

105 Social Media Post Ideas for Public Agencies

Governance/City Clerk

1. Council and committee meeting agendas
2. Link to council meeting agenda live stream (either before, live, or after the fact)
3. Summary of adopted resolutions
4. Encourage residents to register to vote
5. Links to help voters determine their polling place
6. "Did You Know?" series: laws/ordinances explained

Elected Leaders

7. Share when Mayor/Council will address local community groups
8. Proclamations and citizen recognitions
9. City involvement in local parades, groundbreakings, ribbon cuttings
10. Commissions, Boards, Committees (naming members or where to find more information)
11. Application period for Commissions, Boards, Committees

HR Updates

12. Celebrate new Senior staff hires
13. Congratulate Senior staff on retirement
14. Decade milestones for staff
15. New staff training/professional development certifications
16. Department awards from outside organizations
17. New job postings
18. City Hall closures/holidays
19. Staff Human Interest Highlight - Service or Volunteership Outside of Work

Crowdsourced Content

20. Citizen "idea box" contest
21. "Photo of the month" contest
22. "Business of the month" series
23. "Citizen/volunteer of the month" series

Animals/Animal Control and Welfare

24. Pet of the month/adopt a pet series
25. Spay and neuter clinic information
26. Warnings and highlights of local wildlife
27. Vector control tips

Public Safety

28. Weekly crime prevention updates
29. Neighborhood Watch Captain contacts

30. Citizen Academy information
31. Instructions on reporting graffiti
32. Successful arrests
33. Solved crime announcements
34. Sobriety checkpoint announcements and reminders to drive safely (especially on holidays)
35. Explanation of immigration/ICE compliance policy
36. Information on drones, automated license plate readers, etc.
37. Live updates of firefighting
38. Fire safety tips (especially during summer and holidays)
39. Firework safety
40. Donation drives
41. Open houses
42. Coffee With a Cop/police meet-and-greet events
43. "No burn" days (fireplace, grills, etc.)
44. How to file a police report
45. Police and fire department contact info
46. Emergency notification/alert system (encourage sign-ups)
47. Sandbag stations in heavy rain/flood/mudslide season
48. Smoke alarm program
49. Smoke advisories
50. Promote the South Coast Air Quality Management District app and website for checking air quality
51. CPR/CERT training programs

Community Enhancements and Welfare

52. Reminders of major holidays and holiday-related events (Santa Train, Tree Lighting, etc.)
53. Promote emergency preparedness tips and learning opportunities (seasonal advice, CERT class information, etc.)
54. Reminder of community hotline information
55. Note "cool off" locations on hot days
56. Announce volunteer opportunities
57. Announce non-profit events in the community

Community Development/Planning

58. Before & after photos and/or progress shots of projects
59. History of zoning/different zones in city
60. Groundbreaking ceremonies

Economic Development

61. Grand openings of businesses
62. Chamber of Commerce events
63. Share collateral and information on "why you should do business here"

Parks & Recreation

- 64. General activity guide
- 65. Announcements for upcoming activities
- 66. Registration deadlines for upcoming activities
- 67. Seasonal programs
- 68. Senior programs
- 69. Hours for city facilities: City Hall, Library, Public Safety departments, etc.
- 70. Library programs
- 71. Special guests at library (music groups, speakers, etc).

Information Technology

- 72. Public Wi-Fi information
- 73. Promotion of mobile apps that could benefit residents (for traffic updates, bus schedules, library portals, etc.)

Transportation

- 74. Share posts from local transportation agencies
- 75. Schedules for bus, train, etc.
- 76. All/common routes of public transportation
- 77. Changes in regular schedules for bus, train, etc.
- 78. How to buy a ticket for public transportation (types of tickets)
- 79. Special fare/ticket opportunities

Finance

- 80. Comprehensive Annual Financial Report (CAFR)
- 81. Fiscal year proposed budget/budget plan
- 82. Explain sales tax measures (either current or those on upcoming ballots)
- 83. General explanation/charts of how budget is allocated each year

Public Works

- 84. Construction project updates
- 85. Road closures
- 86. Important phone numbers
- 87. Special initiatives like bike plans (bike paths, widening bike lanes, etc.)
- 88. Annual Public Works Week
- 89. Stats about infrastructure (especially water, miles of pipe, etc.)
- 90. Water quality reports
- 91. Environmental reports (soil, stormwater, etc.)
- 92. Waste/shredding events
- 93. Compost giveaways
- 94. Community gardening (workshops or general information)

Miscellaneous

- 95. Open RFPs/bids
- 96. National days/weeks/months (see <https://www.timeanddate.com/holidays/us>)
- 97. Bulky item disposal
- 98. Instructions for signing up for city-related emails, social media, SMS alerts, etc.
- 99. State of the City (pre-/post-event promotion and/or remarks/messages)
- 100. Recognize the oldest _____ in the city: house, building, public art piece, etc.
- 101. Note when houses are added to historic register
- 102. "Throwback Thursday" posts of historic photos or old maps
- 103. Prescription drug/hazardous waste collection centers/events
- 104. How to replace damaged trash or recycling containers
- 105. Positive media coverage about City departments/programs/services