



MARKETING / COMMUNICATIONS

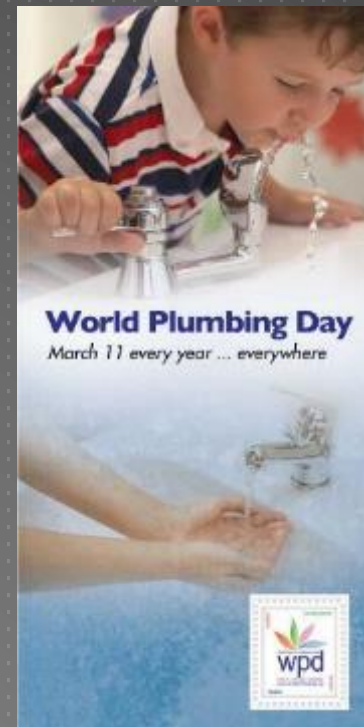
**WORLD PLUMBING COUNCIL
GENERAL MEETING
Frankfurt, Germany, 13 March, 2017**

ASSESSMENT

- ▶ Take inventory of existing tools and platforms
- ▶ Take control of platforms
 - ▶ Website
 - ▶ Newsletter
 - ▶ Social media
- ▶ Identify essential updates
- ▶ Optimize and promote resources to achieve organizational goals

INVENTORY

- ▶ Collateral
 - ▶ WPC Member Recruitment Trifold
 - ▶ Members' Handbook
 - ▶ World Plumbing Day Trifold
 - ▶ Chairman's World Plumbing Day Video

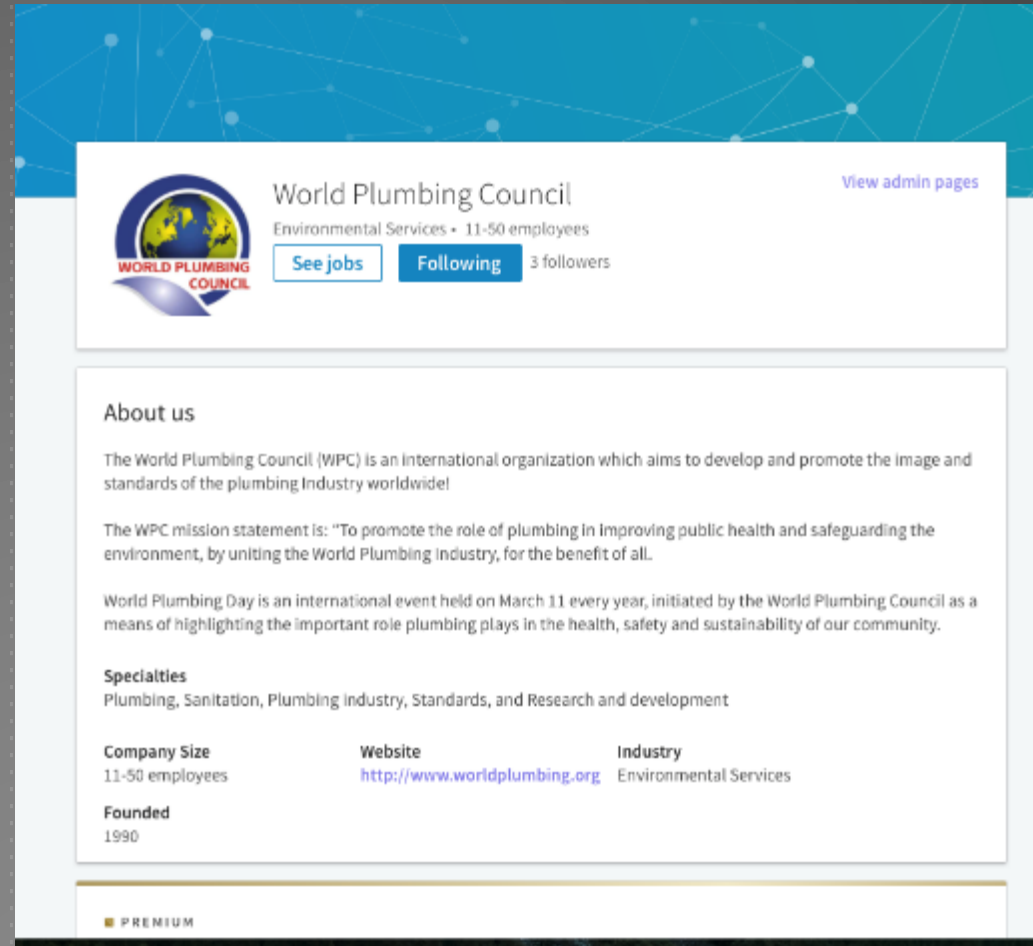


COORDINATION AND USE

- ▶ World Plumbing Day website moving under World Plumbing Council website
- ▶ WPC Review
- ▶ Social Media
 - ▶ LinkedIn
 - ▶ YouTube
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Wikipedia

