



Winter Campaign

Stakeholder pack

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The freezing weather during the week starting 8 February, and the thaw that is forecast to follow, bring with them an increased risk of burst pipes, including at homes and businesses.

Thames Water will be launching a campaign on radio and social media on Friday 12 February to encourage customers to take action to protect their homes. The campaign will run over the weekend and through the week commencing 15 February.

We would welcome any support you can offer by sharing the posts below. Thank you.

Example social posts (suitable for Facebook, Twitter and LinkedIn) – accompanying assets can be found [here](#) (please note, this includes both video and stills so may take some time to download)

Social post 1 (Facebook):

As temperatures continue to drop, your pipes may be at risk of freezing. Frozen water can crack even the strongest pipe and cause a leak, so it's important to take steps to protect your home. @thameswater recommends you locate your stop tap in case of emergency. You can also lag your external pipes and keep your heating on to prevent pipes from freezing.

Social post 2 (Facebook):

As temperatures continue to drop, your pipes may be at risk of freezing. But it's not too late to protect them from the cold. Follow @thameswater's three simple steps to beat the cold snap:

- 1) Locate your stop tap in case you need to turn your water off in an emergency.
- 2) Lag any external pipes to help keep them warm.
- 3) Keep your heating on, even if you aren't home.

Social post 3 (Facebook):

The current cold weather puts your pipes at risk of freezing. Not sure how to spot a frozen pipe? Look out for a light coating of frost on the outside. The water from your taps may also slow down to a trickle. To thaw pipes out slowly and safely, follow @thameswater's advice and apply gentle heat using a wrapped hot water bottle or warm towels.

Social post 4 (Twitter):

As temperatures drop, your pipes may be at risk of freezing. Follow @thameswater's advice to beat the cold snap. Locate your stop tap in case you need to turn your water off in an emergency, lag external pipes and keep your heating on at all times.

Social post 5 (Twitter):

Your pipes can freeze in the cold weather. Help to protect them with @thameswater's three simple steps: 1) Locate your stop tap in case you need to turn your water off. 2) Lag external pipes to help keep them warm. 3) Keep your heating on, even if you aren't home.

Social post 6 (Twitter):

Has the cold weather frozen your pipes? @thameswater suggests thawing them out slowly with a wrapped hot water bottle or warm towels. If a frozen pipe cracks or bursts, use your stop tap to turn off your water straight away before calling a qualified plumber.

We're always grateful when you share or add likes and comments to content we post on our main pages:

Facebook: facebook.com/thameswater

Twitter: twitter.com/thameswater

Instagram: instagram.com/officialthameswater

Linkedin: linkedin.com/company/thames-water/

