



#FLCityWeek Goes Virtual:

Tips for Celebrating Your City Virtually

OCTOBER 18-24, 2021

- ▶ **Adopt a resolution.** Share the resolution on various communications platforms.
- ▶ **Post videos.** Share videos on your social media platforms and website about various municipal-related topics, such as the city's history or frequently asked questions.
- ▶ **Host a social media trivia game.** Post daily questions, and ask residents to respond.
- ▶ **Partner with a local radio station.** Host a karaoke hour at the same time every day. Ask residents to vote for their favorite song via social media, and have a different elected official introduce the song each day.
- ▶ **Host a photo contest.** Post submitted photos on social media, and ask residents to vote for their favorite photo.
- ▶ **Hold a virtual town hall.** Address current and future city projects, and seek citizen input. Allow citizens to ask questions.
- ▶ **Highlight employees.** Highlight them on social media and the city's website. Include their job description, and ask employees to share why they love their city.
- ▶ **Sponsor an essay contest for students.** Connect with local schools to share the criteria and rules.
- ▶ **Offer a virtual tour of city hall.** Have the tour guide (an elected official or staff person) visit different departments and interview employees or showcase city equipment. Host on a live platform so residents can ask questions.
- ▶ **Host a virtual citizens academy.** Choose a variety of municipal topics, and ask participants to watch live presentations with a Q&A session at the end of each topic. At the end of the academy, ask participants to share what they learned on social media.
- ▶ **Recognize city volunteers.** Recognize the residents who volunteer with your city by posting a video or photo.
- ▶ **Create a social media filter.** Encourage residents to use and post photos with the filter throughout the week.

NOTES:

- ▶ Please tag @FLCities and include the hashtag #FLCityWeek in your social media posts.
- ▶ Make it a competition! Whatever activity your city chooses, encourage residents to share their participation on social media by tagging your city. Ask local businesses to sponsor prizes.
- ▶ For more information on Florida City Government Week, please visit flcityweek.com. If you have additional ideas on how to celebrate virtually, please share them by emailing Eryn Russell at erussell@flcities.com.