City of WHITEWATER
Live • Work • Play • Learn

Social Media Manual

This manual pairs with the Marketing & Communication Plan and the Social Media Policy. This manual provides greater detail on what to post and when. It also provides sample copy and graphics. This document is to be updated overtime and will always include a last updated date.

Last Updated 5.16.23

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Overview

Post vs. Share

Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., library, parks & recreation, etc.). Cross promotion helps both parties, but credit should be given by either mentioning the source via @ or sharing the post directly.

Partner content should be shared sparingly to avoid diluting your own presence. Followers choose who they want to follow. If they want fitness and aquatic updates, they will follow the Whitewater Aquatic and Fitness page. If they want city news and updates, they will follow the City Page. By including the @ mention link, you are giving them a direct path to follow whichever pages they prefer.

To Post	To Share
City owned content	Partner owned content
• Announcements, PR, PSAs, news, etc. • Upcoming meetings & events • Jobs and employment opportunities • Staff highlights/proclamations • City updates – yard waste pickup, construction, etc. • Voting information • Cancellations & Closures	• Whitewater Parks & Recreation • Whitewater Police Department • Whitewater Fire & EMS • Irvin L. Young Memorial Library • Whitewater City Market • Whitewater Arts Alliance • Whitewater Chamber of Commerce • Whitewater Tourism • Downtown Whitewater • Protect Wisconsin Waterways • Whitewater Parks & Recreation • Whitewater Police Department • Whitewater Fire & EMS Department • Irvin L. Young Memorial Library • Whitewater City Market • Whitewater Arts Alliance • Whitewater Chamber of Commerce • Whitewater Tourism • Downtown Whitewater • Protect Wisconsin Waterways

Quality Check Before Posting

Before posting to the blog or social media, ask yourself:

- Is this on-brand?
- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?

- Does this post support my credibility?
- Does the post include all the elements of a “good post”?

Elements of a Good Social Post

- Attention Getter
- Clear, concise, & compelling writing
- Visual (i.e., image or video)
- Call-to-action with a link or a button
- 1-2 Hashtags & Mentions or tags

What is a Hashtag & How to Use?
A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help increase engagement, build your brand, and expand your reach.

Facebook	*Instagram*	*Twitter*
1-2 hashtags	9-15 hashtags	1-2 hashtags

Branded hashtags are great but be specific on when to use them. Consider including #CityofWhitewater when posting owned content.

Social Planning
For social media, there is some reoccurring content that should be scheduled on a reoccurring basis throughout the month. For example, a reminder can be posted about the common council meeting and how to attend the 1st and 3rd week of the month.

There are other posts that vary month to month. This includes specific day posts that need to be scheduled for a specific day or day of the month. This also includes seasonal posts that can be shared multiple times. For example, the reminder about no glass clippings in the streets can be shared multiples throughout the grass cutting season.

There are also filler posts that can be shared any time of the year as helpful reminders.

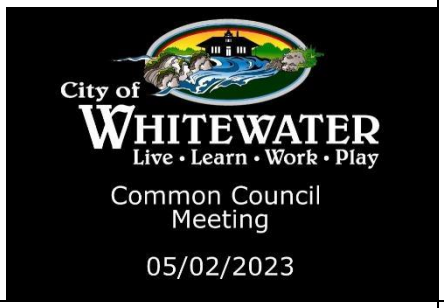
Reoccurring Content

Overview
The following posts can be scheduled on a regular basis:

- 1st & 3rd Tuesday of Month (If election, then Thursday) - Common Council Meeting Reminder

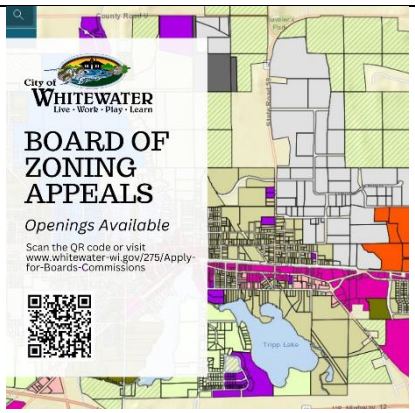
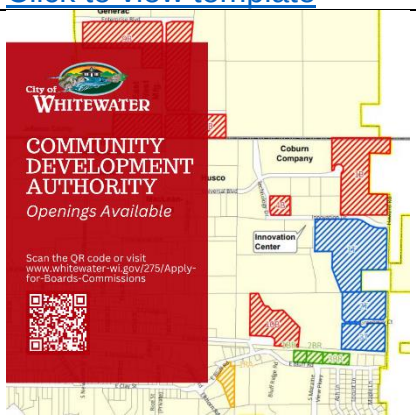
- 1st & 3rd Thursday of Month (If election, then Friday or following Monday - Common Council Video Recording
- 2nd Tuesday of the Month – Whitewater Innovation Report
- All PSAs, press releases, spotlights, and job postings
- Any relevant news articles.
- Fridays – Weekly hiring roundup
- Board, Commission, & Committee Openings as applicable.

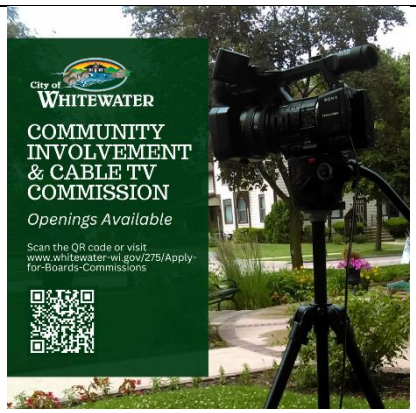
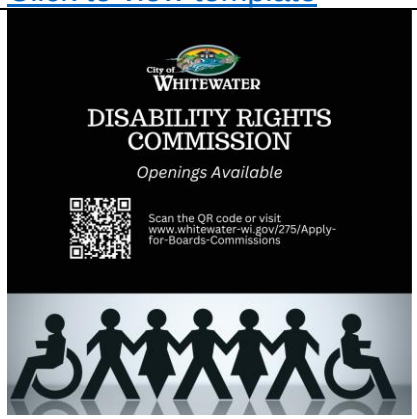
Sample Posts

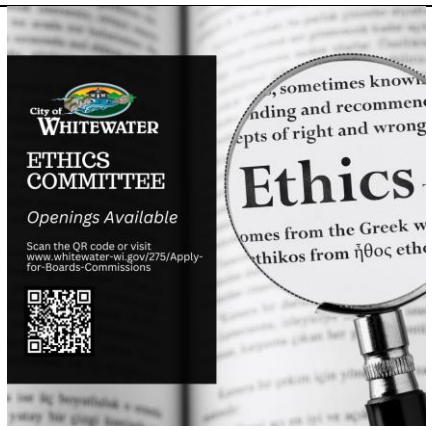
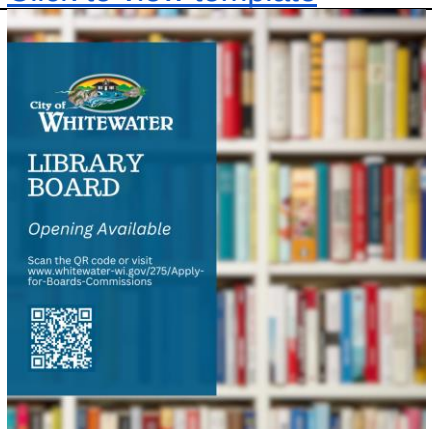
Date	Media	Text
1st Tuesday of month (If election, then Thursday)	 Click here for the template	The Common Council Meeting is tonight, [enter day and date] at 6:30 pm. This will be an in-person and a virtual meeting. Citizens are welcome and encouraged to join. For more information: https://www.whitewater-wi.gov/AgendaCenter/Common-Council-6/ #CityofWhitewater #WhitewaterWI #LocalGovernment
1st & 3rd Thursday of Month (If election, then Friday or following Monday	Take screenshot of vimeo cover (example below) 	In case you missed it, the Common Council Meeting on [enter date] can be viewed online: [add video link] #CityofWhitewater #WhitewaterWI #LocalGovernment
1st Thursday	Take screenshot of top of newsletter	Our first newsletter was sent earlier today! In case you missed it, here's a link to view: [add nerwsletter link] #CityofWhitewater #WhitewaterWI
2nd Tuesday of the Month	Take screenshot of top of newsletter	As the cornerstone of the Whitewater University Technology Park, the Whitewater University Innovation