SOCIAL MEDIA

- ▶ LinkedIn
- ▶ Followers: 3
- ▶ *Forum* being evaluated



The image shows a screenshot of the World Plumbing Council's LinkedIn profile. The header features the company logo, name, and employee count. Below this is an 'About us' section with a mission statement and information about World Plumbing Day. A 'Specialties' section lists plumbing-related fields. At the bottom, there are key facts such as company size, website, industry, and founding year.

World Plumbing Council
Environmental Services • 11-50 employees
[See jobs](#) [Following](#) 3 followers [View admin pages](#)

About us
The World Plumbing Council (WPC) is an international organization which aims to develop and promote the image and standards of the plumbing Industry worldwide!
The WPC mission statement is: "To promote the role of plumbing in improving public health and safeguarding the environment, by uniting the World Plumbing Industry, for the benefit of all."
World Plumbing Day is an international event held on March 11 every year, initiated by the World Plumbing Council as a means of highlighting the important role plumbing plays in the health, safety and sustainability of our community.

Specialties
Plumbing, Sanitation, Plumbing Industry, Standards, and Research and development

Company Size 11-50 employees	Website http://www.worldplumbing.org	Industry Environmental Services
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Founded
1990

PREMIUM

SOCIAL MEDIA

- ▶ WPD Twitter
- ▶ Followers: 4,527

The image shows a screenshot of the World Plumbing Day (WPD) Twitter profile. The profile header includes the WPD logo, which features a stylized water drop and the text "ENVIRONMENT", "WORLD PLUMBING DAY", "wpd", and "HEALTH". Below the logo, the profile name "World Plumbing Day" and handle "@WorldPlumbingDay" are visible. The bio states: "Celebrate the important role plumbing plays in the health and safety of modern society - every year on March 11th. worldplumbingday.org". The location is listed as "Worldwide" and the website as "worldplumbingday.org". The profile was joined in January 2012. There are buttons for "Tweet to" and "Message".

The statistics bar shows: TWEETS 1,047, FOLLOWING 2,852, FOLLOWERS 4,527, and LIKES 35. The "Following" button is highlighted.

The main content area shows a tweet from "World Plumbing Day Retweeted" by "CPH BC" (@CPHBC) on March 3. The tweet text is: "More info on WHY we celebrate #WorldPlumbingDay & our special WPD T-shirt! Have a look! store.cph.ca/WAATD.html - and order today!". Below the tweet is a promotional banner for "WORLD PLUMBING DAY March 11, 2017" with logos for WPD, CPH BC, WaterAid, and CPH.

On the right side, there is a "Who to follow" section with recommendations for "NACWA @NACWA", "WaterWorld Magazine @WaterWorldMag", and "The Value of Water @TheValueOfWater". Below that is a "Trends" section for "#MondayWaterwise" and "#PlumberLocal".

SOCIAL MEDIA

- ▶ YouTube
- ▶ Followers: 21

The screenshot shows the YouTube channel page for the World Plumbing Council. The search bar at the top contains the text "world plumbing council". The channel name "World Plumbing Council" is displayed with a "Subscribe" button and a notification bell icon. The channel banner features the organization's logo. Below the banner, the "Uploads" section contains five video thumbnails with titles and view counts: "Nathan's Gift" (32 views, 7 months ago), "UK CONFERENCE 2016 - FLUKE VIDEO & SPEECHES" (10 views, 7 months ago), "A Time for the World Plumbing Council" (52 views, 1 year ago), "A Time About the World Plumbing Council" (120 views, 2 years ago), and "WPC Chairman's Message World Plumbing Day 2015" (230 views, 2 years ago). The "Liked videos" section contains three thumbnails: "WPC Chairman's Message - World Plumbing Day 2015" (230 views, 2 years ago), "WPC TWC" (10 views, 2 years ago), and "World Plumbing Day Message" (60 views, 2 years ago). The left sidebar shows navigation options such as Home, Watched, Trending, Subscriptions, History, and Watch Later.

