



Social Media Strategy

There are several hashtags to follow to stay up-to-date on Proposition 6 news. GHP's official hashtag for Houston-related water news and updates is **#h2o4hou**. Additional hashtags to follow include:

- #TXProp6YES
- #txwater
- #txdrought
- #prop6
- #txlege

Follow these social media accounts for the latest news on Proposition 6:

- @watertexas
- @h2o4texas
- @GHPartnership
- @TXWaterProp6YES
- @SJRALakeConroe
- @SpeakerStraus
- @watertexas
- @VoteTexas
- @michaelfbloom

Sample Facebook/LinkedIn Posts:

Texas-focused: The Texas population is expected to grow from 25.1 million to 46 million residents by 2060. As it stands today, we would not have enough water supplies to meet the demands of these new Texans during times of drought. Vote YES for Prop 6 on Nov 5 to help support critical water projects to keep Texas strong. *[Link to GHP Water Infographic. Include a water-related image for more interaction/engagement.]*

Houston-focused: By 2060 there will be more than 11 million residents in the Houston region but not enough water to support our residents or businesses during times of severe drought. We need funding to support critical water projects and Houstonians will have an oversized impact on the results of the statewide water referendum. Vote YES for Prop 6 on November 5! *[Link to Houston.org/water. Include a water-related image for more interaction/engagement.]*

Sample Twitter Posts:

For our economy to thrive, Texas needs water. Vote YES for Prop 6 on Nov 5 to sustain our water supply for decades to come #TXProp6YES

The State Water Plan needs funding to support critical water projects to sustain our lives & businesses. Vote YES for Prop 6 #infographic *[Link to GHP Water Infographic]*

#Houston will be key in deciding the fate of Texas' water supply on Nov 5. Vote YES for Prop 6 #h2o4hou *[Link to GHP Water Infographic]*

To Coordinate Social Media Efforts, Contact:

Damjana Alverson | Digital Communications Coordinator, GHP
dalverson@houston.org | 713-844-3664