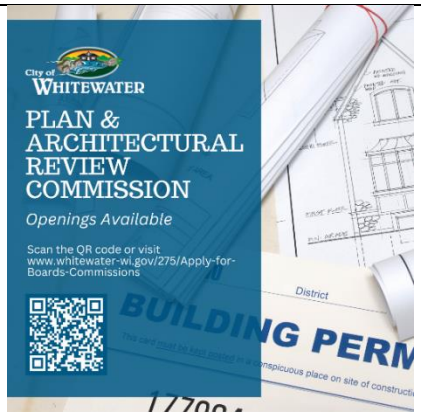
		Center serves as a community for entrepreneurs. Follow this link to view the most recent Whitewater Innovation Report: [add newsletter link] **innovation@uww.edu will send both the citymanager@whitewater-wi.gov and Whitewater Banner the link to share #WhitewaterWI #Innovation #Entrepreneurship
Fridays Now Hiring Roundup	 Click here for the template	Now Hiring! Current employment opportunities include [specify applicable departments]. Learn more & apply http://ow.ly/Cf4R50MC5mI #NowHiring #CityofWhitewater #WhitewaterWI
As applicable for PSAs, proclamations, Food for thought, etc.		**Share the photo of the PSA and copy a snippet of text for the post #CityofWhitewater #WhitewaterWI

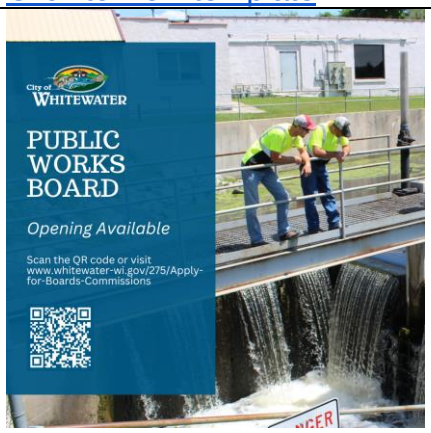
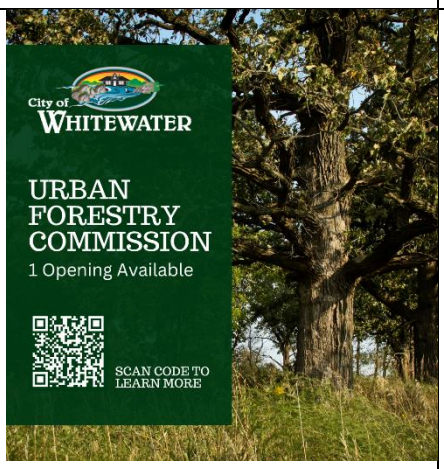
As new jobs are posted	 Click for generic template Fire & EMS template Perhaps sub out the image and change the color of the shape to better match job. 	New job posting! The [enter department] is now hiring [enter positions] Learn more & apply: https://www.governmentjobs.com/careers/whitewaterwi #NowHiring #CityofWhitewater #WhitewaterWI

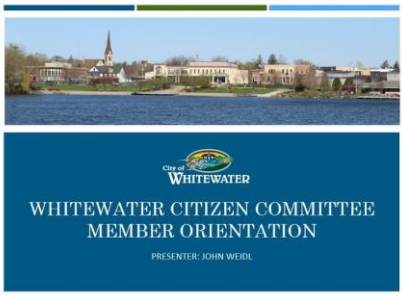
As applicable Board Openings	 Click to view template	The City of Whitewater invites community members to continue to make Whitewater an exceptional community in which to live, work and play. There are board member openings for various boards, committees and commissions. Learn more & apply: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=149 #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As applicable Board of Zoning Appeals	 Click to view template	The Board of Zoning Appeals is authorized to hear appeals in matters related to zoning ordinances. Community members are welcome to apply for one of the openings. Learn more & apply: http://ow.ly/Z13350MvGSl #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As applicable Community Development Authority	 Click to view template	The Community Development Authority of the City of Whitewater exists to promote housing and community development programs, sustainable development, economic opportunity, and increased tax-base, and empowerment of its residents to benefit the entire City of Whitewater. Learn more & apply: http://ow.ly/tsci50MvHPA #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment

As applicable Community Involvement & Cable TV Commission	 Click to view template	The purpose of the Community Involvement & Cable TV Commission is to advise the City on coordinated community outreach and engagement activities. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
Disability Rights Commission		The Disability Rights Commission is responsible for hearing grievances of any person with a disability, concerning City actions or inactions. This Commission consists of five members, appointed by the Common Council to serve five year terms. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As applicable Equal Opportunities Commission	 Click to view template	The Equal Opportunities Commission has been created to improve the quality of life in Whitewater by the elimination of racism and other forms of discrimination in the Whitewater community. The Commission consists of seven members, composed of five or six citizen members and one or two Common Council members. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment

Ethics Committee	 Click to view template	The Ethics Committee reviews ethics complaints and makes recommendations based on each one. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
Landmark Commission	 Click to view template	The Landmark Commission develops criteria and standards for identifying and designating landmarks and landmark sites within the city limits. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
Library Board	 Click to view template	The Library Board oversees the management of Irvin L. Young Memorial Library. Membership consists of seven members appointed by the Common Council.Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment

Parks & Recreation	 Click to view template	The Parks & Recreation Board's responsibilities include assisting with the operation and maintenance of public parks, facilities and activities. The Board shall consist of seven members. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
Pedestrian & Bicycle Advisory Committee	 Click to view template	The Pedestrian and Bicycle Advisory Committee provides guidance to the Parks and Recreation Board on bicycle and pedestrian related issues. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As applicable Plan & Architectural Review	 Click to view template	The Plan & Architectural Review Commission is responsible for the review and approval of conditional use permits, assuring compliance of standards. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment

Police & Fire Commission	 Click to view template	The Police & Fire Commission oversees the management of Police, EMS, and Fire. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
Public Works Committee	 Click to view template	The Public Works Committee oversees the city's public works department and the development of streets, sidewalks, lighting, building maintenance and other capital projects. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As applicable Urban Forestry Commission	 Click to view template	The Urban Forestry Commission makes recommendations to the City Forester and Parks & Recreation Board concerning the care of city trees and shrubs planted in the rights-of-way of all streets or highways, or in any park or other public areas of the city. Community members are welcome to apply. Learn more & apply: http://ow.ly/PJIs50MvH5W #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment

As applicable Whitewater University Technology Park	 Click to view template	Designed to meet business expansion and relocation needs, the Whitewater University Technology Park features over 130-acres, with 35-acres of shovel-ready “Certified in Wisconsin” sites. Learn more & apply: http://ow.ly/tsci50MvHPA #CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment
As needed		Interested in learning about serving the City of Whitewater on a board, committee, or commission? Start here for a quick guide to our code of conduct, form of government, open meetings and open records requirements, tools for effective decision-making, and communicating with the public. Learn more: https://vimeo.com/827123881 #CityofWhitewater #WhitewaterWI #Volunteer #GetInvolved #CommunityService

General Information Posts

Graphic	Post

<table>
<tr>
<td>

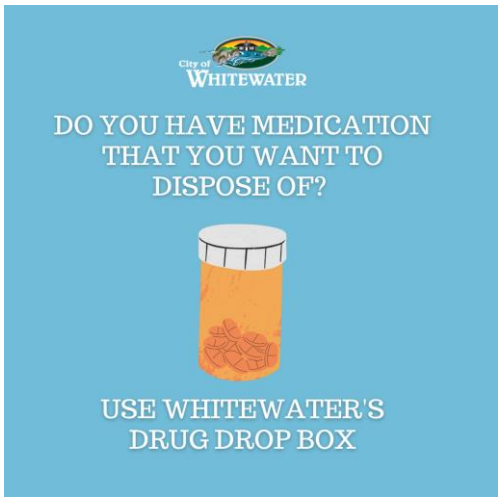
Click to view template
</td>
<td>
Due to pump blockages at some of our lift stations, please only flush toilet paper and associated waste. Please throw gauze, flushable wipes, feminine hygiene products, etc., in the trash. We appreciate everyone's help in protecting our public infrastructure.

