**Workshop Toolkit - Model Facebook Posts**

**DRAFT – March 25, 2013**

**General Post**

**Headlines**: Help us create a more Vibrant, Resilient, and Sustainable Northeast Ohio!

 Add your voice in creating Northeast Ohio’s future!

 What do we value about Northeast Ohio?

 What future do you want for Northeast Ohio?

**Body**: The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is holding workshops to develop a better understanding of what Northeast Ohioans want for our region’s future. To make it as easy as possible for people to participate, there will be two workshops a day for three days – April 30, May 1, and May 2 – at different venues across Northeast Ohio.

 Find out more information and register to participate at [VibrantNEO.org/WorkShops](http://vibrantneo.org/WorkShops). We hope to see you there!

**Issue-Based Post**

**Headlines**: How will Northeast Ohio address [ISSUE-BASED CONCERN] in the future?

 Does Northeast Ohio need more [ISSUE-BASED NEED] in its future?

 How high a priority should [ISSUE-BASED NEED] be in Northeast Ohio’s future?

How do we protect [ISSUE-BASED CONCERN] in Northeast Ohio?

**Body**: The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is holding workshops to develop a vision for Northeast Ohio’s future. We need to make sure that our shared concerns about [ISSUE-BASED CONCERN] are represented in this process.

 There will be two workshops a day for three days – April 30, May 1, and May 2 – at different venues across Northeast Ohio. Please try to attend on the date and location most convenient to you to make sure our voices are heard.

 To find out more information and register to participate in a workshop, please visit [VibrantNEO.org/WorkShops](http://vibrantneo.org/WorkShops). We hope to see you there!

**Geographic-Based Posts**

**Headlines**: How should [COUNTY, COMMUNITY, OR NEIGHBORHOOD] fit into Northeast Ohio’s future?

Make sure [COUNTY, COMMUNITY OR NEIGHBORHOOD] is an important part of Northeast Ohio’s future.

Will you speak up for [COUNTY, COMMUNITY OR NEIGHBORHOOD]’s future?

**Body**: The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is holding workshops to develop a vision for the future of our twelve-county region. If we care about the future of [COUNTY, COMMUNITY OR NEIGHBORHOOD], we need to make sure our concerns are heard at these workshops.

 There will be two workshops a day for three days – April 30, May 1, and May 2 – at different venues across Northeast Ohio.

 The workshop for our part of the region will be held on/at [DATE AND LOCATION FROM SCHEDULE], but all the workshops are open to everyone, regardless of where you live.

 To find out more information and register to participate in a workshop, please visit [VibrantNEO.org/WorkShops](http://vibrantneo.org/WorkShops). We hope to see you there!

**Organizational Affiliation Posts**

**Headlines:** Please join [ORGANIZATION NAME] and NEOSCC to help create a more Vibrant, Resilient, and Sustainable Northeast Ohio.

Can [ORGANIZATION NAME] count on you to help create Northeast Ohio’s future?

**Body**: The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is holding workshops to develop a vision for the future of our twelve-county region and [ORGANIZATION NAME] is a supporter and partner in NEOSCC’s efforts.

 We are encouraging all of [ORGANIZATION NAME]’s supporters to participate in NEOSCC’s workshops. To make it as easy as possible for people to participate, there will be two workshops a day for three days – April 30, May 1, and May 2 – at different venues across Northeast Ohio.

 Find out more information and register to participate at [VibrantNEO.org/WorkShops](http://vibrantneo.org/WorkShops). We hope to see you there!

**Social Support Posts**

**Headlines:** [ORGANIZATION NAME]’s supporters are working to create a more Vibrant, Resilient, and Sustainable Northeast Ohio. Will you?

I’m adding my voice to help create Northeast Ohio’s future? Will you join me?

[NAME FROM ORGANIZATION], [NAME FROM ORGANIZATION], and [NAME FROM ORGANIZATION] are going to workshops to help create Northeast Ohio’s future? Will they see you there?

**Body**: The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is holding workshops to develop a vision for the future of our twelve-county region and [ORGANIZATION NAME] is a supporter and partner in NEOSCC’s efforts.

 We are encouraging all of [ORGANIZATION NAME]’s supporters to participate in NEOSCC’s workshops. To make it as easy as possible for people to participate, there will be two workshops a day for three days – April 30, May 1, and May 2 – at different venues across Northeast Ohio.

 Find out more information and register to participate at [VibrantNEO.org/WorkShops](http://vibrantneo.org/WorkShops). We hope to see you there!

**Workshop Toolkit - Model TWEeTS**

**DRAFT – March 25, 2013**

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| **Tweet** | **Twitter Length\*** |
| Together, we can create NEO’s future!  http://vibrantneo.org/workshops/ @VibrantNEO | 71 |
| What will 2040 look like if NEO keeps doing what it’s doing?  http://vibrantneo.org/workshops/ @VibrantNEO | 95 |
| Help us create a more Vibrant, Resilient, and Sustainable NEO! http://vibrantneo.org/workshops/ @VibrantNEO | 95 |
| Add your voice in creating NEO’s future! Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 85 |
| Does NEO need more [HOMES, ROADS, TREES, PARKS, JOBS, ETC.] Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 104 |
| What do YOU value about NEO? Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 73 |
| What future do YOU want for NEO? Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 77 |
| How will NEO address [ISSUE-BASED CONCERN] in the future? http://vibrantneo.org/workshops/ @VibrantNEO | 90 |
| Does NEO need more [ISSUE-BASED NEED] in its future? Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 97 |
| How high a priority should [ISSUE-BASED NEED] be for NEO? Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 102 |
| How do we protect [ISSUE-BASED CONCERN] in NEO? Be heard at http://vibrantneo.org/workshops/ @VibrantNEO | 92 |
| How should [COUNTY, COMMUNITY, OR NEIGHBORHOOD] fit into NEO’s future? http://vibrantneo.org/workshops/ @VibrantNEO | 103 |
| Make sure [COUNTY, COMMUNITY OR NEIGHBORHOOD] is an important part of NEO’s future. http://vibrantneo.org/workshops/ @VibrantNEO | 116 |
| Will you speak up for [COUNTY, COMMUNITY OR NEIGHBORHOOD]’s future? http://vibrantneo.org/workshops/ @VibrantNEO | 100 |
| Please join us to help create a more Vibrant, Resilient, and Sustainable NEO http://vibrantneo.org/workshops/ @VibrantNEO | 109 |
| Can we count on you to help create NEO’s future? http://vibrantneo.org/workshops/ @VibrantNEO | 81 |
| Our supporters are working to create NEO’s future. Will you? http://vibrantneo.org/workshops/ @VibrantNEO | 94 |
| I’m helping create NEO’s future - Join me? http://vibrantneo.org/workshops/ @VibrantNEO | 75 |
| April 30-May 2 help create NEO’s future! http://vibrantneo.org/workshops/ @VibrantNEO | 73 |
| Our region, our future. Help create it! http://vibrantneo.org/workshops/ @VibrantNEO | 72 |

\*Our workshop URL, http://vibrantneo.org/workshops/ is 32 characters long, but Twitter shortens all URLs and then counts them as 20 characters by default. The length in the Twitter Count column is (the number of characters in the tweet – 12) as a result of Twitter’s link shortening.