



Social Media Toolkit

The League of California Cities is excited to announce its California Cities Week, April 14-20, 2024. California Cities Week is a weeklong celebration to recognize and appreciate the many ways that our diverse cities make life better for all who call California home. Join us in celebrating the Golden State's 482 cities – especially the city officials, staff, and services – that help our communities thrive.

Here are some ways you can participate:

- What makes your city unique? Post a fun fact about your city! Tag us on social media @CalCities and use the hashtag #CACitiesWeek.
- Did your city recently complete a project or an initiative that will benefit residents in your community? Share your #LocalWorks story and tag us!
- Are you an elected official? Tell us what you love most about serving your city! Take this opportunity to encourage your constituents to stay engaged at City Hall and/or volunteer at a city event.
- Repost a Cal Cities social media post celebrating #CACitiesWeek.
- Attending City Leaders Summit? Take a picture at our photo booth with the “California Cities Week” sign and share it on social media!

Sample social media post templates:

1. Did you know [INSERT CITY] is [INSERT FACT]? There are many things that make our beautiful city unique! What do you love most about [INSERT CITY]? #CACitiesWeek
2. April 14-20 is California Cities Week! In celebration of #CACitiesWeek, tell us what you love most about living in [INSERT CITY]!
3. This week is #CACitiesWeek! I'm proud to serve [INSERT CITY HANDLE] and help our communities thrive. The best part about serving [INSERT CITY] residents is [FILL IN]. @CalCities
4. [INSERT CITY] is proud to have completed [INSERT PROJECT]! This project [INSERT BENEFITS] and is a great example of how #LocalWorks in our city. #CACitiesWeek

Click [HERE](#) to download the California Cities Week graphics.

Don't forget to tag Cal Cities on social media (@CalCities) and use the hashtags #CACitiesWeek and #LocalWorks!