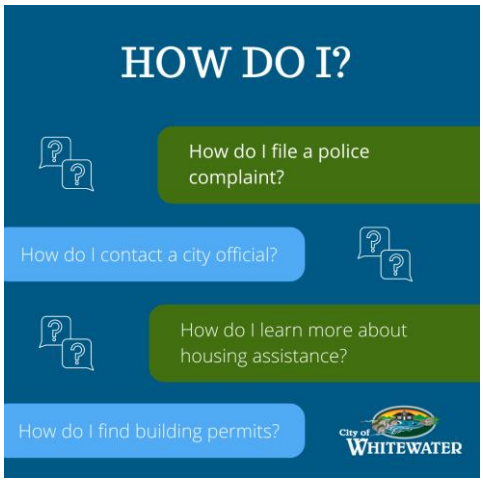
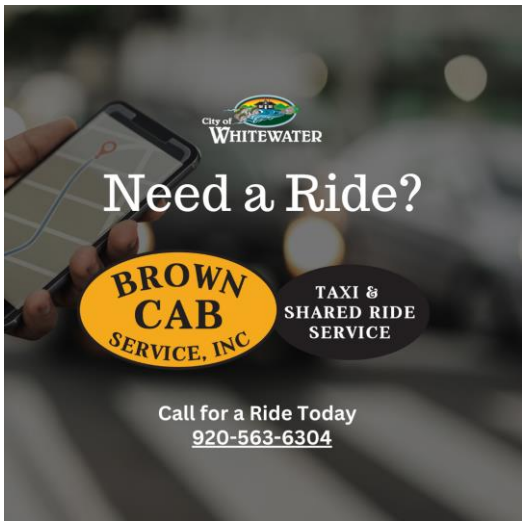
#CityofWhitewater #WhitewaterWI #PublicWorks #NoWipesDownPipes
</td>
</tr>
<tr>
<td>
Click to view tem

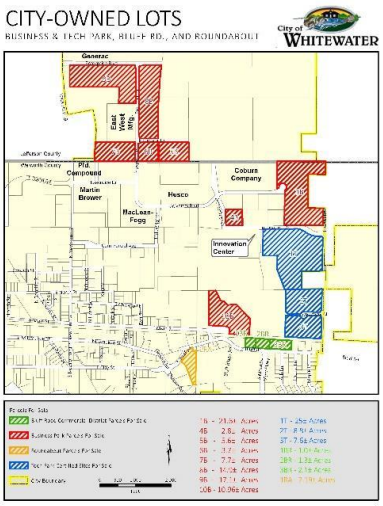
plate
</td>
<td>
Did you know that fats, oils, and grease (FOG) that are poured down the drain or garbage disposal contribute to the cost of maintaining sanitary sewer pipes, the cost of treating wastewater at our sewage treatment plant, and potentially to the pollution of our lakes and streams when clogged sewer lines overflow?

This is a reminder that these items should never be put down the sink. It can lead to clogged pipes, sewer back-up, and expensive repairs. Once fats and oils get to a lower temperature, they harden, build up and clog pipes. No matter how much hot water or soap you pour down after it, sooner or later it solidifies. So, collect grease and oils and dispose of in the garbage.

Please do your Public Works Departments a favor today, and be careful not to flush your FOG down the sink. The presence of FOG in the sewer system affects everyone in our community!
</td>
</tr>
</table>

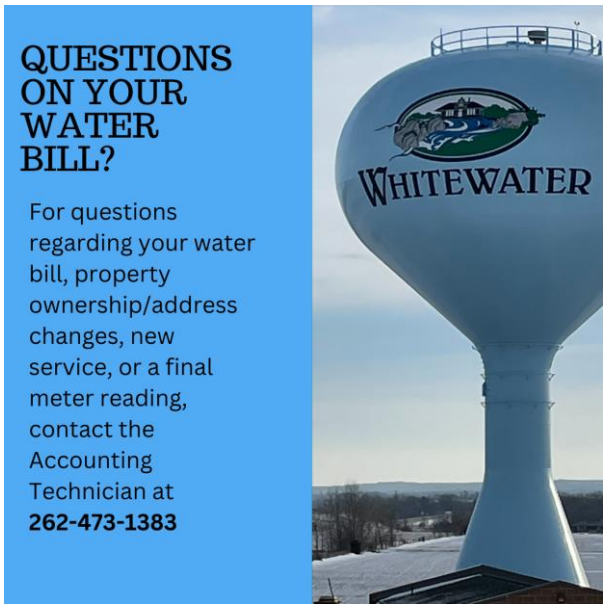
 Click to view template	John's Disposal Service provides garbage and recycling services for the City of Whitewater. Call 262-473-4700 or visit their website for their current collection schedule. For more information on garbage & recycling, visit: https://www.whitewater-wi.gov/231/Johns-Disposal-Service #CityofWhitewater #WhitewaterWI
 Click to view template	A quick guide for what should go in each of your disposal carts! For the full guide visit our website: https://www.whitewater-wi.gov/231/Johns-Disposal-Service #CityofWhitewater #WhitewaterWI
 Click to view template	The WPD, Whitewater DPW, John's Disposal and JWR Distributors have worked together to provide a method for the disposal of unwanted pharmaceuticals. A drug drop box is located in the Whitewater Municipal Building Learn more: https://www.whitewater-wi.gov/160/Drug-Drop-Box #CityofWhitewater #WhitewaterWI

 Click to view template	Are you new to Whitewater? Check out our webpage entitled "How Do I... Move to Whitewater" to find resources about city services, education in Whitewater, things to do, and more! Find the link below! https://www.whitewater-wi.gov/539/Move-to-Whitewater #CityofWhitewater #WhitewaterWI
 Click to view template	Did you know you can submit a request or report a concern for different departments through the City's website? Go to https://www.whitewater-wi.gov/1 and click on Submit a Request. Whether it's a request for brush collection, you want to report a pothole, you have a violation complaint, or a question on your water utility bill, you may submit a request online. Your issue will be addressed by the next business day. #CityofWhitewater #WhitewaterWI
 Click to view template	Need a ride? Whitewater has partnered with Brown Cab Service, Inc. to get you where you need to go with the Whitewater Shared-Ride Taxi program. Call 920-563-6303 and give the location you desire to be picked up or dropped off. For the most up to date hours visit Brown Cab Shared Ride Taxi's website: https://www.browncab.net/BrownCabCity?Name=Whitewater #CityofWhitewater #WhitewaterWI #LocalTransportation

	Whitewater Economic Development can assist you in locating or expanding your business in our community. The right location is just one part of the equation. Available workforce, incentives, and infrastructure are also key. The Whitewater Business Park offers development sites ranging from ½ to over 20 acres. Most sites are ready-to-build, with infrastructure in place at the curb. Learn more: https://www.whitewater-wi.gov/565/City-Owned-Lots #CityofWhitewater #WhitewaterWI #EconomicDevelopment #BusinessPark
 [Click to view template](#)	The City of Whitewater wants to ensure our residents are aware of the crisis resources available in the community. There is immediate access to the Suicide and Crisis Lifeline by dialing 988. Walworth County residents can connect with Walworth County Crisis resources at 262-741-3200. Jefferson County residents can connect with Jefferson County Crisis resources at 920-674-3105. Anyone in crisis can get connected to services by contacting the Whitewater Police Department at 262-473-0555 or by calling 911 #CityofWhitewater #WhitewaterWI #CrisisResources

 Click to view template	Did you know that you can pay your bills for the city of Whitewater online? Using Payment Service Network you can sign up and receive your bills electronically by email and a hardcopy in the mail. Other options include paying in person in City Hall, by mail, or call 262-473-1383 For more information visit https://www.whitewater-wi.gov/213/Pay-Bills-Online #CityofWhitewater #WhitewaterWI
 Click to view template	The City of Whitewater has the following parking rules: ● Parking is prohibited on most Whitewater streets between the hours of 2 to 6 a.m. ● Parking is also restricted within 4 feet of a driveway and 10 feet from a fire hydrant. ● There is no parking within 15 feet of the near limits of a crosswalk and anywhere else where restricted by signage. ● Parking is prohibited on any public or private lawn area or area not designated for parking as defined in chapter 19.51 of the municipal code. ● Winter parking restrictions begin on November 1 and end on March 31. Learn more: https://www.whitewater-wi.gov/295/Parking #CityofWhitewater #WhitewaterWI #Parking

 Click to view template	Did you know you can submit an anonymous crime tip? The Whitewater Police Department partnered with Walworth County Crime Stoppers to provide an easy and secure option for submitting anonymous community crime tips. Learn more: https://www.whitewater-wi.gov/165/P3-Tips-Anonymous-Tip-System #CityofWhitewater #WhitewaterWI #CrimeTip
 Click to view template	Looking for a local resource? Search our Community Resource Directory to find a church or faith based organization, library, mental health resource, school, or transportation #CityofWhitewater #WhitewaterWI #Resources



Click to view template

Questions on your Water Bill?

