

# Next Door Social App Post

## Example text to post in the Next Door Social App

urgingSubject: Be Salt Wise this Winter!

The **Wisconsin Salt Wise Partnership** is urging homeowners, municipalities, and private contractors to reduce salt use this winter. Once you put salt down, it doesn't go away. It travels into our lakes, rivers, streams and wetlands, putting our aquatic life at risk and endangering our freshwater resources. Salt also alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

According to a **recent report** from Public Health Madison Dane County, more than 38,000 tons of salt were spread on Madison and Dane Co. roads during the winter of 2016-2017, and that doesn't include what was spread on parking lots, sidewalks and driveways. That is enough to pollute over 29 billion gallons of water.

You can help by only using what you need — and that's less than you might think! Be Salt Wise this winter by following these three easy steps:

- **Shovel:** Clear walkways and other areas before the snow turns to ice. The more snow you remove manually, the less salt you will have to use and the more effective it will be.
- **Scatter:** If you use salt, make sure to leave space between the grains. Believe it or not, just a coffee mug of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares.
- **Sweep:** Sweep excess salt from walkways and parking lots after a snow event, especially before a rain event to prevent salt from washing down the storm drain to our waterways.
- **Switch:** When pavement temps drop below 15, salt composed of sodium chloride won't work. Switch to sand for traction or a different ice melter that works in lower temperatures.
- **Hire a Certified Contractor:** If you hire a contractor to do your snow and ice removal, check to see if they are already certified through the City of Madison's Winter Salt Certification Program. If not, encourage them to become certified and to follow locally developed application rates.
- **Be Salt Wise all year!** The salt you put in your water softener ends up in local freshwater streams. New, efficient softeners use less than one bag per month. If you're using more – have a professional tune yours up – or, replace it with a high-efficiency model.

Find out more at **[www.wisaltwise.com](http://www.wisaltwise.com)**.

### Photo options:

(Available in our google drive ["Images"](#) folder)

ScatterPattern.png  
ScatterPattern2.jpg  
12ozMug