

MONTANA'S FLATHEAD BASIN SUCCESS STORY SOCIAL MEDIA CAMPAIGN

Concept: Create and share a series of educational social media posts about septic system best practices that protect water quality.

Audience: General public

Platform/Account: Facebook, [Western Montana Conservation Commission](#)

Timing: Pair with [EPA's SepticSmart Week](#), Sept. 18-22, 2023

POST DETAILS

Teaser post, week of Sept. 11



Post Copy:

Hey Montana! DYK it's #SepticSmartWeek next week? 💩 In the Flathead Basin, septic leachate – wastewater that can leak into groundwater from a septic system – is a concern for local water quality. Check back next week for tips and resources to make sure your septic system is working properly. Ask us your septic-related questions in the comments! 🗣️

Mon. Sept. 18 – What is a septic system? (And how to know if you have one)



Post Copy:

A septic tank is an at-home #wastewater treatment container that receives ALL the water that is used in your home. That's right, it takes in water from your shower 🚿, dishwasher, laundry, sink, and even the toilet 🚽! After entering the tank, the water is treated and released into your yard's drainage field. Across Montana, approximately 40-50% of homes have septic tanks. One way to determine if your home has a septic system is to check your property records.

🤔 Do you know if your home has a septic system?
#SepticSmartWeek

Tues. Sept. 19 – Frequently asked questions about septic systems

(Add animation to graphic)



Post Copy:

🚽 Septic FAQs: We've got answers! #SepticSmartWeek

1. Where does the water from the septic tank go?

A: After your home's wastewater is treated in the septic tank it is released to an area in your yard called the drainage field.

2. Why should I maintain my septic system?

A: Maintaining your septic tank helps you save money and helps keep our Montana waters clean!

3. How often should I have my tank examined?

A: For the average home, inspect the septic tank every 3-5 years and pump as necessary during this time period.

4. How do I take care of my septic system?

A: Best practices include conserving your water use, flushing responsibly, and getting your tank inspected and pumped every 3-5 years. (Stay tuned for more tips!)

5. Who should I contact about my septic tank?

A: Find a licensed Montana septic pumper here: tinyurl.com/septicpumpers.

Other questions? Ask us in the comments!

**update the numbers in the post copy to number emojis*

Wed. Sept. 20 – Kitchen tips for a healthy septic system



Post Copy:

Cooking up some kitchen #SepticSmartWeek tips:

- ✓ Never put fats, oil, or grease down the drain
- ✓ Avoid harsh chemical cleaners
- ✓ Limit the use of your garbage disposal/putting food waste down the drain

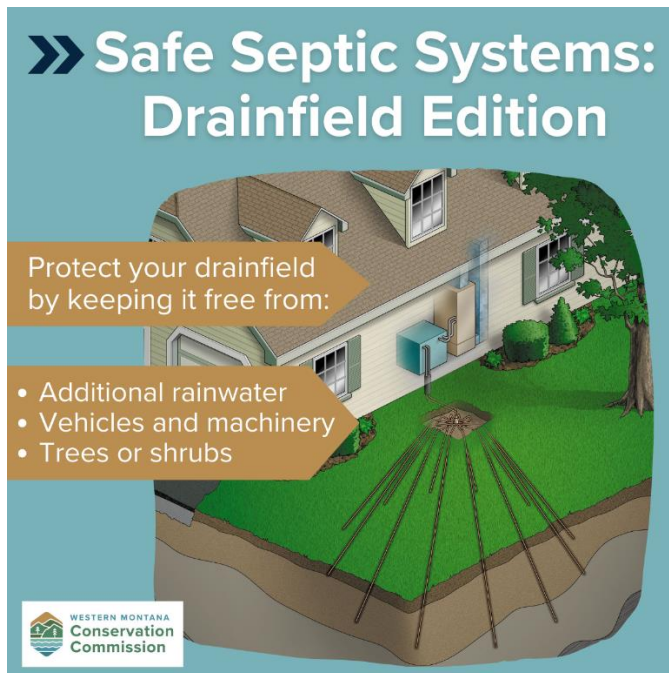
Thurs. Sept. 21– Bathroom/laundry tips for a healthy septic system



Post Copy:

When it comes to the bathroom and laundry, 🚽 toilets are not trashcans! Don't flush diapers, wipes, or dental floss as they can damage your septic system. As for washing machines, wash full loads 🧺 and stagger the use of appliances that use water to avoid a backup or overwhelming your septic system. #SepticSmartWeek

Fri. Sept. 22– Drainfield tips for a healthy septic system



Post Copy:

Keep your drainfield – the area in your yard where wastewater is released from the septic tank into the ground– in tip-top shape! Avoid compacting the soil which can damage drainfield pipes by keeping it clear from vehicles and livestock 🐄, trees and shrubs, and excess rainwater that can slow down the wastewater treatment process. #SepticSmartWeek

Mon. Sept. 25– Call-to-Action/ follow-up post? (TBD – Septic Maintenance Reimbursement Cost-Share Program, success story one-pager, who to contact for more information, WMCC website, etc.)