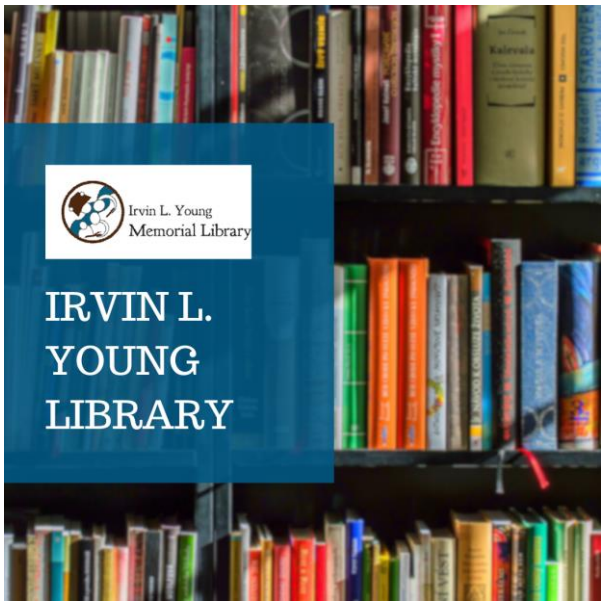
For questions regarding your water bill, property ownership/address changes, new service, or a final meter reading, contact the Accounting Technician at 262-473-1383.

For more information:
https://www.whitewater-wi.gov/257/Water-Utility
#Whitewater #WhitewaterWI #community #communityimpact

Department Spotlight

 Click to view template	The Office of the City Clerk is available to assist with information about elections, voter registration, licensing, assessments, city ordinances, and more. Questions? Karri Anderberg City Clerk cityclerk@whitewater-wi.gov Phone: 262-473-0102 #CityofWhitewater #WhitewaterWI
 Click to view template	The City Manager is responsible for supervising and conducting the day-to-day operations of the City and for carrying out the policies established by the City Council. Our staff is committed to interacting in a professional, responsive, and courteous manner at all times and being accessible to the community we serve. We strive to provide an exceptional level of customer service and hope you will contact us with any questions, concerns, or suggestions you have to help us achieve this goal. Questions? John Weidl City Manager

	jweidl@whitewater-wi.gov #CityofWhitewater #WhitewaterWI
  Click to view template	The Whitewater Community Development Authority is the economic development organization for the City of Whitewater. Questions? [add contact info] #CityofWhitewater #WhitewaterWI #EconomicDevelopment

 Click to view template	The Irvin L. Young Memorial Library serves as the local public library and provides a place where people can come to read, learn, connect, create, & feel welcome. Questions? Call 262-473-0530 #CityofWhitewater #WhitewaterWI #Library #LocalLibrary
 Click to view template	The Neighborhood Services Department builds community by helping the community build. The department issues building and zoning permits, enforces the municipal code, maintains maps and geographic data and engages in short- and long-range land use planning. The department provides personal attention and accurate and detailed information, and works with citizens to provide the best outcome and improve Whitewater's quality of life. Questions? Chris Bennett Neighborhood Services Director/Planner CBennett@whitewater-wi.gov #CityofWhitewater #WhitewaterWI

	The Parks & Recreation department provides events and programs for the community to enjoy including youth sports, after school programs, many parks and the Aquatic & Fitness Center. Questions? [add contact info] #CityofWhitewater #WhitewaterWI #ParksandRecreation
 Click to view template	The Public Works Department is responsible for the operation and maintenance of water and sewer service, water quality, maintenance of vehicles, streets, facilities, parks, and many public projects. Questions? Brad Marquardt Department of Public Works Director bmarquardt@whitewater-wi.gov Phone: 262-473-0139 #CityofWhitewater #WhitewaterWI #PublicWorks

 Click to view template	Seniors in the Park is a lively and dynamic program in Whitewater that seeks to promote and enhance a vital aging community. Our mission is to enhance and revitalize the lives of our community by providing programs that challenge your mind, enhance your physical being, create new connections, and are just plain fun. From presentations and trips to card games and movies, there is something offered for everyone! #CityofWhitewater #WhitewaterWI

Month by Month Posts

January

Specific Days

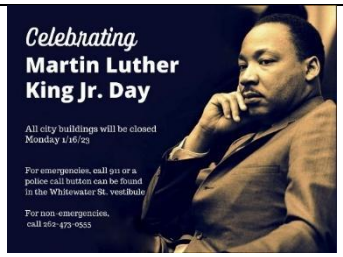
- January 1st – Happy New Year
- January 4th - National Trivia Day (TBD)
- January 5th - National Bird Day
- January 9th – National Law Enforcement Appreciation Day
- 3rd Monday in January – Dr. Martin Luther King Day

Seasonal Content

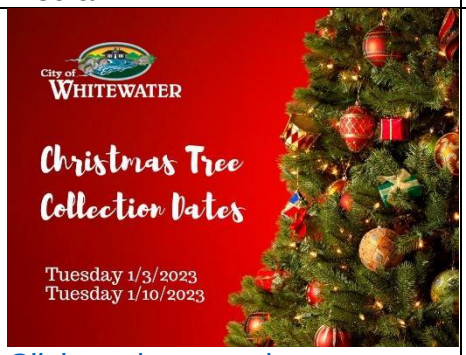
- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Whitewater City Market Indoor (Saturdays)
- Purchase dog license reminder

Specific Day Sample Content

Date	Media	Text
Happy New Year	Click to view template	Wishing you and yours a Happy New Year! As a reminder, all city buildings will be closed Monday, [enter date]. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555. #CityofWhitewater #WhitewaterWI

January 5	 Click to view template	Did you know the City of Whitewater became a Bird City of Wisconsin in 2014? Bird City Wisconsin offers public recognition to those communities that succeed in enhancing the environment for birds and educates the public about the interactions between birds and people and the contributions birds make to a healthy community. #NationalBirdDay #CityofWhitewater #WhitewaterWI
January 9th		Happy National Law Enforcement Appreciation Day. The City of Whitewater thanks our officers and supporting law enforcement staff for all the time and effort you put into your career and keeping our city safe. Thank you for everything you do! #NationalLawEnforcementAppreciationDay #CityofWhitewater #WhitewaterWI
3rd Monday	 Click to view template	Today, we honor the legacy of Dr. Martin Luther King Jr.

Seasonal Sample Posts

Date	Media	Text
Day before reminder	 Click to view template	Reminder Christmas Tree Collection is tomorrow, [enter day and date]. Please place your tree on the terrace by 5:00 a.m. Learn more: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=473 #CityofWhitewater #WhitewaterWI

Filler during winter	 Click to view template	See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you! Report online: https://www.whitewater-wi.gov/RequestTracker.aspx #CityofWhitewater #WhitewaterWI
When snow is predicted	 Click to view template	With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal. For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467 #CityofWhitewater #WhitewaterWI
Reminders	 Click to view template	The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works. Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458 #CityofWhitewater #WhitewaterWI
If there is a bad storm		Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.

	Click to view template	For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
1/month	 Click to view template	Don't forget to purchase your dog license! City of Whitewater Dog Licenses can be purchased at the Finance Department window. Licenses are valid from January 1st through December 31st. A late fee of $5 is added to the license fee if purchased after March 31, an exception is made for new dogs and new residents. Learn more: https://www.whitewater-wi.gov/215/Dog-Licenses

February

Specific Days

- February 14th – Valentines Day
- February 15th - National Wisconsin Day

Seasonal Content

- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Whitewater City Market Indoor (Saturdays)

Specific Days Sample Content

Date	Media	Text
2/14/23		Happy Valentine's Day!

