**SAVE THE DROP SOCIAL POSTS**

**THE DROP’S LAUNCH POSTS:** *(image ex. - Garcetti in tshirt/lawn sign/poster)*

**TW:** Hey Angelenos! Meet your new pal, The Drop. If The Drop had a mouth, it would totally smile at you. #SaveTheDropLA

**TW:** Let’s do the wave (a waterless wave, of course). RT if you support saving LA’s water! #SaveTheDropLA

**IG:** Hey, LA! Mayor @EricGarcetti was kind enough to introduce The Drop to the whole city today. The Drop is thrilled to be here. #SaveTheDropLA

**FB:** Big thanks to @EricGarcetti for introducing The Drop this morning! The Drop is super excited to meet you all. Let’s do this, LA!

**THE DROP’S TWEETS (could also be on IG. Or FB without hashtag):**

Concrete doesn’t need watering. #SaveTheDropLA



Get green for your green. #SaveTheDropLA



Water smarter, not harder. #SaveTheDropLA



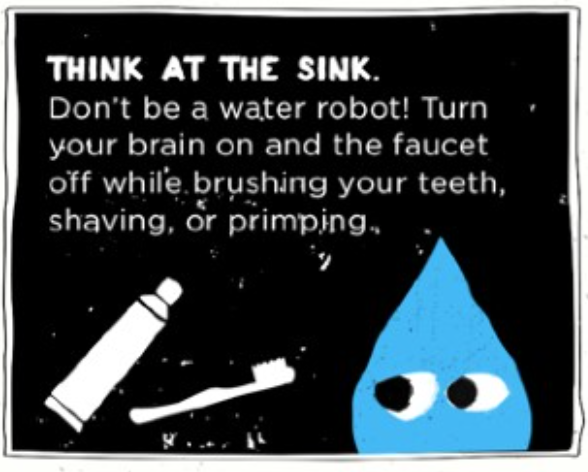
Get fresh with less. #SaveTheDropLA



Free upgrades that save water? Yes, please! #SaveTheDropLA



Don’t be a water robot. #SaveTheDropLA



Tighten up that tap. #SaveTheDropLA



Your lawn’s drinking our water. #SaveTheDropLA *(Delete link in image)*



Save it, don’t spray it! #SaveTheDropLA



Collect blue to collect green.#SaveTheDropLA *(Image - reformat “It’s Raining Money!” tip to a square)*

The Drop wants you to do less laundry. #SaveTheDropLA *(Image - reformat “Wash Wise” tip to a square)*

Seriously though, how can you not love that face? #SaveTheDropLA *(Image of The Drop looking adorable)*

Aw, look! The Drop made us friendship bracelets! Get yours: **LINK** #SaveTheDropLA *(Image of lawn sign)*

The Drop doesn’t have to say a word when you waste water. That side-eye lets you know what’s up. [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA) *(Image of The Drop giving side-eye)*

**THE DROP’S TWEETS:**

Did you know we import 89% of our water? C’mon, folks! Mayor @ericgarcetti wants us to reduce LA’s water use 20% by 2017. #SaveTheDropLA

Just dropping by with a friendly reminder from The Drop! If your sprinklers are on between 9 AM-4 PM, you're doing it wrong. [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA)

We’re hot. We’re shallow. We’re working on it. Let’s make it happen, LA. #SaveTheDropLA

Gulp. Did you know half of LA’s drinking water gets chugged by outdoor use? Limit lawn watering to just 2X a week. #SaveTheDropLA

Grass is out. California native is in! Get $3.75/sq. ft. for flip-flopping your lawn. [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA)

The Drop wants you to eat your fruits and veggies. Wash them in a bowl of water instead of running the tap. #SaveTheDropLA

Lawns are a pain in the grass. Ditch ‘em for California Friendly plants! #SaveTheDropLA

You know what’s a major drip? The Drop’s 300 mile commute. Save water to help make The Drop a permanent resident of LA! #SaveTheDropLA

Hold it! Don’t dump leftover ice cubes from your drink in the sink. Put ‘em to good use in a potted plant instead. [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA)

The Drop would appreciate it if you bathed your dog less often. Your dog’s probably on board with that too. #SaveTheDropLA

The average Angeleno uses 140 gal. of water daily. The Drop thinks you’re better than average. C’mon, LA! #SaveTheDropLA

Turn over a new leaf, Angelenos. Go California Friendly! #SaveTheDropLA

The Drop wants you to do less laundry. Less loads = less h2o. Wash only full loads, folks! [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA)

The Drop would never question your dance moves. That rain dance though… Let's just save water (and your reputation). [#SaveTheDropLA](https://twitter.com/search?q=%23SaveTheDropLA)

Nobody likes grass stains. Oh hey, perfect solution: California Friendly plants! #SaveTheDropLA

No grass? No grass stains. #SaveTheDropLA

The Drop isn’t judging you for washing your car twice in one week. Ok, yes it is. #SaveTheDropLA

The Drop doesn’t think you’re a bad person. But that courtesy flush was iffy. #SaveTheDropLA

Showering every day is overrated. Maybe you should meet The Drop’s BFF: dry shampoo. #SaveTheDropLA