Social Media Best Practices

Social media is an excellent tool for celebrating Missouri Local Government Week and promoting your city's events and activities.

Please tag the Missouri Municipal League in your social media posts. This allows us to see how your city, town or village is celebrating and engage with your posts.

Develop a content calendar for the week, ensuring daily engagement. Use a mix of posts: educational, interactive, visual, and storytelling. Schedule posts in advance using platforms like Facebook Creator Studio, Hootsuite, or Buffer.

Use consistent hashtags. Boost engagement and visibility by using:

#MOLocalGovWeek (official hashtag)
#LocalGovernmentMatters
#OurCommunityOurGovernment

Share facts about local government services and responsibilities. Post "Did You Know?" graphics with fun local government statistics.

Showcase local government in action. Feature short videos of city departments at work (e.g., road maintenance, water treatment, parks and recreation). Post "A Day in the Life" of a public servant. Share testimonials from city officials, employees, or residents.

Ask interactive questions like: What city service do you appreciate the most? Run polls or quizzes related to local government facts.
Encourage residents to share photos of their favorite local parks, events, or landmarks.

Post behind-the-scenes content from city hall meetings, community projects, or first responders.

Use Instagram & Facebook Stories for quick updates and engagement.

Create short-form videos (TikTok/Reels) featuring community leaders answering common questions.

Highlight local government employees with "Meet Our Team" spotlights.

Share ways residents can get involved, such as attending city meetings, volunteering, or joining advisory boards. Promote upcoming local events related to Missouri Local Government Week.

Partner with schools, libraries, law enforcement, and chambers of commerce for shared messaging. Cross-tag other departments, neighboring cities, and government organizations.
Encourage elected officials to reshare posts on their personal accounts.

Ensure images and videos are clear, well-lit, and engaging. Include city logos and consistent fonts/colors for a professional look.