Seasonal Sample Posts

Date	Media	Text
Filler during winter	 Click to view template	See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you! Report online: https://www.whitewater-wi.gov/RequestTracker.aspx #CityofWhitewater #WhitewaterWI

When snow is predicted	 Click to view template	With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal. For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467 #CityofWhitewater #WhitewaterWI
Reminders	 Click to view template	The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works. Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458 #CityofWhitewater #WhitewaterWI
If there is a bad storm	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

March

Specific Days

- 1st Friday of March - National Employee Appreciation Day (TBD)
- 2nd Sunday in March – Spring Forward (TBD)
- March 20th – Spring Equinox (TBD)
- March 30th - National Take A Walk In The Park Day (TBD)

Seasonal Content

- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Consult Public Works on when BIRD Scooters will be launched (after snow)
- Whitewater City Market Indoor (Saturdays)
- Brush Collection Reminders

Seasonal Sample Posts

Date	Media	Text
As applicable	 Click to view template	The Bird Scooter Relaunch is scheduled for tomorrow, [enter day and date] Weather permitting. A few reminders: - Visit www.bird.co for more information. - For questions or concerns, contact BIRD directly at 1-866-205-2442 or email hello@bird.co. - Community Mode is accessible by clicking the "□" in the bottom left corner within the Bird mobile app. Click this button, and you'll find three separate options: report a "Badly Parked Bird'', "Damaged Bird", and "Contact Bird".

1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
As applicable	 Click to view template	The Whitewater Community Garden (WWCG) offers 30 plots for residents to plant, grow and maintain their own garden plots. Starting today [add date] returning gardeners may submit their application for the [year] season. Beginning [add date] new gardeners may submit their application for a garden plot on a first-come, first-served basis. More info: http://www.whitewatercg.org/ #WhitewaterCommunityGarden #CityofWhitewater #WhitewaterWI
March/April (weather permitting)		The compost site will open on [add information from PSA] If you have any questions, please call the Streets Department at 473-0560 #CityofWhitewater #WhitewaterWI #Compost #CompostSite

	Click to view template	

April

Specific Days

- 1st Wednesday in April - National Walking Day
- April 6th – National Library Day
- April 18th - National Exercise Day
- April 30 to May 6th marks the Annual Professional Municipal Clerks (TBD)
- April 9th to 15th National Public Safety Telecommunicators Week (dispatchers) (TBD)
- April 10-13 National Community Development Week (TBD)
- April 17-21 Severe Weather Awareness Week
- April 22 – Earth Day (TBD)
- April 23-39 – National Library Week
- April 26th - Administrative Professionals Day
- April 28th - National Historic Marker Day (TBD)
- Last Friday in April – Arbor Day

Seasonal Content

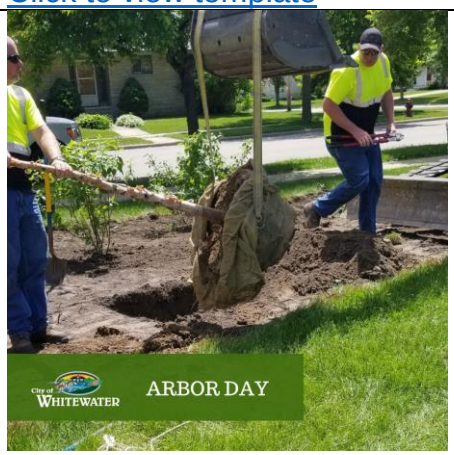
- Whitewater City Market Indoor (Saturdays)
- Leaf & yard waste collection
- Water Main & Fire Hydrant Flushing
- Spring splash reminders
- Arboretum tree sales on earth day
- Clean sweep days

Specific Days Sample Posts

Date	Media	Text

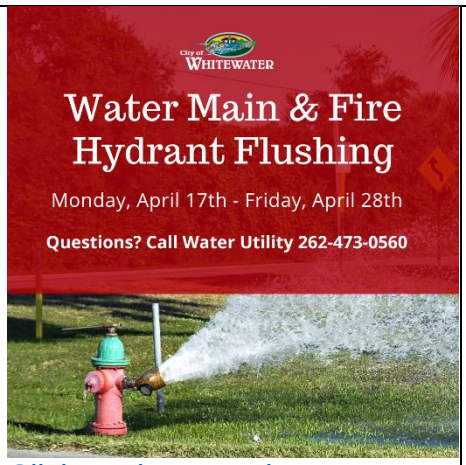
1st Wednesday	 Click to view template	From Downtown to UW-Whitewater to the west side, you can walk throughout the community to take advantage of all Whitewater has to offer. #WalkableCommunity #NationalWalkingDay #CityofWhitewater #WhitewaterWI
April 6th	 Click to view template	It's National Library Day and we are grateful for the Irvin L Young Library! A library is a place where people can come to read, learn, connect, create, & feel welcome. #CityofWhitewater #WhitewaterWI #NationalLibraryDay #PublicLibrary
4/14/23	 Click to view template	[specify week] is Tornado and Severe Weather Awareness Week in Wisconsin. It's a great time to review your emergency plans in the event severe weather strikes. Wisconsin averages 23 tornadoes a year. Peak tornado season in Wisconsin is April to August, but they can occur any time of year. Learn more about tornadoes, danger signs, and what to do before, during, and after a tornado: https://readywisconsin.wi.gov/be-informed/tornadoes/ #TornadoAndSevereWeatherAwarenessWeek #ReadyWI

4/17/23	 Provided by the US National Weather Service Milwaukee/Sullivan Wisconsin	[specify week] is Tornado and Severe Weather Awareness Week in Wisconsin. In addition to preparedness and education this week, the State of Wisconsin is also conducting a statewide tornado drill on [when] Learn more: [add link] #TornadoAndSevereWeatherAwarenessWeek #ReadyWI
4/18/23	 Click to view template	For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including: fitness center, aquatic center, group classes, locker rooms, and more! #NationalExerciseDay #FitnessCenter #AquaticCenter
4/19/23	 Click to view template	The [year] storm spotter training classes take place both in-person and online. Training sessions will be about 2 hours long each. Classes are free. View schedule: https://www.weather.gov/mkx/spotter-schedule #TornadoAndSevereWeatherAwarenessWeek #ReadyWI
4/22/23		Earth Day

4/24/23	 Click to view template	It's National Library Week! The City of Whitewater is grateful for the Irvin L. Young Memorial Library. The staff works hard to provide excellent service, continues to build and expand their offerings, and hosts a variety of programming. #CityofWhitewater #WhitewaterWI #NationalLibraryWeek
4/26/23	 Click to view template	A special thank you to all the secretaries, administrative assistants and other office professionals who keep the office and operations running smoothly. Thank you for your hard work and all that you do! #CityofWhitewater #WhitewaterWI
Last Friday	 Click to view template	Whitewater is Tree City and home to the Arboretum at Starin Park! As a subcommittee within the Park & Recreation Department, the Whitewater Urban Forestry Commission serves in an advisory capacity to the city council on all issues relating to trees and shrubs located within street right-of-ways, parks, and other public places in the city, and to any other matter involving trees and shrubs that affect, or may affect, public areas. Stop by Starin Park today to take part in the Arbor Day celebration! #ArborDay #Forestry #CityofWhitewater #WhitewaterWI

Seasonal Sample Posts

Date	Media	Text
Usually April (weather permitting)	 Click to view template	The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates] Learn more: [add link] #CityofWhitewater #WhitewaterWI #PublicWorks
March/April (weather permitting)	 Click to view template	The compost site will open on [add information from PSA] If you have any questions, please call the Streets Department at 473-0560 #CityofWhitewater #WhitewaterWI #Compost #CompostSite
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

Spring is usually April	 Click to view template	The Water Utility will begin its semi-annual water main and hydrant flushing program on [specify when] Learn more: [add link] #CityofWhitewater #WhitewaterWI
As Applicable	 Click to view template	The City of Whitewater would like to inform residents that non-sanctioned Spring Splash is scheduled for [specify when] If you notice a gathering in your neighborhood getting out of hand, you can report a concern to the Whitewater Police Department by calling their non-emergency number 262-473-0555 Ext. 4
As Applicable	 Click to view template	Did you know? Violating Whitewater Ordinances or Wisconsin State Statutes can result in large penalties and fines. Check out the list of first offense fees…. With spring splash coming up, please remember to be smart, safe, and legal.

