



#FLCityWeek Goes Virtual: *Tips for Celebrating Your City Virtually*

OCTOBER 19-25, 2020

- ▶ **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.
- ▶ **Coordinate a story hour.** Have an elected or appointed official read the second edition of "The City That Talks," the children's book distributed by the Florida League of Cities in April as part of President Isaac Salver's Readers2Leaders initiative. Have the official read the book virtually on a live platform, or record the book reading and post it on the city's Facebook page and website. A complimentary copy of the book was sent to each elected municipal official, city manager and city clerk in Florida. To purchase more hard copies or access digital versions of the book in English, Spanish and Creole, visit readers2leaders.com.
- ▶ **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.