

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: [@sudsulike](https://twitter.com/sudsulike)
LinkedIn: <https://www.linkedin.com/company/susdrain/>

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>
YouTube: <http://bit.ly/susdrainTube>

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What's included in this share kit?

Within the susdrain key audiences, we have identified additional sub-audiences involved in the SuDS delivery process and overleaf we have included some suggested social media messages tailored to each audience and corresponding sub-audiences 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)

Sub-audiences

Commercial/Residential developers

#SuDS improve the quality of life in developments and urban spaces by making them more vibrant, visually attractive, sustainable
(128 characters)

Highlighting the beneficial outcomes of a well-designed #SuDS scheme in a development assists in meeting the requirements of local planning regulations
(151 characters)

Interpretation signs informing customers & employees about the ecological functions of the #SuDS features showcases your company's commitment to #climatechange mitigation and sustainability
(189 characters)

Not all development sites require large scale #SuDS schemes,
(61 characters)

Integration of SuDS components within the development layout delivers multiple sustainability while reducing the amount space used.
(189 characters)

<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)**

Sub-audiences

Water and Sewerage Companies (WaSC)

Consider the use of rainwater harvesting to reduce the amount of potable water required for activities such as garden watering

(126 characters)

Infiltration SuDS slow the flow of surface water, reducing the quantity entering combined sewer systems

(126 characters)

Developments with SuDS schemes reduce the amount of surface water reaching sewerage plants, thus cutting down treatment costs

(125 characters)

Local Planning Authorities (LPA)

Develop relevant local plan policies, supplementary planning documents and design codes to encourage SuDS good practice

(119 characters)

Consider drainage site layout at Local Plan stage when calling for sites

(72 characters)

Utilise knowledge resources such as @sudsulike to familiarise yourself with the achievements and multiple benefits delivered via #SuDS

(134 characters)

Lead Local Flood Authorities (LLFA)

Facilitate communication with land agents ensuring that #SuDS are considered at land acquisition stage

(102 characters)

Communicate with local sewerage undertakers to understand their policy on adoption of #SuDS

(91 characters)

Highway Engineers: including Asset Managers

Consider #SuDS as an alternative approach to managing runoff

(60 characters)

Engage with stakeholders from design through to completion and maintenance to ensure SuDS schemes are built properly in accordance with specifications and well maintained post construction

(188 characters)

<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)

Sub-audiences

Landscape Architects

Upskill landscape architects with SuDS knowledge to suggest schemes become landscape led.
(89 characters)

Understand that #SuDS effectively integrated into layout can reduce land-take and maintenance burden
(100 characters)

Engineers

Use evidence and platforms such as @sudsulike to challenge preconceived notions of #SuDS from clients and other disciplines

(124 characters)

Collaborate and obtain input from other disciplines to enable maximum delivery of multiple benefits of #SuDS

(108 characters)

Planners and Masterplanners

Maximise the usage of space of the development layout by using SuDS components such as rain gardens to effectively manage water runoff close to their source

(156 characters)

Engage with stakeholders during the planning/application stage to determine #SuDS components necessary, potentially reducing land take as well as abortive work

(159 characters)