As Applicable	 Click to view template	With non-sanctioned Spring Splash scheduled for tomorrow [specify when], please remember to be smart, safe, and legal. If you notice a gathering in your neighborhood getting out of hand, you can report a concern to the Whitewater Police Department by calling their non-emergency number 262-473-0555 Ext. 4
As Applicable	 Click to view template	[specify years] City of Whitewater downtown parking permits are on sale. Permits can be purchased online or in person at the Whitewater Police Department Monday through Friday 8am-4:30pm (proof of residency required). Learn more: [add link] #CityofWhitewater #WhitewaterWI

May

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- 1st Saturday in May - National Fitness Day
- May 4th - Firefighters' Memorial Day, National Firefighter's Day, or International Firefighters Day
- May 5th – Cinco de Mayo
- May 10 – 16 – National Mental Health Awareness Week
- May 14th to 20th National Police Week
- 3rd Saturday in May - National Learn To Swim Day
- May 21st – Emergency Medical Services Day
- May 21 – 27 - Public Works Week & National EMS Week
- Last Monday in May – Memorial Day
- Last Monday in May - Check with Johns on schedule changes due to holiday

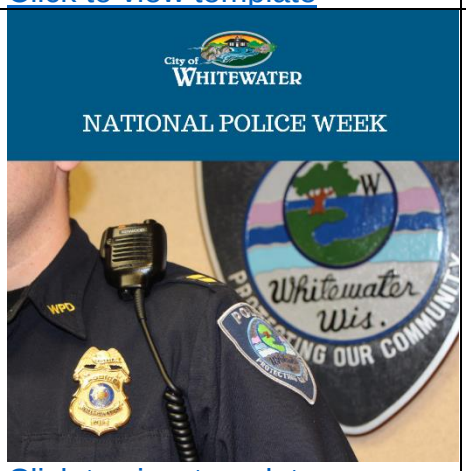
Seasonal Content

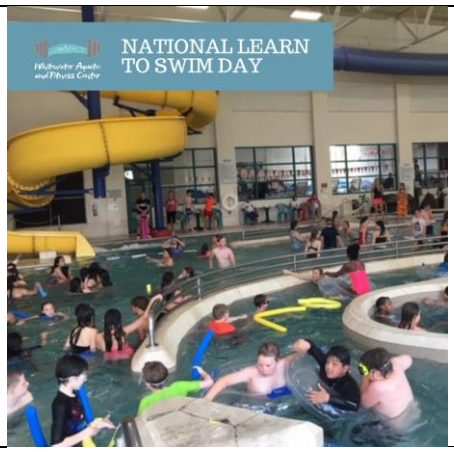
- Whitewater City Market Outdoor (Tuesdays)
- Bulk trash pick-up dates
- Keep grass clipping off of street, sidewalk, etc.
- Home improvement season – permit reminder
- Clean sweep days
- Yard sign reminder
- Construction updates & road detours

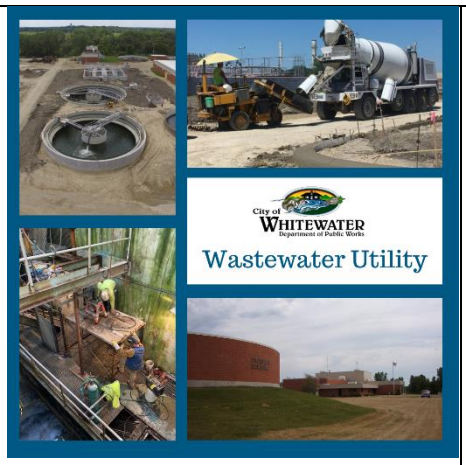
Specific Days Sample Posts

Date	Media	Text

1st Saturday	 Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI
1st Saturday	 Click to view template	Work out on your schedule with 24/7 access to the fitness center or participate in a group fitness class at the Whitewater Aquatic & Fitness Center. #NationalFitnessDay #FitnessCeter
5/4/23	 Click to view template	Happy National Firefighter's Day! The City of Whitewater thanks our Fire & EMS Departments for all the time and effort you put into your career and keeping our city safe. Thank you for everything you do! #CityofWhitewater #WhitewaterWI #NationalFirefighersDay
5/5/23		Feliz Cinco de Mayo!

	 Click to view template	
5/16/23	 Click to view template	National Police Week is May 14, 2023 - May 20, 2023. National Police Week pays special recognition to those law enforcement officers who have lost their lives in the line of duty for the safety and protection of others. It is a joint initiative of various organizations committed to showing appreciation and respect for the law enforcement community . As we remember the ones we have lost, we also express our gratitude to those who continue to serve and protect us. #CityofWhitewater #WhitewaterWI #NationalPoliceWeek
5/21/23	 Click to view template	Happy Emergency Medical Services Day! The City of Whitewater thanks our Fire & EMS Department for all the time and effort you put into your career and keeping our city safe. Thank you for everything you do! #CityofWhitewater #WhitewaterWI #EmergencyMedicalServicesDay

3rd Saturday in May		The Whitewater Aquatic and Fitness Center offers group and private swim lessons. Learn more: https://www.whitewaterafc.com/swim-lessons #NationalLearntoSwimDay #SwimLessons #AquaticCenter
Public Works Week		The Public Works Department is responsible for the operation and maintenance of water and sewer service, water quality, and maintenance of vehicles, streets, etc. Thank you for making our community a wonderful place to live! #NPWW #ConnectingTheWorld #NationalPublicWorksWeek
Public Works Week		Within the Public Works Department, the Streets, Parks, Forestry & Stormwater Utility maintains the upkeep of all City owned streets, sidewalks, street lights, signal lights, street signage, City owned parks including all entities associated within all parks, all maintenance of City owned trees along with making sure our stormwater system is maintained and is in operation that meets or exceeds State and Federal regulations. Thank you for everything you do! #NPWW #ConnectingTheWorld #NationalPublicWorksWeek

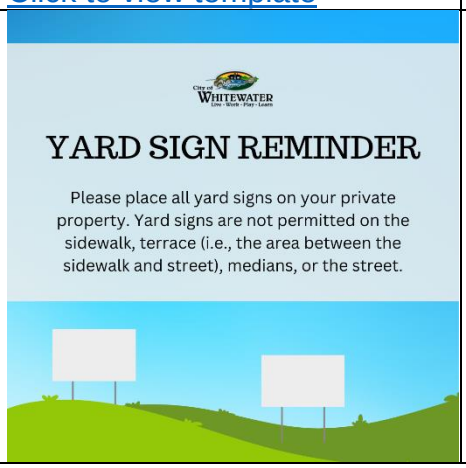
Public Works Week		Within the Public Works Department, the Wastewater Utility returns all consumed water within the City of Whitewater back into the environment in a responsible fashion that meets or exceeds State and Federal regulations. In order to do so, utility staff is tasked with maintaining and operating the public conveyance system or the "collection system" along with the treatment facility and its associated programs. Thank you for everything you do! #NPWW #ConnectingTheWorld #NationalPublicWorksWeek
Public Works Week		Within the Public Works Department, the Water Utility is responsible for the daily operation, maintenance, repair and construction of wells, pumping operations, water mains, water storage vessels, hydrants and metering for the City's potable water system all while meeting and exceeding State and Federal regulations in an environmental friendly manner. Thank you for everything you do! #NPWW #ConnectingTheWorld #NationalPublicWorksWeek
Before Memorial Day Weekend	 Click to view template	Don't miss the Memorial Day celebration next week! The American Legion, Adjutant Post 173, Memorial Day parade will be held on Monday, [add date] starting at 10:30 am. The parade starts at First Citizen's Bank parking lot and ends at the Whitewater Armory. A Memorial Day observance will be held at the Armory gym after the parade Learn more: https://whitewater-wi.gov/CivicAlerts.aspx?AID=532

Before Memorial Day Weekend		Johns Disposal will be closed on Monday, [add date] as they observe Memorial Day. All routes will be delayed by one day. Monday routes will be collected on Tuesday and so forth.
Memorial Day	 Click to view template	The City of Whitewater remembers and honors those who have made the ultimate sacrifice for our country. The Municipal Building will be closed on Monday, May 29 2023, in observance of Memorial Day. For police emergencies, dial 9-1-1 or use the Whitewater Street lobby call button.

