GEO AquaWatch Communications Plan
(September 2023)

Purpose: To optimize an effective communication strategy for all facets of the GEO AquaWatch Initiative Community and leveraging all levels of GEO AquaWatch leadership, home secretariat and secretariat nodes.

Introduction to GEO AquaWatch Stakeholder Engagement and Capacity Building: There are many types of users of water quality monitoring including the science community, industry, UN groups, environmental managers, regulators, policy makers, non-governmental organizations, non-profit organizations and recreational users. End users currently have roles in working groups and chairing and membership on the Steering Committee, the Early Career Society, and in the secretariat.

As AquaWatch has identified and engaged the user community in X, the team seeks to involve more end-users in Working Group activities. Users will be directly involved in the identification and co-design/co-development of AquaWatch services to ensure that services are functional and tailored to their needs.

Our communication plan supports the AquaWatch Initiative's Mission, Goal and Plain Language Objectives, DEIA metrics, Early Career Society objectives and promotion of User-Oriented/Technical Working Group or Focus Group activities. It promotes Initiative engagement in the following GEOSEC Priorities: Sustainable Development Goals, Disaster Risk Reduction-Sendai Framework, Indigenous Alliance and Youth Track.

Current Communication Avenues:

Website

Live and recorded Webinars

Newsletters (via listserv email)

Social Media posts

Direct Emailing to affected members

Leveraged Partner Advertisement (PrimeWater/IWA; Aquaya)

Publicity Announcements Posters and Flyers at Meetings

Talks and Posters at Science Meetings

Talks and Events at GEO meetings

Scientific Publications

Policy Briefs

Working Group Progress & Product announcements

Biennial Initiative Meetings

Impact and Success Stories

Surveys

Co-Design with Stakeholders Engagement Workshops

Invite Regional GEOs to our meetings

Participate in USGEO meetings

Indigenous Alliance Collaboration with Australian AquaWatch

Funding Prospectus

Awards Submissions

Annual GEO Blogpost contribution

Communicator Roles and Chief Responsibilities: Working Groups, Management Team, Steering Committee, Scientific Coordinator, Director, Secretariat Node Leaders

Table 1. Communications Roles and Responsibilities of GEOAquaWatch members

Membership Group	Overview of Roles/Responsibilities
Management Team and Director	● Guide implementation of the communications plan. ● Provide members with the tools and resources needed to communicate. ● Provide Initial endorsements in GEOAquaWatch marketing and outreach materials.
Steering Committee (SC)	● Connect GEOAquaWatch with potential donors/funders and seek out the financial resources needed for operations. ● Provide Final endorsements in GEOAquaWatch marketing and outreach materials. ● Share input on targeted approaches to reach potential end users. ● Advocate for GEOAquaWatc within their networks and facilitate connections.
Secretariat, Node Managers, and Director	● Execute the Communications Plan on the website, social media, emails and newsletters ● Coordinate communications between and among member groups. ● Manage core communication activities for the initiative.
All members, MT, SC and Working Groups/Early Career Society/Focus Group leadership	● Stay updated on GEOAquaWatch activities and progress on a regular basis. ● Share GEOAquaWatch news and updates within their networks. ● Promote GEOAquaWatch at event attendance and within their institutions. ● Follow internal communication guidelines to promote effective collaborations. ● Provide news and content for GEOAquaWatch external communication needs. ● Identify communication activities to volunteer for and/or provide resources. ● Report activities and progress to the GEOAquaWatch scientific coordinator.

Goals and Metrics:
The Scientific Coordinator will be main point of contact to execute goals and monitor metrics.
GEO AquaWatch will strive to achieve the following annually:
1. Remain current on website events and news items
2. Draft an annual GEO Blogpost contribution, Scientific Coordinator to send to GEOSEC
3. Every 2-3 months internal post from invited users (at least four-six annually)
4. Post Working Group/Focus Group/ECS Progress or deliverables on website (2x per year- or every 6 months)
5. Issue Quarterly Newsletters via MailChimp