ACWA
Association of California Water Agencies

CALIFORNIA WATER PROFESSIONALS APPRECIATION WEEK

OCT. 3 – 11, 2026
#CAWaterWeek

WPAW CELEBRATION TOOLKIT

Water Professionals Appreciation Week is an opportunity to recognize and celebrate the vital work of water professionals—and your agency plays an important role in making the week a success.

This toolkit provides resources to help your agency participate, celebrate your water professionals and share the story of the essential work they do every day. New this year, the toolkit includes customizable Canva templates and a sticker kit to give agencies even more ways to engage their employees, customers and communities.

Inside, you'll also find ready-to-use graphics, a video template, a bill insert and other resources to help you make the most of Water Professionals Appreciation Week.

To make social media participation easy, we've included short posts for X as well as longer posts that can be used on platforms such as Facebook and LinkedIn. Use these resources as-is or customize them to showcase the people, careers and work that keep California's water systems running.

LOGOS

WPAW logos are available in PNG and EPS with a transparent background.

Logo – Color

Logo – Color for dark background

Logo – White

STICKER KIT

Add personality and appreciation to your Reels, social media graphics and carousels with these versatile, water-themed stickers. Mix and match them to highlight your water pros, tell your story and celebrate the people behind California's water.

SOCIAL MEDIA GRAPHICS

Share your appreciation and inspire the next generation of water professionals with ready-to-use social media graphics. All graphics are available as PNG files, with customizable Canva versions for adding your agency logo or messaging.

Recommended Hashtags:

- #CAWaterWeek
- #CAWater
- #WorkForWater
- #ThankWaterPros
- #WaterProfessionalsWeek
- #WaterPros

WATER CAREER

Highlight the essential role water professionals play in providing clean, reliable water and encourage your community to explore rewarding careers in the water industry. Link options can include your agency's employment opportunities page or ACWA Career Page, www.acwa.com/careers. Available in two sizes: 4:5 and 16:9

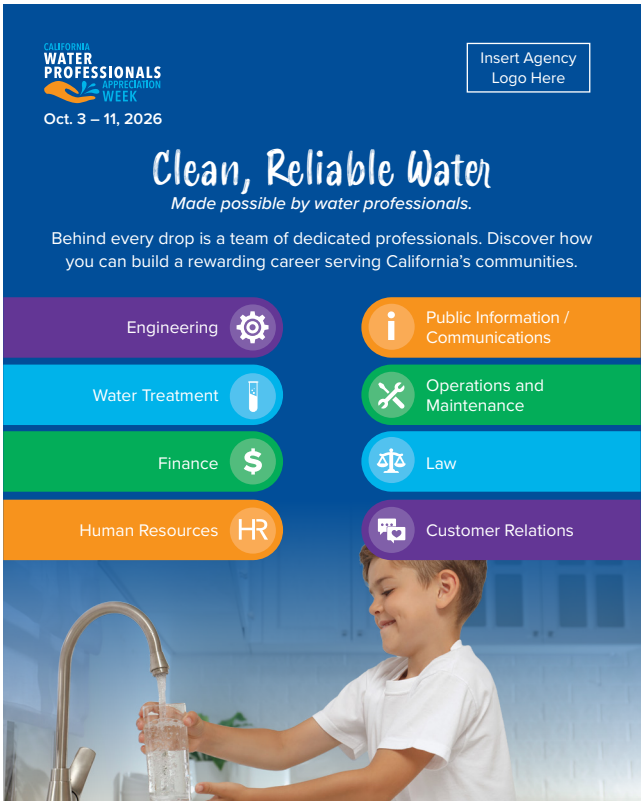
Suggested Posts

f in ⊙: Want a career that makes a difference? From engineers and operators to scientists, mechanics, customer service professionals and more, water agencies need talented people in a wide range of careers. Explore how you can build a rewarding career while helping provide safe, reliable water for California communities. #WorkForWater #WeAreCAWater

𝕏: Behind every drop of safe, reliable water are the dedicated professionals who make it possible. A career in #CAWater means making a difference in your community while building a rewarding future. Discover how you can #WorkForWater.