Seasonal Sample Posts

Date	Media	Text
Post reminder day before	 Click to view template	Reminder: Tomorrow is the first bulk trash pick up day. These additional pick up days are for garbage or recycling items that are too large to fit in the toters. This does not include yard waste, construction materials, hazardous materials or electronics (including TVs). Learn more: [add link]

Announce & day before reminder	 Click to view template	The next Whitewater Recycling Event will take place on : [specify when]. in Lot B - across from Train Depot and Cravath Lakefront. Items we charge for: - All TV's - $20.00 - Old Tube CRT Computer Monitors - $10.00 - Microwaves - $5.00 - Exercise Equipment - $5.00 Items we accept: Computers, Monitors, Laptops, Printers, Circuit Boards, Servers, Modems, Scanners, Hard Drives, Cables, Keyboards, Mice, UPS Backup batteries, Cell Phone Batteries, Printers, and much more…. All Electronics, TV's, Stereos, VCR's, DVD's, Power Tools, Appliances, Gaming Systems, Cameras, and much more…. *** Now accepting metal *** All appliances (with or without Freon) Cash and checks only - no credit cards! Learn more: : [add link]
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

1-2 per month	 Click to view template	This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists. Learn more: : [add link] #CityofWhitewater #WhitewaterWI
1-2 per month	 Click to view template	Thinking of remodeling or adding a new addition? Adding a shed or detached garage? The City of Whitewater provides information on when a permit is needed and the appropriate forms on our website. L earn more: https://www.whitewater-wi.gov/238/Forms-Permits-Fees #CityofWhitewater #WhitewaterWI
After citywide rummage		The City of Whitewater would like to remind residents to place any yard signs on their private property. Yard signs are not permitted on the sidewalk, terrace, or street. For more information, please see the city code: http://ow.ly/N5Vo50OtQwK #CityofWhitewater #WhitewaterWI

June

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- 1st Saturday in June - National Trails Day
- June 7 - Heat awareness day
- June 19 - Juneteenth

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Yard Sign reminder
- Clean sweep days
- Whitewater Fourth of July Festival - email whitewater4th@gmail.com
- Fireworks permit reminder
- Compost site hours
- June is also dairy month - it may be an opportunity to highlight how the wastewater treatment plant repurposes solids after processing to farm fields. I'm blanking on exact details but it was a neat bit of information from my tour of the facility and in general the level of testing and expertise that happens there is impressive always - there should be a video somewhere that Kristin Mickelson had done but maybe that was a wipes down the pipes thing. But with dairy month specifically, we do have farm fields within the city limits, if those are tied to dairy farms/industry another interesting thing to highlight.

Specific Days Sample Posts

Date	Media	Text
1st Saturday	 Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

1st Saturday in June	 Click to view template	Today is #NationalTrailsDay! Visit one of your local parks or go for a hike. The Parks & Recreation Department provides an interactive Google Map of all of our parks: http://ow.ly/hAh750OBkx9 #CityofWhitewater #ParksandRecreation #Parks #HikingTrails
June 7th	 Click to view template	The City of Whitewater acknowledges June 7, 2023, as Heat Awareness Day.
6/19/23	 Click to view template	Juneteenth is a Federally recognized holiday. This holiday is to commemorate the emancipation of enslaved African Americans. The City of Whitewater supports all communities of color and is dedicated to the inclusion of all. Today is important to acknowledge the triumphs of this community as we work toward inclusion and equality for all.

Seasonal Sample Posts

Date	Media	Text

1-2 per month	 Click to view template	This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists. Learn more: : [add link] #CityofWhitewater #WhitewaterWI
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

1-2 per month	 Click to view template	The City of Whitewater wants to encourage education regarding the ordinance for fireworks displays within Whitewater city limits. Please note if you are looking to have a firework display on July 4, 2023, your application must be submitted by June 12, 2023. Applications for Permits for Pyrotechnic Displays can be found at City Hall. Please note the permit application does have a twenty-five-dollar ($25) fee associated with it. Learn more: : [add link]
As appropriate		Pre-registration for the 2023 4th of July parade is now open. Interested participants may register online. Learn more: https://whitewater4th.com/4th-of-july-parade/
1/month	 Click to view template	The compost site is open Wednesdays from 3:00 p.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 2:00 p.m. The City will provide a loader, for loading chips and compost, the first Saturday of every month until the site closes for the season. Learn more: https://www.whitewater-wi.gov/359/Compost-Site #CityofWhitewater #WhitewaterWI #Compost #CompostSite
1/month		The Discover Whitewater Series (DWWS) is a half marathon and 5k run/walk held in Whitewater, WI every September. The race promotes the City of Whitewater's natural beauty and resources along with encouraging a healthy lifestyle for people of all ages. As a Title Sponsor, the City is thrilled to help support DWWS distribute more than $250,000 over 9 years to organizations such as

		Working for Whitewater's Wellness (W3), Bethel House, Whitewater LEADS, and the J-Hawks Aquatic Club. To sign up and for more info on sponsors and causes please visit: https://runwhitewater.com/
1/month	 For graphics, & details, email whitewater4th@gmail.com -	Whitewater's Fourth of July Festival is all about celebrating our Freedom and Independence for our families, friends and community. Bring your family, friends, neighbors and co-workers for an exciting and enjoyable day by the lake. They have many scheduled events for your entertainment and plenty of great food and music. Learn more: https://whitewater4th.com/#schedule
1/month	 Ask Parks & Recreation for graphic	Save the dates! The Summer Concert Series will return to Cravath Lakefront Park on Thursdays at 7:00 pm.

July

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- July 4th – Fourth of July
  - Fireworks date & times
  - 4th of July Parade
  - Miss Whitewater Pageant
  - Check how holiday impacts brush collection & Johns schedule
- July 15th - National Pet Fire Safety Day
- July- Parks & Rec Month

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Compost hour reminder
- Summer concert series - save the date
- Whitewater Arts Alliance presents the Savory Sounds Concert Series

Specific Days Sample Posts

Date	Media	Text
1st Saturday	Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

July 4th	 Click to view template	The City of Whitewater wishes you a Happy 4th of July! The Municipal Building will be closed on Tuesday, July 4, 2023. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.
July 15	 Click to view template	It's National Pet Fire Safety Day today, do you have a plan in case of emergency for your pets? For more information check out our pet safety page on our website: https://www.whitewater-wi.gov/205/Protect-Your-Pets . #CityofWhitewater #WhitewaterWI #NationalPetFireSafetyDay
During month	 Click to view template	The Parks & Recreation department provides events and programs for the community to enjoy including youth sports, after school programs, many parks and the Aquatic & Fitness Center. Thank you for all you do! #NationalParkandRecreationMonth #ParkandRecreation

Seasonal Sample Posts

Date	Media	Text

1-2 per month	 Click to view template	This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists. Learn more: : [add link] #CityofWhitewater #WhitewaterWI
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

1/month	 Click to view template	The compost site is open Wednesdays from 3:00 p.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 2:00 p.m. The City will provide a loader, for loading chips and compost, the first Saturday of every month until the site closes for the season. Learn more: https://www.whitewater-wi.gov/359/Compost-Site #CityofWhitewater #WhitewaterWI #Compost #CompostSite
1/month	 Ask Parks & Recreation for graphic	Starting this month! The Summer Concert Series will return to Cravath Lakefront Park on Thursdays at 7:00 pm.

August

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- August 6-12 - National Farmers Market Week
- August 21st - National Senior Citizens Day

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Summer concert series
- Maxwell Street days /One sweet summer weekend

Specific Days Sample Posts

Date	Media	Text
1st Saturday	Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

Seasonal Sample Posts

Date	Media	Text

1-2 per month	 Click to view template	This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists. Learn more: : [add link] #CityofWhitewater #WhitewaterWI
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection

September

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- First Monday in September – Labor Day
- First Monday in Sept - Check with Johns on schedule changes due to holiday
- September 9th - Emergency Services Day
- September 10-16 - National Suicide Prevention Week
- September 11 – Never Forget
- September 22 – Fall equinox
- September 26th Human Resources Professional Day

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Summer concert series

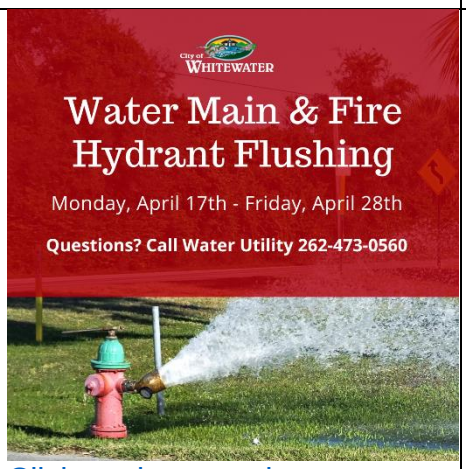
Specific Days Sample Posts

Date	Media	Text
First Monday	 Click to view template	Happy Labor Day! The Municipal Building will be closed on Tuesday, July 4, 2023. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.

