

#CityHallSelfie Tip Sheet



Build relationships with your community and get people engaged in your projects!

#CityHallSelfie day 2019 is August 15th, when people from across the country go to their local city hall building, take a selfie with the building in the background, post to social media (#CityHallSelfie), and win prizes!

Each year, #CityHallSelfie day drives thousands of residents to city hall buildings across the country. We have teamed up with ELGL and put together a list of tips to help you take participation to the next level.

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Promote in advance!

Use Social and other media to get the word out weeks before the big day. You can add a banner to your website about #cityhallselfieday, take out space in your local newspaper, and incorporate #CityHallSelfie into your email campaigns.



Be Present!

Have the mayor and staff around for face time with residents.

Make it a team effort!

Encourage internal staff to participate, tag, #, share on social



Food is the way to many people's hearts!

Have coffee and treats out front of city hall and talk to your constituents that are there to take selfies and participate in the event.



Stand Out!

Have a funny mascot outside your City Hall for participants to take selfies with.



Show your appreciation!

Give a small token of appreciation for participants. You can hand out branded eco-friendly water bottles, stickers, and other swag from your city council! If you can tie the item into a major project your city is currently (or soon-to-be) working on, this can be a great way to spread awareness and gain participation!

Be active on Twitter!

Promote and retweet.



Make it fun!

Create a selfie station in advance as promotion and as a gathering place for the day. You can have fun props available for people can take selfies with. Feather boa? Oversized glasses? A selfie stick might come in handy too!



Engage with participants!

Have information (signs, handouts) around community engagement opportunities you offer that you can share with residents who come to city hall for a selfie.

Inform your visitors how they can participate and win!

Display the available categories and a description of how participants can enter and tag themselves on our map. For more information on event guidelines, see elgl.org/cityhallselfie.



Document the day!

Use photography to document the event and visitors throughout the day. An ariel drone shot could be great for promotion during and after the event.



Visit Bangthetable.com for more information on how to meaningfully engage with your community.

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