Customize in Canva (4:5) →

Customize in Canva (16:9) →



THANK WATER PROS CAROUSEL

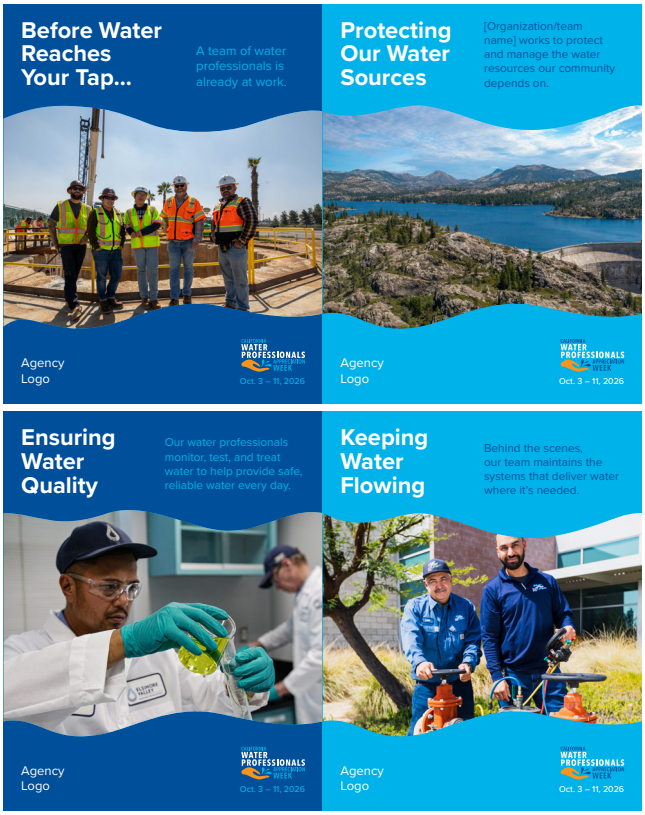
Celebrate the people behind every drop by highlighting the important work water professionals do every day. Customize each slide with your agency photos, logo and local message to showcase how your team helps deliver safe, reliable water.

Suggested Posts

f in ⊙: Every drop has a story and behind every drop are the dedicated water professionals who make it possible. Meet some of the people at [Agency Name] who work every day to provide safe, reliable water for our community. Our team is proud to serve [community name]. Thank you to all of our water professionals for the important work you do every day! #ThankWaterPros #WeAreCAWater

𝕏: Behind every drop of safe, reliable water are dedicated water professionals. Meet the people at [Agency Name] who work every day to keep our community's water flowing. Thank you for all you do! #ThankWaterPros #WeAreCAWater

Customize in Canva →



MEET YOUR WATER PRO

Spotlight your employees by sharing their stories and what inspires them to work in water. Customize each graphic with your agency logo, employee photo, fun facts and a personal quote. Available in two sizes: 4:5 and 16:9

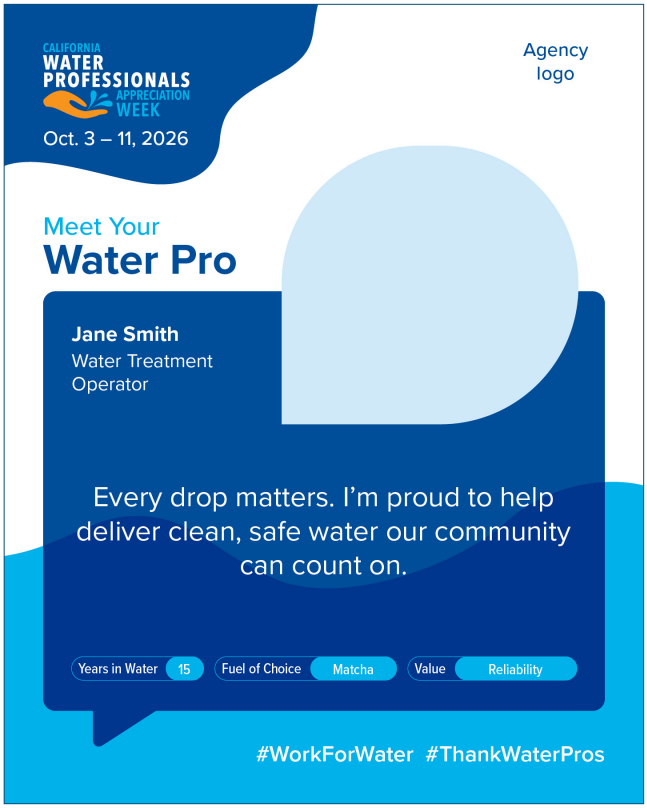
Suggested Posts

: Say hello to [Employee Name]! 👋We're celebrating the people who make our water systems work—and giving our customers a chance to get to know the talented people behind the scenes at [Agency Name]. Thanks for being a #WaterPro, [Employee Name]! #ThankWaterPros #WeAreCAWater