1st Saturday	 Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI
Sept 11th	 Click to view template	The City of Whitewater will never forget the tragedy of September 11th

Seasonal Sample Posts

Date	Media	Text
1-2 per month	 Click to view template	This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.

		Learn more: : [add link] #CityofWhitewater #WhitewaterWI
1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
Fall is September or October	 Click to view template	The Water Utility will begin its semi-annual water main and hydrant flushing program on [specify when] Learn more: [add link] #CityofWhitewater #WhitewaterWI

October

Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- October 10th - World Mental Health Day
- October 18th - Support Your Local Chamber Of Commerce
- October 28th - National First Responders Day
- 4th Saturday in October - National Make A Difference Day
- October 31st – Happy Halloween
- October – Fire Prevention Month

Seasonal Content

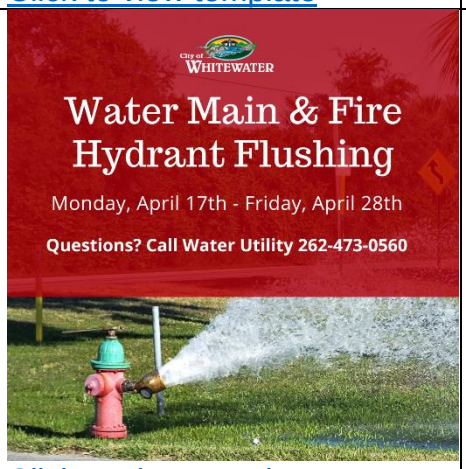
- Whitewater City Market Outdoor (Tuesdays)
- Ghouls Night OUt
- Cybersecurity awareness month

Specific Days Sample Posts

Date	Media	Text
1st Saturday	 Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

Seasonal Sample Posts

Date	Media	Text

1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
Usually October or November(weather permitting)	 Click to view template	The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates] Learn more: [add link] #CityofWhitewater #WhitewaterWI
Fall is September or October	 Click to view template	The Water Utility will begin its semi-annual water main and hydrant flushing program on [specify when] Learn more: [add link] #CityofWhitewater #WhitewaterWI

November

Specific Days

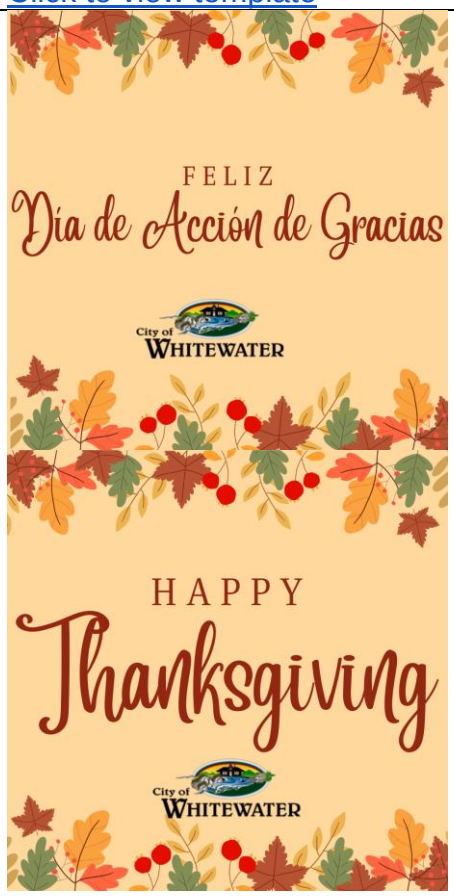
- 1st Saturday of the month - Tornado Warning Testing
- 1st Sunday in November – Fall back
- November 10th - National Civic Pride Day
- November 11 – Veterans Day
- November 17th - National Take A Hike Day
- 4th Thursday of November – Thanksgiving
- Saturday after Thanksgiving - Small Business Saturday

Seasonal Content

- Whitewater City Market Indoor (Saturdays)
- Sand Delivery - Either late November or early December (ask Public Works)
- Winter parking
- Snow removal reminder

Specific Days Sample Posts

Date	Media	Text
1st Saturday	Click to view template	In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

Nov. 11th	 Click to view template	The City of Whitewater appreciates all veterans today and every day for your service to our country. Thank you.
Thanksgiving	 Click to view template	Wishing you and yours a Happy Thanksgiving! City buildings will close on Thursday [add date] and Friday [add date for the holiday. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.

Seasonal Sample Posts

Date	Media	Text

1/month	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
Usually October or November(weather permitting)	 Click to view template	The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates] Learn more: [add link] #CityofWhitewater #WhitewaterWI
Reminders	 Click to view template	The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works. Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458 #CityofWhitewater #WhitewaterWI

As-needed	 Click to view template	The City of Whitewater - Department of Public Works will deliver sand on [add date]. Residents who wish to receive a quantity of sand for placement on public sidewalks, during the winter months, are asked to have a sturdy container at the curbside by 7:00 a.m. on Monday, December 5. City officials stress that a cardboard box is not considered a sturdy container. For more info, visit [add link] #CityofWhitewater #WhitewaterWI

December

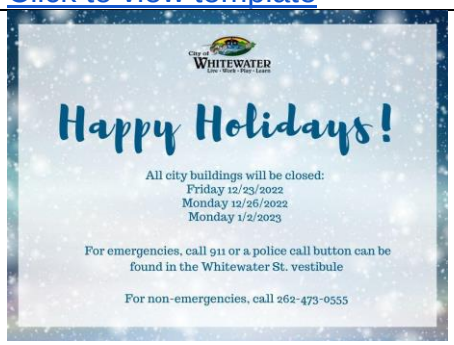
Specific Days

- December 1st - Next year dog licenses now available
- December 25th – Christmas

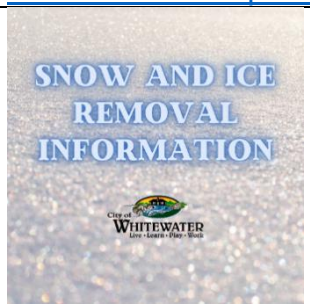
Seasonal Content

- Whitewater City Market Indoor (Saturdays)
- Reminder to purchase dog license for next year
- Sand Delivery - Either late November or early December (ask Public Works)
- Winter parking
- Snow removal reminder
- Potholes

Specific Day Posts

Date	Media	Text
Dec 1st	 Click to view template	Starting today, you can purchase next year's dog license at the Finance Department window. Licenses are valid from January 1st through December 31st. Learn more: https://www.whitewater-wi.gov/215/Dog-Licenses #CityofWhitewater #WhitewaterWI
Dec 24	 Click to view template	Wishing you and yours a Happy Holiday Season! City buildings will close the following days for the holidays. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.

Seasonal Sample Posts

Date	Media	Text
Filler during winter	Click to view template	See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you! Report online: https://www.whitewater-wi.gov/RequestTracker.aspx #CityofWhitewater #WhitewaterWI
When snow is predicted	 Click to view template	With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal. For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467 #CityofWhitewater #WhitewaterWI
Reminders	Click to view template	The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works. Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458 #CityofWhitewater #WhitewaterWI

If there is a bad storm	 Click to view template	Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment. Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW. For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy #CityofWhitewater #WhitewaterWI #BrushCollection
As-needed	 Click to view template	The City of Whitewater - Department of Public Works will deliver sand on [add date]. Residents who wish to receive a quantity of sand for placement on public sidewalks, during the winter months, are asked to have a sturdy container at the curbside by 7:00 a.m. on Monday, December 5. City officials stress that a cardboard box is not considered a sturdy container. For more info, visit [add link] #CityofWhitewater #WhitewaterWI