

susdrain Champions Social media sharing kit

Overview

Purpose: Promote susdrain as one of the best sources of information on SuDS in the UK
Promote and encourage the delivery of SuDS by supporting behavioural change

Twitter handle: @sudsulike

Hashtags: #SuDS #sudsnotduds #sudsmakesense

Website links:

| | |
|---------------|---|
| susdrain | https://www.susdrain.org/ |
| Developer hub | http://bit.ly/susdraindeveloperhub |
| Approver hub | http://bit.ly/susdrainapproverhub |
| Designer hub | http://bit.ly/susdraindesignerhub |

Contacts: Paul Shaffer, Associate, paul.shaffer@ciria.org
Louise Walker, Project Manager, louise.walker@ciria.org

What's included in this share kit?

We have identified three different key audiences involved in the SuDS delivery process and overleaf we have included some suggested social media messages tailored to each audience for ongoing use to promote susdrain and SuDS.

Where appropriate, please feel free to add relevant twitter handles, photos/images, links and tags to encourage engagement and shares with other organisations.

Susdrain - @sudsulike

<https://www.susdrain.org/>

Key message points: susdrain...

- **Inspires** practitioners with practical case studies
- **Informs** others by sharing good practice, news and events
- **Influences** through networking, infographics and other resources

Twitter – 280 character limit

<https://www.susdrain.org/> is the number one online resource for sustainable drainage professionals.

@sudsulike #sudsnotduds #sudsmakesense

(138 characters)

<https://www.susdrain.org/> is an independent authoritative platform for those involved in delivering sustainable drainage @sudsulike #sudsmakesense #sudsnotduds

(159 characters)

@sudsulike hosts useful resources for #SuDS practitioners <https://www.susdrain.org/> #sudsnotduds
(96 characters)

@sudsulike facilitates knowledge sharing through its events, blogs and case studies
#sudsmakesense #bepartofit
(111 characters)

<https://www.susdrain.org/> promotes the use of #SuDS, informs policy and provides a range of resources to enable effective design and construction, delivering multiple benefits @sudsulike
(186 characters)

Developers

<http://bit.ly/susdraindeveloperhub>

Key message points: SuDS...

- Inclusion speeds up the approval process
- Save money on capital costs
- Make developments more attractive
- Can reduce maintenance costs

Twitter – 280 character limit

Well-designed #SuDS incorporated into developments can help meet requirements set out in local planning regulations encouraging faster approval processes.
(155 characters)

High quality #SuDS on developments save you money on application, process and delivery
#sudsnotduds
(99 characters)

A development in Leicester saved 16% on capital costs by using #SuDS instead of traditional drainage. #sudsmakesense
(116 characters)

Land values and house prices located next to high quality #SuDS components attract up to 10% premium on the selling price. #sudsmakesense
(137 characters)

#SuDS enrich the aesthetic and recreational value of developments, promotes #health and #wellbeing and supports green infrastructure. #sudsnotduds #BGI
(151 characters)

Incorporating #SuDS reduces the cost of maintenance on developments. View @sudsulike's developer hub for more info and resources <http://bit.ly/susdraindeveloperhub>
(163 characters)

Maintenance costs of #SuDS schemes in Cambridge were 4% cheaper than the average equivalent.

#sudsmakesense #sudsnotduds

(120 characters)

View more resources for developers on the @sudsulike developer hub

<http://bit.ly/susdraindeveloperhub>

(109 characters)

Approvers

<http://bit.ly/susdrainapproverhub>

Key message points: SuDS...

- Manage flood risk
- Meet Government targets
- Improve quality of life for the local community

Twitter – 280 character limit

#SuDS help reduce the potential damage caused by surface water flooding. #floodmanagement

#sudsnotduds

(102 characters)

View examples of #SuDS managing surface water runoff in @sudsulike's approver hub

<http://bit.ly/susdrainapproverhub> #sudsnotduds #floodmanagement

(145 characters)

Deliver high quality surface water management while enabling urban areas to cope better with severe rainfall through the incorporation of #SuDS.

(144 characters)

Maximise benefits secured from surface water management with well-designed high quality #SuDS

<http://bit.ly/susdrainapproverhub> @sudsulike #sudsnotduds

(94 characters)

Using well designed #SuDS delivers improved water quantity, water quality, amenity and biodiversity.

#sudsnotduds

(114 characters)

#SuDS support national government objectives by managing flood risk, delivering green infrastructure and natural capital #sudsmakesense #naturalcapital

(151 characters)

#SuDS improve the quality of life in urban areas by delivering visually attractive and lush spaces and making them resilient to change #sudsmakesense @sudsulike

(161 characters)

#SuDS work to improve air quality, regulate building temperatures and reduce noise. @sudsulike
#sudsnotduds
(107 characters)

View the #SuDS knowledge, tools and resources for approvers on the @sudsulike approver hub
<http://bit.ly/susdrainapproverhub> - **(124 characters)**

Designers

<http://bit.ly/susdraindesignerhub>

Key message points: SuDS help in...

- Meeting client requirements
- Winning new contracts
- Delivering multiple benefits

Twitter – 280 character limit

Designers and engineers should arm themselves with the knowledge, tools and guidance needed to design high quality #SuDS that meet client requirements <http://bit.ly/susdraindesignerhub> @sudsulike
(196 characters)

#SuDS help you meet client demands by maximising the value of land and support the wider community by providing greater amenity
(127 characters)

Designers able to demonstrate how high quality #SuDS maximise the space of urban areas are likely to earn more contracts #sudsmakesense
(135 characters)

High quality #SuDS designs integrated throughout the design of developments provide attractive places and support economic growth for the local area <http://bit.ly/susdraindesignerhub> @sudsulike
(193 characters)

Early engagement with stakeholders collaborative and multi-disciplinary working enables you to get the design right the first time, saving time and money.
(155 characters)

View tools and resources available to designers on the @sudsulike designer hub
<http://bit.ly/susdraindesignerhub>
(114 characters)