



The State of New Jersey is in Drought Watch as persistent dry and hot conditions continue to stress water supplies throughout the state.

If conditions do not improve, declaration of a drought warning or a drought emergency with mandatory water use restrictions may become necessary. Voluntary conservation measures during a Drought Watch can help to avoid more serious and restrictive drought conditions.

This toolkit helps you communicate that every drop counts.

During a Drought Watch, it is important to spread public awareness and appreciation of the stress upon water supply sources and encourage voluntary water conservation measures.

Please join the Department of Environmental Protection by sharing drought information and urge residents and business conserve water wherever possible.

Social Post 1 - Infographic

[Download Image](#)

Suggested social text:

Did you know the average American uses 100 gallons of water per day? In the summer, outdoor water use can more than double. To learn more about what you can do to conserve water, go to: dep.nj.gov/conserves-water #NewJersey #WaterConservation #Summer



Flyer - Drought Watch

[Download Flyer](#)

Use this flyer to:

- Handout at events
- Post at public facilities
- Insert in letters



Flyer - Public Notice

[Download Flyer](#)

Use this flyer to:

- Handout at events



- Post at public facilities
 - Insert in letters
-

Social Post 2 - Video

[Download Video](#)

Suggested social text:

Help New Jersey avoid a drought emergency this summer! Water is life and every drop counts 💧

- ▶ If you must water your lawn, water less than 2x per week
- ▶ Cover your pool when not in use
- ▶ Use a drip irrigation system

Check out dep.nj.gov/consERVE-water for more water saving tips.



Social Post 3 - Lawns

[Download Image](#)

Suggested social text:

🛌 Let your lawn go to sleep

☀️ Enjoy the extra time not mowing and go to the beach!

You can do your part to help New Jersey conserve water during these dry months. Check out <https://bit.ly/3zU8gsz> [\[bit.ly\]](#) for lawn watering tips. #WaterConservation



Social Post 4 - Drought Watch

Download Image

Suggested social text:

Due to the drier than usual weather, DEP has declared a statewide drought watch for New Jersey. During a drought watch, residents are asked to voluntarily conserve water to lessen the stress on our water systems. For more water conservation tips, visit dep.nj.gov/consERVE-water/



Social Post 5 - Leaks

Download Image

Suggested social text:

Water is a precious resource and a leaky faucet can waste as much as 2 gallons of water a day.

✔ Fix that faucet!

💧 Conserve our water

💰 Save some money

Check out <https://dep.nj.gov/consERVE-water/> for more water conservation tips. #NewJersey #WaterConservation #SummerTime #Faucet

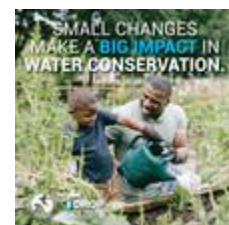


Social Post 6 - Outdoor Water

Download Image

Suggested social text:

During the summer, more than 30% of water demands needs come from outdoor use. 🙌 Make a big difference this



summer:

👁️ Water deeply and less frequently

🌿 Water roots not leaves

🏠 No need to water your lawn more than twice a week

Help us conserve our most precious resource.

Social Post 7 - Avoid Drought Emergency

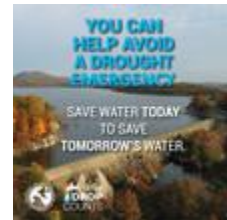
[Download Image](#)

Suggested social text:

Water conservation is important all year long but it is especially important during a drought watch. Little drops have big impacts! Help preserve our most precious resource.

Go to: dep.nj.gov/conserve-water/ for water saving tips. #NewJersey

#WaterConservation #SummerTime



Learn more:

dep.nj.gov/drought

dep.nj.gov/conserve-water