

# **PAW Social Media Overview**

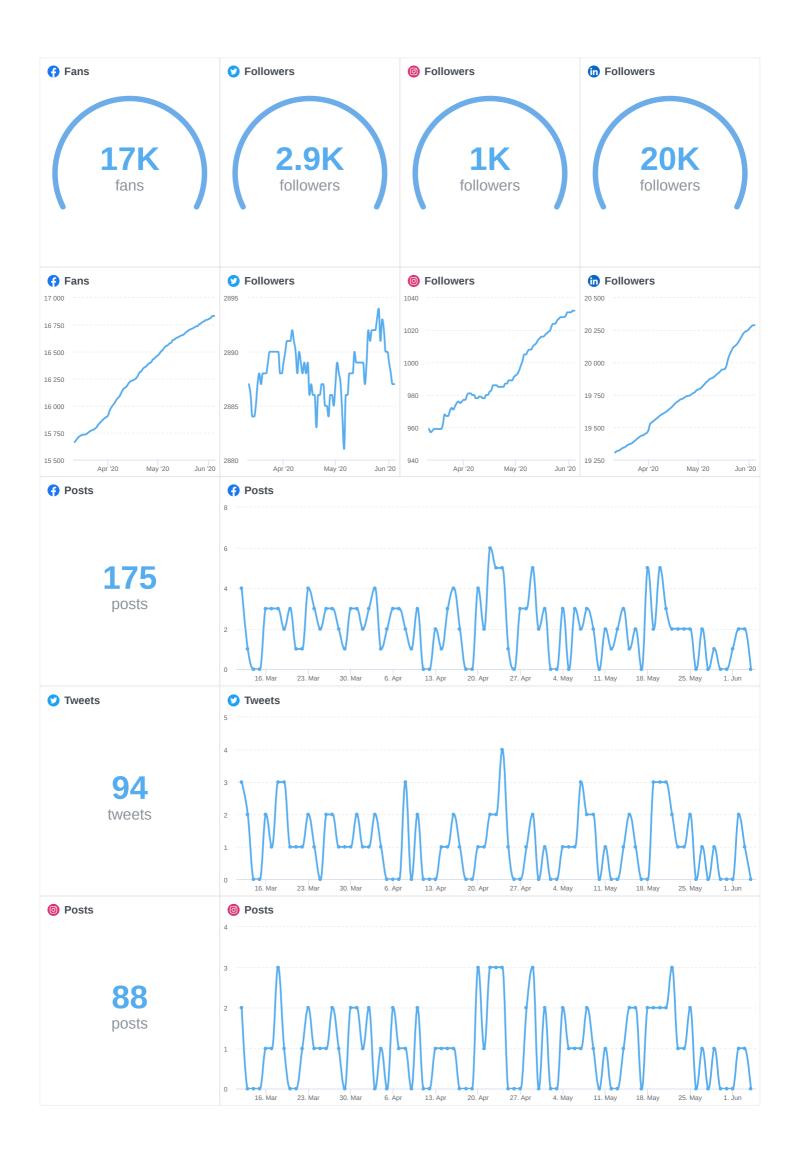
Mar 12 - Jun 04, 2020



📩 American Water

Paamwater

Pennsylvania American Water



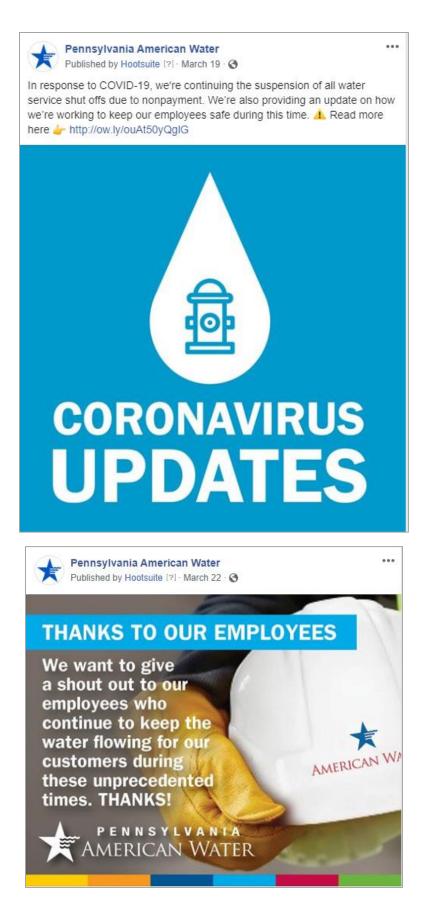
n Posts						
<b>14</b> posts	1 0.75 0.5 0.25 0.26 16. Mar 23. Mar 30. Mar 6.	Apr 13. Apr 20. Apr 27. Apr 4. May	11. May 18. May 25. May 1. Jun			
Engagement	S Engagement	Engagement	f Engagement			
<b>34K</b> engagements	<b>121</b> engagements	<b>1.1K</b> engagements	2.8K engagements			
Engagement > Type	S Engagement > Type	Engagement > Type	Engagement > Type			
Reactions 26K	Likes 87	Likes 1.1K	Reactions 2.5K			
Shares 4.3K	Retweets 32		Shares 230			
Comments <b>3.3K</b>	Replies 2	Comments 26	Comments 143			
() Traffic	S Traffic	Traffic > Page	Traffic > Account			
14K clicks	268 clicks	Pennsylvania American 14K	@paamwater 268			
Page Content Clicks	Post Clicks	💼 Page Clicks	Dost Clicks			
120K clicks	36K clicks	<b>3.1K</b> clicks	<b>3.1K</b> clicks			

