

# Sample Social Media Posts & Graphics



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*I'm proud to support environmental legislation, S.482/H.902, that'd enable statewide drinking water protections for MA households w/ private wells!*

*Thanks @JamieEldridgeMA, @RepDanSenaMA, & @repsmittty34 for your leadership ensuring safe water for all. #WhatsInYourWellWater*

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*You can make a difference in ensuring all MA residents have safe water to drink! The Coalition for Safe Drinking Water is advocating for equitable access to clean drinking water for private well owners. Visit [whatsinyourwellwater.org](http://whatsinyourwellwater.org) to join today! #WhatsInYourWellWater*

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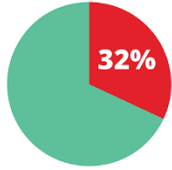
*Unlike with public water systems, there are no statewide regulations to ensure private well water is safe. Individual Boards of Health can develop local regulations, but many are outdated or nonexistent. Learn more at [whatsinyourwellwater.org](http://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli*

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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

From 2020 to 2022, RCAP Solutions conducted 502 water quality tests across several Massachusetts towns. We found that **~32% of wells had levels of contaminants exceeding state health standards and/or suggesting potential health risks.**



**Arsenic • E. coli • Radon • Uranium • And more...**

Join the Coalition Today!  
[WhatsInYourWellWater.org](https://WhatsInYourWellWater.org)




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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

**PFAS is in private wells too.**

The MassDEP PFAS Private Well Testing Program has found that **~5% of private wells tested across Massachusetts have PFAS6 exceeding state health standards.**



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#PFAS is in private wells too! These toxic chemicals can cause negative human health impacts. MassDEP’s PFAS Sampling Program found that approximately 5% of wells had levels of PFAS6 exceeding state standards. Learn more at [whatsinyourwellwater.org/](https://whatsinyourwellwater.org/) #WhatsInYourWellWater #mapoli

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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

**There are unequal drinking water protections across the state.**

Residents who live in municipalities with public water systems are more likely to have access to safe drinking water than residents who don’t.



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Massachusetts homeowners face inequities when it comes to water. Those who live in municipalities with public systems are more likely to have access to safe drinking water than those who rely on private wells. Learn more at [whatsinyourwellwater.org/](https://whatsinyourwellwater.org/) #WhatsInYourWellWater #mapoli

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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

Several other states have **sensible, health-based regulations for private wells**. These states require private well water be tested for contaminants upon sale or transfer of a home.

OREGON
 RHODE ISLAND
 NEW JERSEY

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Several other states (including OR, RI, & NJ) have health-based regulations for private wells. These states require private well water be tested for contaminants upon sale of a home. Let's add MA to the list! Learn more at [whatsinyourwellwater.org](https://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli

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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

Many people who discover contaminants in their wells resort to drinking bottled water, which is expensive.

Plastic also harms the environment; **80% of plastic water bottles used in the United States end up in landfills.**

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Many people who discover contaminants in their private wells resort to drinking bottled water, which harms the environment. In fact, 80% of plastic bottles used in the United States end up in landfills. Learn more at [whatsinyourwellwater.org](https://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli

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### WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?

Water testing and treatment costs are a **small fraction of a home's selling price.**

The median home price in Massachusetts is \$550,000, while testing ranges from \$50-\$300 and one-time treatment costs range from \$100-\$5,000.

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Private well water testing and treatment costs are a fraction of a home's price. The median home price in MA is \$550,000, while testing ranges from \$50-\$300 and treatment costs typically range from \$100-\$5,000. Learn more at [whatsinyourwellwater.org](https://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli

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**WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?**

**Maintaining a private well is less expensive than maintaining a septic system.**

Yet currently septic systems are subject to statewide regulations and private wells are not.

| Category                         | Septic Systems    | Private Wells |
|----------------------------------|-------------------|---------------|
| Avg. Testing Costs               | \$400-\$800       | \$50-\$300    |
| Avg. Remediation/Treatment Costs | \$10,000-\$50,000 | \$100-\$5,000 |
| Avg. Annual Maintenance          | \$250-\$500       | \$300         |

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RCAP Solutions THE HEALTH FOUNDATION OF CENTRAL MASSACHUSETTS

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Maintaining a private well is less expensive than maintaining a septic system. Yet currently septic systems are subject to statewide regulations and private wells are not. Learn more at [whatsinyourwellwater.org](http://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli

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**WHY ARE MASSACHUSETTS PRIVATE WELL PROTECTIONS NEEDED?**

**In general, drinking water from private wells is less expensive than drinking from public water systems.**

The average annual cost for a single-family home using a public water system is ~\$1,284, whereas the average annual cost for a single-family home using a private well is \$300.

| System Type          | Average Annual Costs |
|----------------------|----------------------|
| Public Water Systems | \$1,284              |
| Private Wells        | \$300                |

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Generally, drinking from private wells is less expensive than drinking from public systems. The average annual cost for using a public system is ~\$1,284. The average annual cost for using a private well is \$300. Learn more at [whatsinyourwellwater.org](http://whatsinyourwellwater.org)! #WhatsInYourWellWater #mapoli

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<https://youtu.be/uVlSeAqGf-w>

If you had issues with your private well water, wouldn't you want to know? This #PrincetonMA homeowner discovered arsenic & more his water. Health-based private well regulations are needed! <https://youtu.be/uVlSeAqGf-w>

@AnneGobi @KimFergusonMA  
#WhatsInYourWellWater #mapoli

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<https://youtu.be/RSF2iRwOWSQ>

*This #WestminsterMA neighborhood suffered with sodium chloride contamination in their private well water. Sensible, health-based regulations for private wells are needed! <https://youtu.be/RSF2iRwOWSQ>*

*@AnneGobi @KimFergusonMA #JonZlotnik  
#WhatsInYourWellWater #mapoli*

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<https://youtu.be/q4-rmgTTfhg>

*This #BoxboroughMA homeowner discovered E. coli in his private well water. Sensible, health-based regulations for private wells are needed! <https://youtu.be/q4-rmgTTfhg>*

*@JamieEldridgeMA @RepDanSenaMA  
#WhatsInYourWellWater #mapoli*

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[https://youtu.be/q41V\\_nyOsUo](https://youtu.be/q41V_nyOsUo)

*Stakeholders are speaking up to ensure all MA residents have safe water, regardless of where they live and what their financial resources are: [https://youtu.be/q41V\\_nyOsUo](https://youtu.be/q41V_nyOsUo)*

*@RCAP\_Solutions is partnering with @THFCentralMA and many others to advocate for private well protections.*

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<https://youtu.be/OxyJM2QBFcM>

*This #LakevilleMA homeowner tested their private well water several times for #PFAS and other contaminants to ensure it was safe. Sensible, health-based regulations for private wells are needed! <https://youtu.be/OxyJM2QBFcM>*

*@SenRodrigues @NormanOrrall #WhatsInYourWellWater #mapoli*

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