



# SOCIAL MEDIA ACTION TOOLKIT

## BACKGROUND

Salt Lake City is in the process of reconstructing multiple major corridors: 200 South, 300 West, and 900 South. These street reconstructions are important for the City's overall growth and long-term plans, but we recognize that this construction is difficult for businesses, especially smaller businesses with fewer resources than big box stores. That's why the City created this toolkit. We want to encourage the Salt Lake City community to support the small businesses along 900 South, 300 West, and 200 South! When people support these businesses, we want them to take a photo and tag @slcgov (and use #SupportLocalSLC22). While we hope that supporting small businesses and the local economy is reward enough, we will also be giving away an SLC flag hat each month for one of the users that tags SLC.

## OBJECTIVES

- Encourage people to support small businesses along these construction-impacted corridors
- Share reconstruction project information as needed
- Build organic engagement for these small businesses
- Capitalize on the summer time frame, with holidays and events like Little City, Open Streets, 4th of July, Pioneer Day, etc

## TIPS AND TRICKS

Tag the SLC accounts (especially @SLCgov) You can use one of the sample posts or tell your own story!

# INSTAGRAM POSTS

Here is a collection of *Instagram Feed Post* sample copy and graphics for your team to use to promote the **SUPPORT LOCAL** initiative.

[CLICK HERE](#) to Access a folder with Images and Badges for your use



## **SAMPLE POST** *(Feel free to copy this or create your own text)*

As construction season kicks into high gear this summer, we are asking the Salt Lake City community to support local businesses! Support the small businesses along 900 South, 300 West, and 200 South. When you support these businesses, take a photo and tag @slcgov and use #SupportLocalSLC22 . At the end of each month, SLC will pick a favorite and give away one of our exclusive Salt Lake City flag hats!

### **SUGGESTED HASHTAGS**

#SupportLocalSLC22 | #Support900South | #Support300West | #Support200South



## **PUBLICACIÓN DE MUESTRA**

Ahora que la temporada de construcción se pone en marcha este verano, le pedimos a la comunidad de Salt Lake City que apoye a los negocios locales. Apoye a los pequeños negocios a lo largo de 900 South, 300 West y 200 South. Cuando apoye a estos negocios, tome una foto y etiquete a @slcgov y use #SupportLocalSLC22. Al final de cada mes, elegiremos nuestra foto favorita y regalaremos una de nuestras gorras exclusivas con la bandera de Salt Lake City.

### **SUGGESTED HASHTAGS**

#SupportLocalSLC22 | #Support900South | #Support300West | #Support200South







**SAMPLE INSTAGRAM STORY**

# INSTAGRAM STORIES

[CLICK HERE](#) to Access a folder with Images and Badges for your use

Use the **SUPPORT LOCAL** badges to add to your Instagram Stories. Make sure to tag the SLC Gov. Accounts so we can re-share!



## TIPS:

Save these badges to your Phone's Camera roll.  
Upload the image you want to use to Instagram Stories  
Use the "Camera Roll" Sticker to add the badge!





# TWITTER

Here is a collection of *TWITTER* sample copy and graphics for your team to use to promote the **SUPPORT LOCAL** initiative.

[CLICK HERE](#) to Access a folder with Images and Badges for your use

SAMPLE TWEETS (Feel free to add an image)

Take TRAX and spend a day at Central 9th supporting the small businesses!  
[#Support900South](#)

¡Tome el TRAX y pase un día en Central 9th apoyando a los pequeños negocios!  
[#Support900South](#)

Try alternative modes of transportation, like a bike or scooter, and spend a day along 300 West!  
[#Support300West](#)

¡Pruebe otros medios de transporte, como una bicicleta o un patinete, y pase un día a lo largo de 300 West! 0 West!  
[#Support300West](#)

Earlier this year, 200 South started a major reconstruction from 200 East to 900 East. Support the small businesses along 200 South!  
[#Support200South](#)

A principios de este año, se inició una importante reconstrucción de 200 South desde 200 East hasta 900 East.  
[#Support200South](#)

*THREAD WITH INITIAL TWEET*

When you support these businesses, take a photo! Tag @slcgov with [#SupportLocalSLC22](#). At the end of each month, SLC will pick a favorite and give away an exclusive Salt Lake City flag hat!

*THREAD WITH INITIAL TWEET*

Quando apoye a estos negocios, tome una foto y etiquete a @slcgov y use [#SupportLocalSLC22](#). Al final de cada mes, elegiremos nuestra foto favorita y regalaremos una de nuestras gorras exclusivas con la bandera de Salt Lake City.



# OTHER RESOURCES

Make sure to tag **SLC GOV DEPARTMENTS**  
in your Social Posts!

DEPARTMENT	SOCIAL MEDIA HANDLE
Salt Lake City Government	@SLCGov
Salt Lake City Economic Development	@SLCEconDev
Salt Lake City Transportation, Engineering, and Streets	@SLCMoves
Mayor Mendenhall	@SLCMayor
Salt Lake City Council	@SLCCouncil



# QUESTIONS?

Department of Economic Development

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