	osts Tabl		4 Dessti		<i></i> ot-
Date		Message Thanks to our field employees who continue to keep the water flowing in these times. We're beyond proud. If you see our employees performing espectial work, should a thank you and places continue to follow the CDC's pecial distancing	Reactions ▼	Section 2017	<b>«</b> Shares
Pg	Pennsylvani a America May 01, 19:02	employees performing essential work, shout a thank you and please continue to follow the CDC's social distancing recommendations. #TogetherWeCan #KeepLifeFlowing      Employees coronavirus	2,188	63	86
Pg	Pennsylvani a America Apr 29, 00:00	Thanks to our field employees who continue to keep the water flowing in these times. We're beyond proud. If you see our employees performing essential work, shout a thank you and please continue to follow the CDC's social distancing recommendations. #TogetherWeCan #KeepLifeFlowing	1,782	47	91
ß	Pennsylvani a America Apr 28, 00:00	So many things have changed over the past few weeks, but one thing will always remain the same: our commitment to bringing you clean, reliable water service. Thank you to all of our employees for your dedication and resilience during this difficult time. #TogetherWeCan #KeepLifeFlowing	1,244	42	39
Pg	Pennsylvani a America May 06, 00:00	As a member of our Water Quality and Environmental Compliance team, Kelly Hays is focused on making sure our customers' tap water is of great quality. Thank you Kelly, and all of the employees who continue to #KeepLifeFlowing [] #DrinkingWaterWeek2020	1,160	47	20
Pg	Pennsylvani a America May 04, 16:00	Happy Teacher Appreciation Week! Thank you teachers, for your tireless efforts to shape our future. Now more than ever, we appreciate the job you do We're taking a break from our #WondersOfWater series to show our teachers some virtual love! Need some more inspiration? Check out these ideas: https://www.waterford.org/resources/teacher-appreciation-week-ide	1,037	19	86
Pg	Pennsylvani a America May 04, 00:00	The world is changing. Our commitment to bringing you safe, reliable drinking water hasn't. Thanks to our field employees who continue to keep the water flowing during these times. We couldn't be more proud of the work you do! #TogetherWeCan #KeepLifeFlowing      Employees coronavirus	942	26	24
P	Pennsylvani a America Apr 23, 19:00	Image: Second	853	44	14
Pg	Pennsylvani a America Apr 02, 00:55	A nationwide need for medical supplies has catapulted Pennsylvania American Water Engineer Jed Fiscus and his family into action. When not working, Jed helps his six children sew homemade face masks for family members who work in healthcare, as well as local medical workers. To date- the family has sewed over 200 masks with no plans to stop. "Healthcare workers a	853	50	41
C T	weets Tak	le Message	<b>≓</b> Retweets ▼	Replies	♥ Likes
	@paamwate	We shaw it's tempting but DO NOT flush wipes! 🛛 Flushing wipes even so-called "flushable" wipes can lead to costly plumbing repairs.	Z Retweets •	·	
