



Celebrating #FLCityWeek on Social Media

Best practices for logos and social media

LOGOS

This year, Florida City Government Week has a brand new logo. Please use this logo in your Florida City Government Week materials. Here are some best practices for using the logo.

DO'S

- Download the logo! This ensures a high-resolution logo that displays nicely on all materials. To easily download and save the official logo, visit flcityweek.com.
- Using the logo on a flyer, social media graphic or other materials with a colored background? Be sure to use the ".png" file! This allows the logo to display with a transparent background instead of a white background or box behind it.
- Uploading the logo as a picture to one of your social media accounts? Be sure to use the ".jpg" file! This file displays better on social media than the ".png" file, which, if uploaded on its own as a photo to social media, would display with a black background behind it.

DON'TS

- Don't copy and paste the logos from the Florida League of Cities (FLC) website or other online sources. Be sure to download the file(s) at flcityweek.com. This ensures a high-resolution logo that displays nicely on all materials.
- Please do not edit, manipulate or otherwise change the logo(s). This includes, but is not limited to, removing or cropping out parts of the logo, adding or replacing elements or names on the logo and changing the logo's colors.

SOCIAL MEDIA

Social media is an excellent tool for celebrating Florida City Government Week and promoting your city's events and activities. Here are a few tips when posting your Florida City Government Week content to social media.

Hashtags – #FLCityWeek is the official hashtag of Florida City Government Week. Use this hashtag in all your social posts.

Tag FLC – The League wants to celebrate with you on social media. Please tag @FLCities in your posts on Twitter, Facebook, Instagram and LinkedIn. This allows us to see how your city, town or village is celebrating and engage with your posts.

Content – Looking for ideas to celebrate Florida City Government Week on social media? Please see our "Tips for Celebrating Your City Virtually" flyer at bit.ly/3F2wfYh.

For more information on Florida City Government Week, please visit flcityweek.com. If you have questions about logos or social media, please contact Brittnei Johnsen at bjohnsen@flcities.com. If you have other questions about Florida City Government Week, please contact Eryn Russell at erussell@flcities.com.