



Florida Water StarSM Sends Ripples Through Social Media

A brand-new Florida Water StarSM (FWS) social media campaign kicked off this month in portions of the Central Florida Water Initiative.

FWS is a water conservation certification program for residential, commercial and community developments. The program began in 2006 and is now statewide with collaboration among the St. Johns River, South Florida and Southwest Florida water management districts, as well as the Florida Green Building Coalition. To date, more than 8,000 homes have been FWS-certified meeting criteria that include water-conserving indoor fixtures and appliances, efficient irrigation, and low-maintenance landscapes designed for Florida's environment.

The FWS campaign will encourage homebuyers to ask their builders and realtors about FWS when purchasing a new home. Prior to developing the campaign, builders provided feedback that they will construct FWS-certified homes when consumers ask for it. Hence, the messaging of "Florida's Water, It's Worth Saving – Ask for a Florida Water Star Home" was created.

Beyond targeted online advertisements, the campaign also includes a revamp of the [FWS website](#), and a new [FWS Facebook page](#). In addition, the program will offer six classes throughout the state to educate landscape and irrigation professionals about how to design and install water-efficient landscapes and irrigation systems.

To help implement the social media campaign, the St. Johns River and Southwest Florida water management districts have contracted with Audacy Operations, a full-service marketing consulting firm, to strategically promote the program to future homeowners. Using targeted ad placement through online advertising, Audacy is helping the districts reach new home buyers looking to build an environmentally friendly, money-saving home featuring water conservation.

The campaign will run through March and collect permission-based data generated by the consumer's online behaviors. From there, Audacy will deliver ads across multiple devices and platforms. As the campaign continues, Audacy will refine and improve audience segmentation and targeting based on analytics and ad performance. Audacy estimates the campaign will garner more than 375,000 impressions with the goal of increasing the number of new homebuyers requesting FWS-certified homes.

According to the St. Johns River Water Management District's Water Conservation Coordinator Deirdre Irwin, the water management districts have enjoyed collaborating on these recent efforts and look forward to program growth and increased water savings.

“Water Conservation is essential for all of us,” Irwin said. “Working together allows us to communicate important water-saving messages with a more substantial voice to a larger audience. The optimism this campaign creates should help generate greater demand for Florida Water StarSM homes and a more secure water supply for our regions.”

For more information about FWS, visit FloridaWaterStar.com, or contact Robin Grantham at (352) 400-8635 or Deirdre Irwin at (386) 546-8437.