70	<b>r</b> Mar 21, 01:30	Put your wipes where they belong: in the trash [] http://ow.ly/2cy550yRnbv	1	0	!
10	@paamwate r Mar 13, 00:32	effort to keep our customers and employees safe. A Read more here [] http://ow.ly/L2X250yKyo8 https://twitter.com/paamwate r/status/1238261583345782784/photo/1	3	0	
15	@paamwate r Apr 16, 00:00	Looking for a way to help those in our local community? Our employees in Southwestern PA are hosting a virtual food drive to support the Greater Washington County Food Bank. A \$5 donation can purchase 25 meals for those in need! https://www.gwcfb.org/virtual-food-drive	2	0	:
15	@paamwate r May 29, 00:01	Do you know where your drinking water comes from? #KnowYourSource https://twitter.com/paamwater/status/1266157589093 638147/photo/1	1	0	:
*	@paamwate r May 27, 19:46	@paamwater #Scranton employees Mark Baloh, Chrissy Stanishefski, Rella Dempsey, and Susan Turcmanovich volunteered at the #FriendsofthePoor food distribution at PNC Fleld. Volunteering in our community is one more way we #KeepLifeFlowing #TogetherWeCan https://twitter.com/paamwater/status/1265731066930835457/photo/1	1	0	(
*	@paamwate r May 20, 19:10	#TankYouWeek FUN FACT: The height of a water storage tank takes into consideration the lay out of the land and the amount of people living in the area. Shorter towers are placed on hills or higher ground. In flat areas, the towers are taller or elevated. h tips://twitter.com/paarwater/status/1263185278837182464/photo/1	1	0	7
15	@paamwate r May 20, 13:10	Have you ever wondered why water storage tanks are painted certain colors? Check back Friday as we answer your tank- related questions! #TankYouWeek https://twitter.com/paamwater/status/1263094721347571712/video/1	1	0	
*	@paamwate r Apr 24, 21:00	Saving water is easier than you think. Find out how water-wise you are by taking this home water audit [http://ow.ly/qgUW50z water home water home home home home home home home home	1	0	:
<b>@</b> P	osts Tabl				
Date 🔻		Message		♥ Likes	Comments
Po	paamwater Jun 03, 00:00	The sun is shining and the grass is growing! Try this water-saving tip the next time you mow the lawn		7	
Po	paamwater Jun 02, 00:05	Every employee at Pennsylvania American Water touches our customers in one way or another. We are featuring a new employee the Commonwealth every week to highlight their roles in delivering customer service excellence.	e from around	7	
Po	paamwater May 29, 00:01	Do you know where your drinking water comes from? #KnowYourSource #drinkingwater #sourcewater #sourcewaterprotection #w #watershededucation #watereducation #waterconservation #nesbittdam #pennsylvania #LuzerneCounty	vatersheds	19	C
Pa	paamwater	@paamwater #Scranton employees volunteered at the #friendsofthepoorscrantonpa food distribution at PNC Field. One more way theekeenliteflowing #togethewacen throkunteers #naamwaterniveshack	y	27	

