service. The removal and deletion policy above will be enforced against such uncooperative competitors the same as against any other participant.

RMSAWWA.net Social Media Action Suggestions

- It is a suggestion to the Communication Committee that the LinkedIn, Facebook, and YouTube icons be added at specific locations to help promote our participation in social media. These specific pages include but not limited:
 - Home page on RMSAWWA.net
 - All Conference and Events pages
- RMSAWWA Social Media Page – Create a link where RMSAWWA.net visitors can see updates and links from RMSAWWA's action on Facebook, LinkedIn, and/or YouTube

Monitoring Strategy

Each social media platform will be monitored weekly. The frequency of checks can be re-evaluated down the road.

weekly may be overkill - maybe start with monthly?

Change requests from outside the team will be addressed in a timely period; however urgent situations will be addressed as needed.

Success/M Measurement Plan

The board will determine the success of the social media platform. The value of success will be measured by both quantitative and qualitative metrics and the value of the program as a whole.

not sure this is needed - maybe just review at the annual meeting if we want to maintain?

| LinkedIn | Facebook | YouTube |
|--|--|--|
| <ul style="list-style-type: none"> • Number of discussions per quarter • Number of Comments • Assessment of comment quality • Percent increase of fans/group members per quarter • Referrals from LinkedIn to RMSAWWA.net | <ul style="list-style-type: none"> • Number of discussions per quarter • Number of Comments • Assessment of comment quality • Percent increase of fans/group members per quarter • Referrals from Facebook to RMSAWWA.net | <ul style="list-style-type: none"> • Video Views per month • Referrals from YouTube to RMSAWWA.net • Star ratings for videos • Rating of comments for videos • Assessment of comment quality • Number of Friends (?) |