

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 you make about biosolids (ex., 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>
- 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/-USOzNwkqQ>
- 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>
- 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/v36iqu5n6BE>
- In this video, Stantec engineer Charlie Alix discusses why some say biosolids is "the greatest thing since sliced bread." <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/INXrsNy_kl4
- In this video, John Willis of Brown and Caldwell discusses a few of the many resources drawn from biosolids. <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>
- 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>
- Utilities: Are you on the road to resource recovery? Use this publication for guidance! <https://goo.gl/CNP3Xg>
- Learn about how anaerobic digestion performs vital solids treatment processes with this fact sheet: <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>
- Members: this free download provides an update on findings from WEF's national biogas data collection efforts <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>
- Learn about how anaerobic digestion performs vital solids treatment processes with this fact sheet: <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>
- 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>

Manuals, Brochures and Reports

Interested in putting together a biosolids management program? This manual can help!

<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>

Operators: Check out what you need to know about biosolids-- <https://goo.gl/Dt6dXR>

Learn more about the National Biosolids Program: <https://goo.gl/Pc3jN3>

This report highlights ongoing efforts for resource recovery through biosolids: <https://goo.gl/iD88zB>

Here are a variety of resources for biosolids programs. Check it out! <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