



Seattle  
Public  
Utilities



ADOPT A  
STREET

# SOCIAL MEDIA TOOLKIT



2023



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# Social Media Toolkit

Welcome to the Seattle Adopt a Street social media toolkit! In this toolkit, you will find a variety of resources and strategies to help you effectively use social media to promote our organization and engage with our community. From creating engaging content to providing sample posts, this toolkit is designed to help you make the most of your time and effort. Whether you're a seasoned social media pro or new to the game, this toolkit is a great resource to help you achieve your goals. So, let's get started and make a difference together!

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## Background

Social media has become an integral part of modern communication and is a powerful tool for organizations to connect with their audience and promote their mission. As a volunteer organization, it is important for us to have a strong presence on social media to reach a wider audience and attract new volunteers. By leveraging the power of social media, we can increase awareness of our organization, share updates and events, and engage with our community in real-time.

However, creating and maintaining a social media presence can be time-consuming and requires a strategic approach. That's why we have created this social media toolkit to provide our volunteers with the resources and strategies they need to effectively use social media on behalf of our organization.

The toolkit includes information on creating engaging content, building a following, and measuring the success of your social media efforts. It also provides best practices and guidelines to ensure that our organization's message is consistent and professional across all social media platforms.

We hope that this toolkit will serve as a valuable resource for our volunteers and help us to achieve our goal of spreading awareness and engaging with our community through social media.

## Objectives

- + To provide volunteers with the necessary resources and strategies to effectively use social media.
- + To increase awareness and engagement with our community through social media.
- + To attract new volunteers by showcasing Adopt a Street mission and values.
- + To create and share engaging and relevant content that resonates with our target audience.
- + To empower volunteers to become active and effective social media ambassadors for Adopt a Street.





## Messaging

These messaging we use to communicate with the community regarding our program. It can help you write your own social media content or even learn a little more about us!

- + Adopt a Street (AAS) is Seattle's grassroots litter-removal program. Join the thousands of volunteers who clean up hundreds of miles of Seattle's city streets where they live, work, school, play, and pray.
- + Adopting a street means that you will make a commitment to clean up litter along a street segment of your choice or anywhere you'd like to keep clean.
- + AAS will support you, provide free supplies and safety equipment, pick-up and dispose of collected litter, and keep track of all the amazing work you do to keep your street litter-free
- + Adopting a street has never been easier - sign up, request supplies, clean up on your schedule, and report your cleanup
- + Clean up alone, on your way to work or school, or with your business, school, club, or faith-based organization.
- + Join a community of individuals who are passionate about making our city a better place
- + Let's keep Seattle litter-free, one street at a time!

## Graphics

Access the social media graphics we created for the sample post below. Visit the [Adopt A Street](#) site under Forms and other resources. [Click here for an automatic download of the files!](#)

## Hashtags and Accounts

Adopt a Street Website: [www.seattle.gov/utilities/aas](http://www.seattle.gov/utilities/aas)

### Social Media:

- + [SPU Instagram](#): @seattle\_public\_utilities
- + [SPU Twitter](#): @SeattleSPU
- + [SPU Facebook](#): @SeattlePublicUtilities
- + SPU TikTok: @seattle\_public\_utilities

### Hashtags:

- + #SeattleAdoptAStreet
- + #SeattleCleanCity

*Make sure to tag us so we can amplify your content!*



## Sample Posts

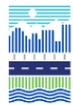
Social Media Sample Posts for Instagram, Facebook, or Twitter:

Copy	LINK	Image/ Video Idea
<p><b>Promote your upcoming clean up:</b></p> <p>Join us for our next Adopt a Street Clean Up, [Date], [Time] at [Location]! Thank you [tag SPU] for providing us supplies, like trash bags, gloves, litter grabbers, and safety materials.</p>	<p><a href="http://seattle.gov/utilities/aas">seattle.gov/utilities/aas</a></p>	<p>Add a picture or flyer to promote your upcoming clean up.</p>
<p>Litterbugs bugging you 🐛? Sign up to volunteer with <a href="https://www.seattle.gov/utilities/aas">#SeattleAdoptAStreet!</a></p>	<p><a href="http://seattle.gov/utilities/aas">seattle.gov/utilities/aas</a></p>	
<p>Did you know <a href="https://www.seattle.gov/utilities/aas">#SeattleAdoptAStreet</a> provides the tools you need to keep your community safe and clean? 😁! Sign up today &amp; bring your cutest outfit to the cleanup.</p>	<p><a href="http://seattle.gov/utilities/aas">seattle.gov/utilities/aas</a></p>	 <p>Add a picture of your cute outfit with the AAS vest!</p>
<p>Looking for some outdoor activity while helping &amp; beautifying the <a href="https://www.seattle.gov/utilities/aas">#environment</a> around you? Consider joining SPU's Adopt a Street <a href="https://www.seattle.gov/utilities/aas">#volunteer</a> program! Sign up to adopt a street in your neighborhood at the link:</p>	<p><a href="http://seattle.gov/utilities/aas">seattle.gov/utilities/aas</a></p>	





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Does litter bug you as much as it bugs us? Join SPU's #SeattleAdoptAStreet program and #volunteer to help keep your community clean & litter free. We provide everything you need from bags, to gloves, to grabbers. Sign up today!

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



Gif

Litter making you bitter? Join SPU's #SeattleAdoptAStreet program and #volunteer to help keep your community clean & litter free. We provide everything you need from bags, to gloves, to grabbers. Click the link to sign up today!

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



Why should you care about litter? That one cup, cigarette butt, or wrapper may not seem like a lot, but it adds up and it doesn't stay in one place. Help keep Seattle litter-free. Volunteer with #SeattleAdoptAStreet.

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



Litter doesn't just impact that community where it's dropped. It travels through our storm drains and into our waterways. You can help. Volunteer with #SeattleAdoptAStreet today!

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



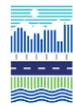
The #SeattleAdoptAStreet volunteer program gives you everything you need to keep your community litter-free. Find out more and volunteer at -

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)





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Did you know that litter is more likely to accumulate when there's already litter present?  
Volunteer with #SeattleAdoptAStreet!

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



Whether you do so solo or with friends, collecting litter is a great way to protect the environment where you live. Volunteer with SPU's Adopt a Street and we'll provide everything you need to get started (minus the litter).  
Find out more and sign up at:

[seattle.gov/utilities/aas](http://seattle.gov/utilities/aas)



Have fun, be creative, and tag us! See you in your next clean up.