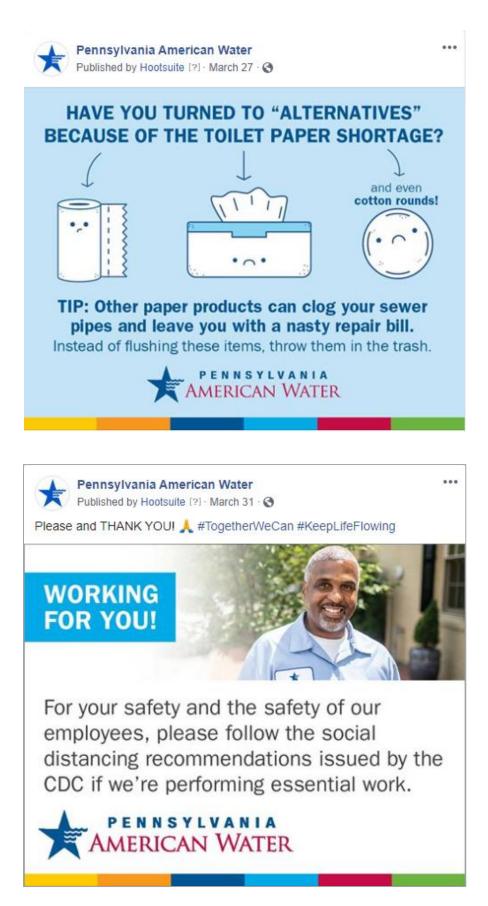
<b>_</b>	May ∠1, 19.00		#wekeepiileiluwiiiy #lugetileilwecail #voitiliteeis #paaniwatei yivesback						
Po	paamwater May 25, 13:03	Memoria Day 2020 Celebrat HONOI Remember	Today, we celebrate Memorial Day to honor all of those who have served our country. We thank y	you and we sale	ute you!			12	0
Po	paamwater May 25, 00:00		(No description)					7	0
Po	paamwater May 24, 00:00		(No description)					7	0
Po	<b>paamwater</b> May 23, 18:00		#TankYouWeek FUN FACT: Located in Warren, PA this glass-lined ground storage tank sits atop a hill to provide water storage to customers below. It's an integral part of the Warren water system!				12	0	
(j) P	osts Tab	le							
Date		Message		h Reac	🗣 Com	🕻 Shares	Clicks	Impr	% Eng ▼
*	American Water Apr 23, 14:30		We are excited to launch a unique opportunity to visit a water treatment plant, without having to leave your home. An online, 360-degree virtual tour of our largest water treatment plant Missouri American Water's Central Plant serving St. Louis County. To learn more: https://bit.ly/3aAuq4o	217	4	27	344	6,696	8.84%
	American Water May 19, 13:10		American Water has named William Varley (left) its Chief Growth Officer effective June 1, 2020. Varley is returning to American Water to take over growth responsibilities from Aldie Warnock (right), who announced his planned retirement effective January 2, 2021. https://bit.ly/2Ti4t3C	231	32	6	432	9,644	7.27%
*	American Water May 07, 17:18	DZ TOP 50 COMPANES FOR	We're thrilled to announce that American Water has been named a 2020 DiversityInc Noteworthy Company by DiversityInc, the gold standard in the U.S. for ranking companies for diversity, equity and inclusion. http://ow.ly/opSD50zzXGN #diversity #inclusion #Top50	172	8	22	112	5,330	5.89%
	American Water Mar 20, 16:49		American Water and American Water Charitable Foundation announced today a \$100,000 donation to Feeding America to help food banks across the country support individuals and families impacted by the coronavirus (COVID-19). ow.ly/ZnOG50yResO	230	1	27	45	5,381	5.63%
*	American Water Apr 08, 14:46		American Water received a score of 87 (out of 100) as reported in the S&P Global Ratings ESG Evaluation Report, the highest evaluation score given by S&P in the U.S. and the 2nd highest globally. "We are extremely proud to have been recognized for our commitment to	178	9	19	129	6,190	5.41%
*	American Water Apr 01, 18:42		Today, we want to formally announce that Walter Lynch is now the President and CEO of American Water, the largest publicly traded U.S. water and wastewater utility. Lynch leads a team of 6,800 dedicated professionals who provide water and wastewater service to 15 million	881	121	16	1,616	50,472	5.22%
-***	American Water Apr 21, 14:08		mes can bring up a lot of uncertainty and unanswered questions. We're here to answer some er peace of mind that your water is still clean, safe, reliable and affordable: ow.ly/evwl50zkcKm	121	1	15	95	4,513	5.12%
	American Water Apr 06, 17:22		American Water announced that it has made a contribution of \$500,000 to the American Water Charitable Foundation (AWCF) in support of coronavirus relief efforts. AWCF will disburse the funds directly to several critical COVID-19 specific initiatives. http://ow.ly/7gTa50z6J9v	252	4	19	96	7,251	5.12%
	American								



## Pennsylvania American Water COVID-19 Response – Social Media Examples









We're committed to providing clean, safe, reliable & affordable water. As the EPA announced, Americans can continue to use and drink water from their tap as usual. To stay on top of updates and to find answers to FAQs, click here: http://ow.ly/lwtr50z4piR

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At Pennsylvania American Water, we're invested in our communities' water and wastewater systems. Which is why we'll continue outdoor work reading meters, operating valves, inspecting and flushing hydrants and performing other critical operational functions. We ask that members of the public do not approach our employees while they're performing work. We keep life flowing – so you can focus on your family's health and safety.

