# **March4Water 2026:** Partner Social Media Toolkit

# **Campaign Overview** Welcome to the 2026 March4Water campaign! This March, as we bridge World Plumbing Day (March 11) and World Water Day (March 22), IAPMO is focusing on **"Water Solutions for Growing Communities."** This year is exceptionally special as IAPMO celebrates **100 years**. We invite you to join us in amplifying this message and showing the world how the plumbing industry drives community resilience.

# We have provided suggested social media captions for you and your organization to use below. Be sure to personalize them to fit your brand voice!

# **Campaign URL:**[uniformcodes.org/march4water](http://uniformcodes.org/march4water)

**Suggested Social Media Captions**

**Post 1:** General Campaign Launch & Support **Ideal for:** Manufacturers, allied associations, and local government partners highlighting the economic/infrastructure theme.

* **LinkedIn:** *We are proud to support IAPMO’s #March4Water campaign. By championing efficient plumbing systems and advanced water reuse technologies, we can secure our water future while keeping building costs down.*

*Learn more about the solutions driving resilient communities at: uniformcodes.org/march4water*

*#March4Water #WorldPlumbingDay #WaterEquity #PublicHealth*

* ***Facebook/X:*** *We’re proud to team up with @IAPMO for #March4Water to highlight how efficient plumbing and water reuse can sustain local growth and protect our water supply. Find solutions at uniformcodes.org/march4water! #March4Water #WorldPlumbingDay #WaterEquity #PublicHealth*
* ***Instagram:*** *We’re proud to team up with @IAPMO for #March4Water to highlight how efficient plumbing and water reuse can sustain local growth and protect our water supply. See the solutions using the link in our profile! #March4Water #WorldPlumbingDay #WaterEquity #PublicHealth*

#### **Post 2:** World Plumbing Day (March 11) and the 100-Year Milestone

**Ideal for:** Allied organizations, trade unions, training facilities, and global partners celebrating workforce and IAPMO’s centennial anniversary.

* ***LinkedIn:*** *Happy World Plumbing Day! Today, we celebrate the dedicated professionals who safeguard our public health and ensure our communities thrive. As water technology evolves, the industry relies on highly trained "water protection specialists" to install and maintain efficient, modern systems. We are also proud to celebrate our partners at IAPMO as they mark 100 years of developing the plumbing codes that make these innovations possible. Here’s to a century of safety and the skilled workforce leading us into the future. 🌍   
    
  #WorldPlumbingDay #March4Water #IAPMO100*
* ***Instagram/Facebook/X:*** *Happy #WorldPlumbingDay! Today, we celebrate the skilled professionals who keep our water safe and our buildings running efficiently. And congratulations to our partners @IAPMO on 100 years of plumbing codes that protect public health! #WorldPlumbingDay #March4Water #IAPMO100*

#### **Post 3:** Focus on Policymakers & Water Efficiency

**Ideal for:** Advocacy groups, sustainability boards, and industry leaders aiming to catch the eye of state/local policymakers.

* ***LinkedIn:*** *How do municipalities meet rising industrial demand with limited water resources? The answer is water efficiency. By adopting modern codes that allow for water reuse and right-sized systems, local leaders can attract development without draining vital water supplies.   
    
  We support @IAPMO's #March4Water initiative because investing in demand-side water management is an investment in long-term economic stability. See the data and solutions at:* [*uniformcodes.org/march4water*](http://uniformcodes.org/march4water)

*#March4Water #PublicPolicy #WaterManagement*

* ***Twitter (X):*** *We support @IAPMO's #March4Water initiative because investing in demand-side water management is an investment in long-term economic stability. See the data and solutions at:* [*uniformcodes.org/march4water*](http://uniformcodes.org/march4water)   
  *#March4Water #PublicPolicy*

**Tips for Success**

To make the most of this toolkit, here are a few quick tips for your social media teams:

* **Make it Your Own:** Feel free to adjust the copy to highlight your organization's specific water efficiency initiatives, products, or training programs.
* **Tag IAPMO:** Please tag our official accounts on LinkedIn, Instagram, Twitter/X, and Facebook so we can engage with your posts and amplify your reach.
* **Go Blue on March 11:** For World Plumbing Day, we are asking the industry to wear blue. Share photos of your team in their blue gear and tag us!
* **Use the Hashtags:** Be sure to include **#March4Water** and **#WorldPlumbingDay** so your posts join the broader national conversation.
* **Post your Photos or use the Graphics:** Pair these captions with photos or videos of your team wearing blue in support, or pair your captions with the provided March4Water graphics folder.

**Thank you for your continued partnership and support in advocating for water efficiency and public health!**