: Say hello to [Employee Name]! 👋 We're celebrating the people behind the scenes who keep [Community Name]'s water flowing. Thanks for being a #WaterPro, [Employee Name]! #ThankWaterPros #WeAreCAWater

Customize in Canva (4:5) →

Customize in Canva (16:9) →



OTHER SAMPLE SOCIAL POSTS

: Every drop has a water professional behind it. This #WaterProfessionalsAppreciationWeek, we're celebrating the dedicated people who work every day to provide safe, reliable water to our communities. Thank you, #WaterPros! #WeAreCAWater

: From source to tap, our water professionals make it happen! 🙌 Let's take a moment to appreciate their hard work during #CAWaterWeek. 💧 #WeAreCAWater

: You may not always see them, but you can count on them. From treatment plants to field crews to customer service, water professionals work every day to keep essential services running. Thank you to all our #WaterPros! #WeAreCAWater

: Happy Water Professionals Appreciation Week! Whether it's working with customers out in the field, collecting and analyzing samples in the lab, or shaping complex policies and regulations, there is a place in California's water industry for anyone interested in managing and protecting this life-sustaining resource. A career in California water provides a great opportunity to earn a good living and make a difference in your community. Check out available careers by visiting: www.acwa.com/careers. #WorkForWater #CAWaterWeek

VIDEOS

Create a personalized video to showcase water professionals in action. Easily customize the template in Canva with your own photos, videos, text and branding to make it uniquely yours. Plus, use the included sticker kit to add a little extra fun!

WATER WORK IN ACTION REEL

Customize in Canva →

INTRO CLIP

Customize in Canva →

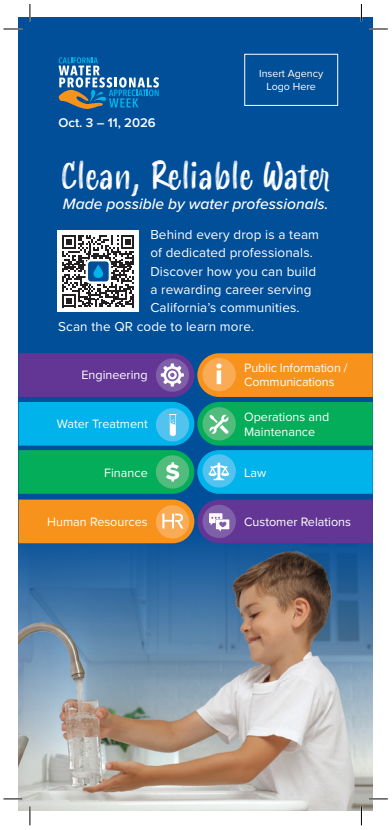
OUTRO CLIP

Customize in Canva →

BILL INSERT

Encourage customers to explore rewarding careers in water with this bill insert. Add your agency logo and include it with customer bills to promote water career opportunities. Available as a print-ready PDF and Canva template. Size: 3.66” × 8.5”.

Customize in Canva →



GRAPHIC ELEMENTS

These graphics are available in PNG with a transparent background that can be used in various print and digital materials.

I Love My Career Graphic – White
The blue background shown is not part of the graphic.

WPAW Love Graphic – White
The blue background shown is not part of the graphic.

I Love My Career Graphic – Color

WPAW Love Graphic – Color

HOW TO USE CANVA TEMPLATES

Several resources in this toolkit are available as customizable Canva templates. Canva makes it easy to add your agency's logo, photos, videos and messaging while keeping the WPAW design consistent.

1. **Access the template:** Click the link provided in the toolkit.
2. **Create your copy:** Select "**View template**," then click "**Open in Editor**."
3. **Customize the content:** Replace sample photos, videos and text with your own. Add your agency logo and any additional messaging.
4. **Download your finished design:** Select **Share → Download** and choose the appropriate file format.
   - For digital images/graphics: Choose **PNG** or **JPG**
   - For videos/reels: Choose **MP4**
   - For printing: Choose **PDF Print**. To prevent white edges after cutting, select "Crop marks and bleed" under advanced settings.

CUSTOMIZATION

If you need additional help with customizing these resources, please email ACWA Communications Specialist Katherine Causland at **katherinec@acwa.com**.