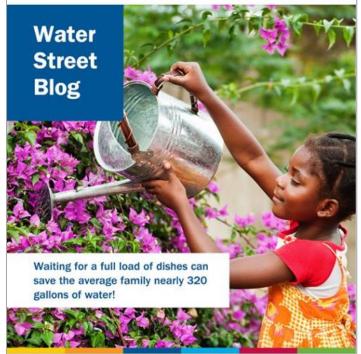


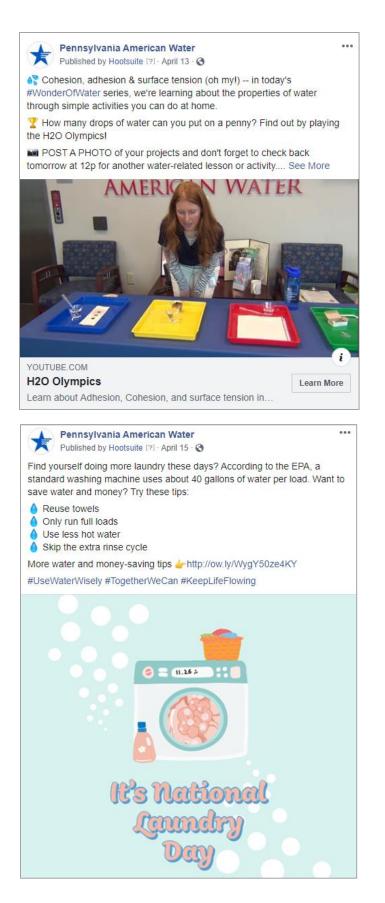


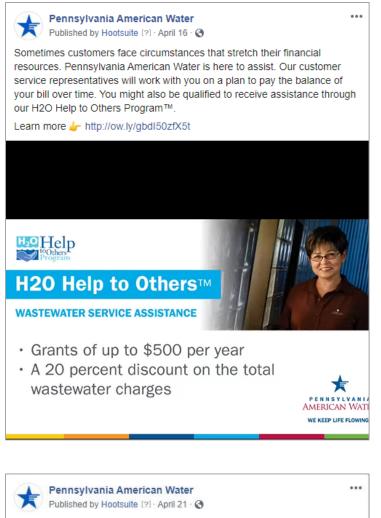
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You might be eating at home more these days, but don't be so quick to wash every dish right away. Nore water-saving practices here: http://ow.ly/UVv550yY4Oe





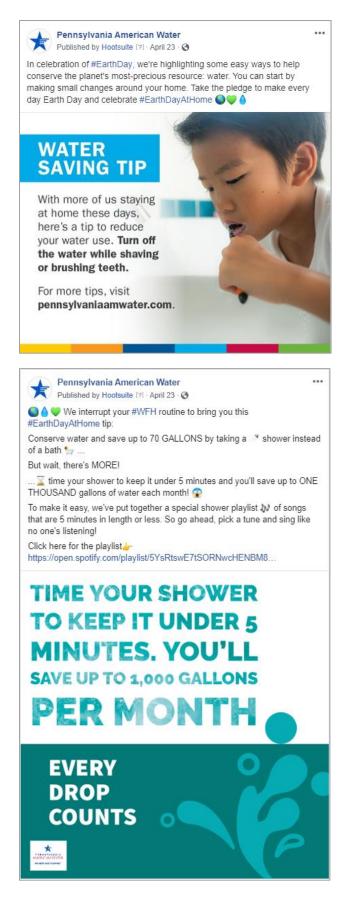


In celebration of #EarthDay, we're highlighting some easy ways to help conserve the planet's most-precious resource: water. You can start by making small changes around your home. Take the pledge to make every day Earth Day and celebrate #EarthDayAtHome

## WATER SAVING TIP

With more of us staying at home these days, here's a tip to reduce your water use. Wait for a full load of dishes. This can eliminate one load of dishes per week.

