
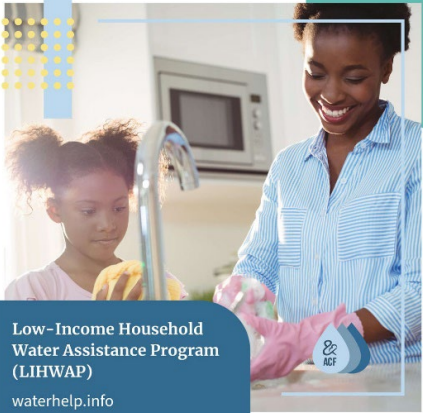

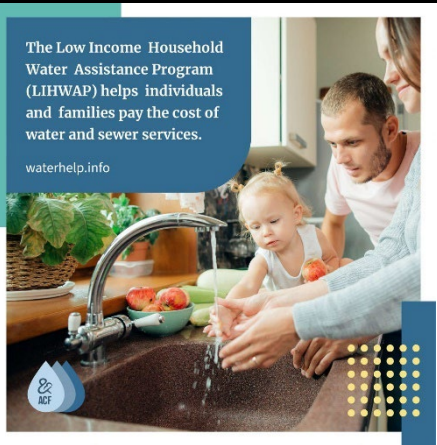



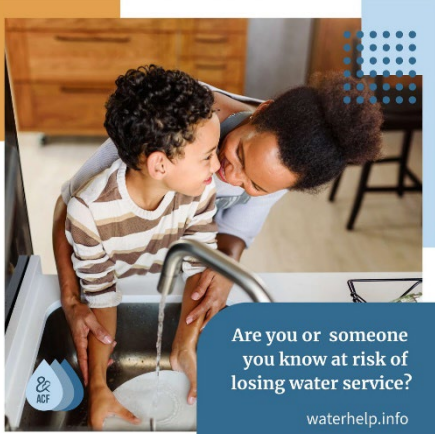
## LIHWAP: Social Media Plan

Facebook (Note: Facebook does not use hashtags)	Corresponding Image
<p>More than 2 million people across the country lack access to running water. Hear how the first ever federal Low-Income Household Water Assistance Program (LIHWAP) is helping keep the water on: <a href="https://bit.ly/About-LIHWAP">bit.ly/About-LIHWAP</a></p>	 <p>Keep the water flowing. Apply for financial assistance to help pay your water and wastewater bills.</p> <p><a href="https://waterhelp.info">waterhelp.info</a></p> <p>Filename: OCS_keep the water flowing.jpg</p>
<p>ACF's Low-Income Household Water Assistance Program (LIHWAP) helps keep the water on for households struggling to pay their water and sewer bills. Hear how LIHWAP is helping keep the water on today and every day for households across the country: <a href="https://bit.ly/LIHWAP-NC-Video-2">bit.ly/LIHWAP-NC-Video-2</a></p>	 <p>Low-Income Household Water Assistance Program (LIHWAP)</p> <p><a href="https://waterhelp.info">waterhelp.info</a></p> <p>Filename: OCS_LIHWAP help.jpg</p>


## LIHWAP: Social Media Plan

Twitter	Corresponding Image
<p>More than 2 million people across the U.S. lack access to running water. ACF's Low-Income Household Water Assistance Program (LIHWAP) is helping: <a href="https://bit.ly/About-LIHWAP">bit.ly/About-LIHWAP</a></p>	 <p>Are you or someone you know at risk of losing water service?</p> <p>waterhelp.info</p> <p>Filename: OCS_risk of losing water service.jpg</p>
<p>If you're behind on your water bills, ACF's Low-Income Household Water Assistance Program (#LIHWAP) can help. Learn more: <a href="https://bit.ly/About-LIHWAP">bit.ly/About-LIHWAP</a></p>	 <p>The Low Income Household Water Assistance Program (LIHWAP) helps individuals and families pay the cost of water and sewer services.</p> <p>waterhelp.info</p> <p>Filename: OCS_costs of water and sewer services.jpg</p>

## LIHWAP: Social Media Plan

Instagram	Corresponding Image
<p>More than 2 million people across the country lack access to running water. Learn how the first ever federal Low-Income Household Water Assistance Program #LIHWAP is helping #KeepTheWaterOn <a href="https://bit.ly/About-LIHWAP">bit.ly/About-LIHWAP</a></p>	 <p>Keep the water flowing. Apply for financial assistance to help pay your water and wastewater bills. waterhelp.info</p> <p>Filename: OCS_keep the water flowing.jpg</p>
<p>If you're behind on your water bills, ACF's Low-Income Household Water Assistance Program (#LIHWAP) can help. More than 85,000 households have received help with their water and sewer bills so far! Click the link in our bio to learn more! <a href="https://bit.ly/About-LIHWAP">bit.ly/About-LIHWAP</a></p>	 <p>Are you or someone you know at risk of losing water service? waterhelp.info</p> <p>Filename: OCS_risk of losing water service.jpg</p>

## LIHWAP: Social Media Plan

Alternative Image	Corresponding Image
<p data-bbox="201 235 1035 264">This alternate image can be used in place of any of the above options.</p>	<div data-bbox="1066 235 1507 673"><p data-bbox="1060 670 1354 690">Filename: OCS_water is essential for life.jpg</p></div>