BIOSOLIDS DIGITAL CONTENT AND SOCIAL MEDIA

Here are some tips, sample messaging, and digital content that you can use and/or modify to help spread the message about the benefits of biosolids, particularly on social media.

Tips

- Include links to biosolids information on resources on your website
- Include pictures to illustrate the points your make about biosolids (e.g., land application, gardening, crop yield, farming, etc.)
- Use language to encourage your followers to take action (e.g., learn more, click here, download the report, etc.)
- Tag relevant partners and stakeholders in your posts to increase visibility and reach
- Use the Biosolids Messaging Book to generate more social media content

Sample posts

- Biosolids are an excellent soil amendment, growing plants quickly and making sites less prone to topsoil erosion and water runoff.

- Biosolids programs are helping to transform how water resource recovery facilities operate by reducing waste before it enters the system.

- The solids extracted during the wastewater treatment process are too valuable to waste – biosolids are loaded with organic matter and vital nutrients essential to our environment and economy.

- By treating and reusing material that would otherwise be sent to landfills, utilities can also reduce operating costs and pass the savings on to consumers.

- By eliminating biosolids from the waste sent to landfills and using them to help grow crops and improve soil, biosolids recycling becomes an important link in a waste-reduction chain.

- Compared to conventional chemical fertilizer, biosolids are a cost-effective way for farmers to safely and effectively fertilize their crops, improve the health of their soil and increase their crop yields.

- By adopting biosolids use programs, utilities can boost employment in fields from engineering and science to facility maintenance and transportation.

- A key component in biosolids production is the generation of biogas, which naturally occurs during the anaerobic digestion process.

- Biogas, which is a natural byproduct of biosolids production, has numerous beneficial uses, including direct combustion to heat facilities or as a fuel source to generate electricity.
Biosolids are revolutionizing the wastewater treatment industry into a resource recovery system able to produce valuable products, capture nutrients, and generate energy to reduce operational costs.

The savings generated from the production and use of biogas can directly benefit ratepayers by lowering utility bills through lower operational costs.

The electricity wastewater utilities generate from biogas helps reduce operational costs while offsetting carbon emissions.

Using energy derived from wastewater and biosolids leads toward a more resilient and sustainable future.

Out of the 13,000 new biogas systems that could be built in the U.S., one-third could be built at water resource recovery facilities.

There are nearly 4,000 water facilities where new biogas systems could be installed, creating jobs, investment and choices for generating energy, soil products and waste management.

**Remember to use the **Biosolids Messaging Book** to generate more social media content.**

**Video posts**

- In this video WEF Biosolids Chair Lynne Moss discusses how biosolids are “multivitamins for the soil” [https://youtu.be/UNs7mxtcivg](https://youtu.be/UNs7mxtcivg)

- Did you know applying biosolids can help restore fire-ravaged land? Greg Kester of the California Association of Sanitation Agencies explains how in this video. [https://youtu.be/-US0OzNwkgQ](https://youtu.be/-US0OzNwkgQ)

- Farmers have long known the benefits of biosolids. In this video Ben Davis tells how biosolids have transformed his family’s Texas ranch. [https://youtu.be/cfhwYjFFna0](https://youtu.be/cfhwYjFFna0)

- Biosolids are a natural way to help restore depleted soil nutrients. Dan Collins of the Metropolitan Water Reclamation District of Greater Chicago explains more in this video. [https://youtu.be/v36jqu5n6BE](https://youtu.be/v36jqu5n6BE)

- In this video, Stantec engineer Charlie Alix discusses why some say biosolids is "the greatest thing since sliced bread." [https://youtu.be/GJR5fcOabNs](https://youtu.be/GJR5fcOabNs)

- In this video, Manon Fisher of the San Francisco Public Utilities Commission discusses how biosolids can be used as an environmental literacy tool. [https://youtu.be/lnXrsNy_kI4](https://youtu.be/lnXrsNy_kI4)

- In this video, John Willis of Brown and Caldwell discusses a few of the many resources drawn from biosolids. [https://youtu.be/h6ruY07-wZw](https://youtu.be/h6ruY07-wZw)
**Posts about WEF Resources**

**Fact sheets**

- This document is a review of the science related to the land application of biosolids and possible impact microconstituents have on the environment: [https://goo.gl/G6JFD9](https://goo.gl/G6JFD9)

- Utilities: Check out this fact sheet for tips on easing the financial burden of using anaerobic digesters to generate clean, renewable energy: [http://goo.gl/g5MY1v](http://goo.gl/g5MY1v)

- Utilities: Are you on the road to resource recovery? Use this publication for guidance! [https://goo.gl/CNP3Xg](https://goo.gl/CNP3Xg)

- Learn about how anaerobic digestion performs vital solids treatment processes with this fact sheet: [https://goo.gl/PUMvhw](https://goo.gl/PUMvhw)

- Utilities: Check out this fact sheet for tips on easing the financial burden of using anaerobic digesters to generate clean, renewable energy: [https://goo.gl/g5MY1v](https://goo.gl/g5MY1v)

- Members: this free download provides an update on findings from WEF’s national biogas data collection efforts [https://goo.gl/CNP3Xg](https://goo.gl/CNP3Xg)

- Download this fact sheet to learn more about anaerobic digestion, a sustainability staple at resource recovery facilities: [https://goo.gl/PUMvhw](https://goo.gl/PUMvhw)

- Learn about how anaerobic digestion performs vital solids treatment processes with this fact sheet: [https://goo.gl/PUMvhw](https://goo.gl/PUMvhw)

- This fact sheet outlines the various funding programs and mechanisms that can ease the financial burden of using anaerobic digesters to generate clean, renewable energy: [https://goo.gl/g5MY1v](https://goo.gl/g5MY1v)

- Phosphorus is critical for crop and livestock production. But long-term land application of phosphorus-rich organic soil amendments-- including biosolids -- can lead to phosphorus runoff in surface water. Use this fact sheet to learn how to protect water quality while advancing biosolids use: [https://goo.gl/UBTBnL](https://goo.gl/UBTBnL)

**Manuals, Brochures and Reports**

Interested in putting together a biosolids management program? This manual can help! [https://goo.gl/77q4T2](https://goo.gl/77q4T2)

Interested in putting together a biosolids management program? Use the step-by-step process in this guide to put one together! [https://goo.gl/77q4T2](https://goo.gl/77q4T2)

Operators: Check out what you need to know about biosolids-- [https://goo.gl/Dt6dXR](https://goo.gl/Dt6dXR)
Learn more about the National Biosolids Program: [https://goo.gl/Pc3jN3](https://goo.gl/Pc3jN3)

This report highlights ongoing efforts for resource recovery through biosolids: [https://goo.gl/iD88zB](https://goo.gl/iD88zB)

Here are a variety of resources for biosolids programs. Check it out! [https://goo.gl/qjJGtt](https://goo.gl/qjJGtt)

**Blogs**

“All About Biosolids,” May 7, 2018

“Let’s Tell the Story of Biosolids,” June 4, 2018

**Related hashtags**

#biosolids
#biogas
#wastewater
#wastewatertreatment
#resourcerecovery
#utility
#innovation
#sustainability
#energy
#recycle
#environment