**Template Social Media Posts**

Below you will find relevant hashtags, links, and handles, along with suggested posts for Twitter, Facebook, and LinkedIn that can be tailored and used to announce a country’s adoption of ISO standard(s) or share information and generate excitement about the standards during conferences or trainings.

**Relevant Hashtags**

#WASH

#SDG6

#Sanitation

#standards

#SanitationStandards

#ANSIstandards

#ReinventedToilet

#innovation

**Relevant Links/Assets**

[insert links to videos, PowerPoint presentations, and other content that will be housed on ANSI Sanitation’s website]

**Relevant Handles**

Facebook: @ansidotorg

<https://www.facebook.com/ansidotorg/>

Twitter: @ansidotorg

<https://twitter.com/ansidotorg>

**Suggested Posts**

Facebook

*Announcement Posts*

I’m proud to share that [Country] has formally adopted ISO 30500, an international standard for new, non-sewered household toilets that conserve water and treat waste all by themselves. Thanks to [tag office, bureau, or ministry, and/or relevant officials] for leading the effort for sustainable sanitation solutions, and to ANSI for their ongoing support and training opportunities. Watch this video to learn more about why this standard is important: [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SanitationStandards #ReinventedToilet #innovation

<https://youtu.be/TvGZQ3z7hZg>

I’m proud to share that [Country] has formally adopted ISO 24521, an international standard to improve management and safety of basic wastewater services in communities that rely on septic systems or pit latrines. Thanks to [tag office, bureau, or ministry, and/or relevant officials] for leading the effort for sustainable sanitation solutions, and to ANSI for their ongoing support and training opportunities. Watch this video to learn more about why this standard is important: [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SanitationStandards #ReinventedToilet #innovation

<https://youtu.be/TvGZQ3z7hZg>

I’m proud to share that [Country] has formally adopted ISO 30500 and ISO 24521. When used together, these international standards have the potential to revolutionize the sanitation sector; bring sustainable solutions to the nearly 2 billion people globally who live without access to safe, clean toilets; and help us achieve the UN’s Sustainable Development Goals. Thanks to [tag office, bureau, or ministry, and/or relevant officials] and ANSI for leading the effort. Watch this video to learn more about why the standards are important: [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SanitationStandards #ReinventedToilet #innovation

<https://youtu.be/TvGZQ3z7hZg>

*Conference/Training Posts*

I spent the [morning/afternoon] with ANSI and [relevant in-country partner] at [list conference name/use conference hashtag/use conference handle] learning about ISO 30500, an international standard for new, non-sewered household toilets that conserve water and treat waste all by themselves. Check out this video on why this standard is so critical [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SDG6 #SanitationStandards #WASH

I spent the [morning/afternoon] with ANSI and [relevant in-country partner] at [list conference name/use conference hashtag/use conference handle] learning about ISO 24521, an international standard that improves management and safety of basic wastewater services in communities that rely on septic systems or pit latrines. Check out this video on why this standard is so critical [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SDG6 #SanitationStandards #WASH

<https://youtu.be/TvGZQ3z7hZg>

I spent the [morning/afternoon] with ANSI and [relevant in-country partner] at [list conference name/use conference hashtag/use conference handle] learning about ISO 30500 and ISO 24521. Simultaneous adoption and use of these international standards has the potential to revolutionize the sanitation sector – helping communities save precious water; offering a safe, hygienic sanitation option for families; and driving meaningful progress toward achieving the UN’s Sustainable Development Goals, particularly SDG 6. Check out this video to learn more about the standards. [link to video] [tag ANSI and relevant stakeholders to increase engagement] #SDG6 #SanitationStandards #WASH

https://youtu.be/TvGZQ3z7hZg

Twitter

*Announcement Tweet*

Thrilled to see [Country] adopted #ISO30500, an int'l standard for new, non-sewered #sanitationstandards. @ansidotorg [link to :30 video]

Thrilled to see [Country] adopted #ISO24521, an int'l standard w/ guidelines for optimizing #wastewater services. @ansidotorg [link to :30 video]

Thrilled to see [Country] adopted #ISO30500 & #ISO24521, int'l #standards for non-sewered #sanitation systems w/ potential to revolutionize #WASH sector. @ansidotorg #ReinventedToilet #SDG6 [link to :30 video]

*Conference/Training Tweets*

Learning about ISO 30500 today at [list conference name/use conference hashtag/use conference handle]. This int’l #standard for new, non-sewered #ReinventedToilet could revolutionize the #sanitation sector! @ansidotorg #WASH #SDG6 [link to :30 video]

Great session at [list conference name/use conference hashtag/use conference handle] with @ansidotorg on ISO 24521, an int’l standard that optimizes wastewater services to promote #publichealth in places that rely on non-sewered #sanitation systems #WASH #SDG6 [link to :30 video]

I’m w/ @ansidotorg today, learning about ISO 30500 & ISO 24521 at [list conference name/use conference hashtag/use conference handle]. These int’l standards for non-sewered #sanitation systems have the potential to revolutionize the #WASH sector. #ReinventedToilet #SDG6 [link to :30 video]

LinkedIn

*Conference/Training Post*

I spent the [morning/afternoon] with @ANSI and [tag relevant in-country partner] at [list conference name/use conference hashtag] learning about ISO 30500, an international standard for new, non-sewered household toilets that conserve water and treat waste all by themselves; [and/or ISO 24521, which improves management and safety of basic wastewater services in communities that rely on septic systems or pit latrines]. ISO standards offer consensus-based, global recommendations for products and systems that will protect the #environment AND #publichealth. [Together, ISO 30500 and ISO 24521] provide[s] [a] more sustainable, hygienic #sanitation option[s] for everyone – particularly the 2 billion people globally who live without access to safe, clean #toilets. Adoption and use of the ISO standard(s) will help us make meaningful progress in solving our #globalsanitationcrisis and achieving the UN’s Sustainable Development Goals, particularly #SDG6. Watch the video to learn more: [link to video] [tag relevant stakeholders to increase engagement]