



SOCIAL MEDIA GUIDE

Background

The “last mile” of infrastructure is the lines connecting homes to utility services and the equipment essential for safe, comfortable, and productive daily living. Residential Infrastructure Day focuses attention on the importance of these facilities and the providers who ensure that all families have equitable access to clean water, comfortable temperatures, efficiency, and communication technology in their homes through education, maintenance and repair solutions, and programs and resources for underserved communities. **Help draw attention to the crucial, and often overlooked, last mile of infrastructure by using this guide to share with your network!**

When

Residential Infrastructure Day is May 20.

Where

Residential Infrastructure Day is a virtual event. Join the conversation by following/liking/sharing the following accounts and utilizing the [#residentialinfrastructureday](#) hashtag on your posts.

X: [@ResidentInfDay](#)

LinkedIn: [Residential Infrastructure Day](#)

Instagram: [@residentialinfrastructureday](#)

Facebook: [Residential Infrastructure Day](#)

Hashtag: [#residentialinfrastructureday](#)

Sample Messaging

Water providers

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the crucial water lines and systems that are essential for daily living, and to express gratitude for our skilled tradespeople who help keep it all running.

We are proud to celebrate [#residentialinfrastructureday](#) to highlight our work to ensure equitable access to high-quality, great-tasting drinking water to our (fill in #) customers, and to give a shout out to our skilled tradespeople who keep everything running.



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Energy providers

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the crucial electric lines and systems that are essential for daily living, and to express gratitude for our lineworkers who ensure our customers (/members) are safe and comfortable in their homes.

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the crucial gas lines and systems that are essential for daily living, and to express gratitude for our skilled tradespeople who ensure our customers are safe and comfortable in their homes.

We are proud to celebrate [#residentialinfrastructureday](#) to highlight our work to ensure equitable access to home comfort, safety, and efficiency for our customers (/members), and to express gratitude for our skilled tradespeople who keep everything running.

Contractors

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the work of our skilled tradespeople who ensure that crucial water lines and systems are in top working order to deliver high-quality water to our customers' homes and prevent water loss and waste.

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on our skilled tradespeople who keep the lights on, the temperatures comfortable, and residential systems running safely and efficiently.

Associations

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the work of our member utilities (/cities) who ensure safe and outstanding water and sewer services to customers' homes.

We're proud to celebrate [#residentialinfrastructureday](#) to shine a light on the work of our member utilities (/cooperatives) who keep the lights on, the temperatures comfortable, and residential systems running safely and efficiently.