For more tips, visit pennsylvaniaamwater.com.





Pennsylvania American Water

Published by Hootsuite [?] - April 23 - 🔇

COVID-19 has hit Southeast PA particularly hard. That's why we're glad to be able to help several great organizations with relief efforts in Bucks, Chester, Delaware, and Montgomery Counties. Read more here:

http://ow.ly/Cnim50zmT02



Penn Publis

Pennsylvania American Water Published by Hootsuite [?] - April 24 - 🔇

Small changes can make a big difference! Take the pledge to make every day Earth Day #EarthDayAtHome

# WATER SAVING TIP

With more of us staying at home these days, here's a tip to reduce your water use. **Check your plumbing fixtures for leaks.** Small household leaks can add up to gallons of water lost every day. And, if you find any, fix them!

For more tips, visit pennsylvaniaamwater.com.



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### Pennsylvania American Water COVID-19 Response – Social Media Examples



Pennsylvania American Water Published by Hootsuite [?] - April 25 - 🔇

The current times can bring up a lot of uncertainty and unanswered questions. We're here to answer some FAQs and offer peace of mind that your water is still clean, safe, reliable and affordable:

http://ow.ly/yhwK50znEFG

American Water's Response to Coronavirus Pandemic

WATERSTREET.BLOG

#### COVID-19 and Your Water

The coronavirus pandemic is creating the feeling of uncertainty globally....

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Thanks to our field employees who continue to keep the water flowing in these times. We're beyond proud. If you see our employees performing essential work, shout a thank you and please continue to follow the CDC's social distancing recommendations. #TogetherWeCan #KeepLifeFlowing

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## Pennsylvania American Water

Published by Hootsuite [?] - April 29 - 🔇

In light of the Commonwealth's announced plans for phased reopening, we encourage building owners and operators to adopt a proactive approach to restarting their building water systems that includes flushing stagnant water from facility pipes. This helpful guide is part of our continued commitment to keeping our customers informed as we continue to deliver, clean, safe and reliable water and wastewater services to you during the COVID-19 public health emergency. Read more and download this 1-pager here: http://ow.ly/V6I550zsIgW

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Pennsylvania American Water Published by Hootsuite [?] - April 30 - 🔇

For more information about our assistance programs, visit: http://ow.ly/VYxj50ztnDC

HELPING CUSTOMERS IN NEED

# Sometimes customers face circumstances that stretch their financial resources.

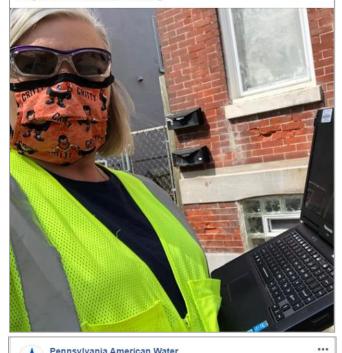
Pennsylvania American Water offers a low-income program for customers who qualify. Learn more at pennsylvaniaamwater.com. Under **Customer Service & Billing**, select **Low Income Program**.



The world is changing. Our commitment to bringing you safe, reliable drinking water hasn't.

Thanks to our field employees who continue to keep the water flowing during these times. We couldn't be more proud of the work you do! #Together/WeCan #KeepLifeFlowing

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## Pennsylvania American Water COVID-19 Response – Social Media Examples





Pennsylvania American Water Published by Hootsuite [?] - May 14 at 3:02 PM - 🔇

As always, Pennsylvania American Water is committed to providing clean, safe, reliable & affordable water.

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## **IS MY TAP WATER** SAFE TO DRINK?

According to the U.S. Environmental Protection Agency (U.S. EPA), the risk to water supplies is low based on current evidence. The U.S. EPA has also relayed that, "Americans can continue to use and drink tap water as usual."



Pennsylvania American Water Published by Hootsuite [?] - May 15 at 10:05 AM · 🔇

Spot the signs of a possible scam

# SAFETY TIP

Pennsylvania American Water has suspended shutoffs during the current health emergency. If contacted by a person claiming to represent Pennsylvania American Water and they are threatening to shut off your service, you can always hang up and call us back directly 855-669-8753. Spot the signs of a possible scam.