SOCIAL MEDIA

- ▶ Facebook- WPD
- ▶ Followers: Unknown
- ▶ Likes: 2,418




SOCIAL MEDIA

- ▶ Facebook- WPC
- ▶ Followers: Unknown
- ▶ Likes: 857

The screenshot shows the Facebook profile for the World Plumbing Council. The profile picture is a globe with the text 'WORLD PLUMBING COUNCIL'. The cover photo features the same logo and the text 'Tight taps spare capes' with a large water drop containing a Superman logo. Below the cover photo, there is a navigation bar with 'Liked', 'Following', and 'Share' buttons, and a 'Send Message' button. The main content area shows a post from the page dated 10 March 2016, titled 'A film on World Plumbing Council' with a YouTube link. The post includes a video player showing two men in a kitchen. To the right of the post, there are sections for 'Company', 'Invite friends to like this Page', 'Recommend this Page to friends', and 'World Plumbing Council is formed with a vision to promote the role of plumbing in improving public health and safeguarding the environment'. At the bottom right, it shows '857 Likes' and '89 Russ Chancy and 7 other friends like this'.

SOCIAL MEDIA

► Wikipedia



The screenshot shows the Wikipedia page for the World Plumbing Council. The page includes a navigation bar at the top with options like 'Not logged in', 'Talk', 'Contributors', 'Create account', and 'Log in'. Below the navigation bar is a search box and a 'Search Wikipedia' button. The article title is 'World Plumbing Council', and it is categorized under 'International professional associations' and 'Plumbing'. The main text describes the council's mission and mentions the 8th and 11th World Plumbing Conferences. There are also sections for 'External links' and 'References'.

Not logged in | Talk | Contributors | Create account | Log in

Article | Talk | Read | Edit | View history | Search Wikipedia

World Plumbing Council

From Wikipedia, the free encyclopedia

The World Plumbing Council is an international organization which aims to develop and promote the image and standards of the plumbing industry worldwide.

Its mission statement is: *"The mission of the World Plumbing Council is to unite the world plumbing industry to safeguard and protect the environment and the health of nations, for the benefit of all."*^[1]

The 8th World Plumbing Conference was staged in Calgary, Canada in September 2008.^[2] The 11th World Plumbing Conference (2011) was held in Edinburgh, United Kingdom.^[3]

World Plumbing Day announced as March 11, every year.^{[4][5]}

External links

 [edit]

- Health Aspects of Plumbing*^[6] World Health Organisation / World Plumbing Council book
- World Plumbing Day - March 11th*^[7] World Plumbing Council / Introduction to World Plumbing Day event and website, by Robert Burdon, Chairman of WPC, Secretary of SNIPPEF and secretary of Plumbing Pensions UK Ltd.

References

 [edit]

- ↑ "World Plumbing Council"^[8]. *www.worldplumbing.org*. Retrieved 23 September 2016.
- ↑ "10th World Plumbing Conference - Alberta, Canada"^[9]. *www.worldplumbing.org*. Retrieved 23 September 2016.
- ↑ "SNIPPEF - Scottish and Northern Ireland Plumbing Employers Federation - Edinburgh Welcomes the World Plumbing Conference 2011"^[6]. *www.sniper.org*. Retrieved 23 September 2016.
- ↑ "World Plumbing Day"^[7]. *www.worldplumbingday.org*. Retrieved 23 September 2016.
- ↑ "Mike Holmes: World Plumbing Day reminds us how important our water supply is"^[5]. *National Post*. Retrieved 23 September 2016.

Categories: International professional associations | Plumbing

WPC REVIEW

eNewsletter

- ▶ Revised to “one webpage” format
- ▶ Sent to all member companies to redistribute to their own email lists and publish in journals
- ▶ Tentative posting schedule:
 - ▶ Mid January Mid April
 - ▶ Mid July Mid October
- ▶ Populate with meaningful messages from around the world

SHARE

- ▶ Contribute to WPC newsletter and social media
 - ▶ Industry calendar and events
 - ▶ Highlights
- ▶ WPC Review - eNewsletter
 - ▶ Send Content to Emily@picac.vic.edu.au
- ▶ Social Media
 - ▶ Submit to chris.sanchez@iapmo.org
 - ▶ Add content to social media site “walls”
- ▶ Website
 - ▶ Link WPC and WPD on your organization’s website