

Social Media Toolkit

April – June 2020

The Independent Redistricting Commission (IRC) will redraw the nine City Council Districts in 2021 after the results of the decennial census are released. The important nature of this task is evident from the potential impact on communities which could slightly shift to maintain an even distribution of residents. We need to reach every resident so they know they can voice their opinion on this process. It is our goal that this toolkit will be your guide to utilize when communicating about the Independent Redistricting Commission.

Talking points will be developed and shared throughout the duration of the commissioner recruitment period to provide messaging that is easy to understand and provide key information for the City of Long Beach residents. We will ensure all partners continue to be provided with these resources when they are developed. The material provided will be translated into Spanish, Khmer, and Tagalog.

We need your help in getting the message out regarding the importance of recruiting a diverse applicant pool as its stated in the City's charter. We are asking all partners to regularly share information through their communication channels to educate, motivate and activate the residents of Long Beach. For more information visit www.longbeach.gov/redistricting.

The Guide currently provides messaging content for the month of April 2020 along with photos. Please remember to share the hashtag **#RedistrictLB2021** when discussing Redistricting on socials.

For additional questions contact:

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Sample Social Media Post

NOTE: This content is ready for publication. Please feel free to customize the caption. **For photos please click on the image to download.**

Photo	Facebook	Twitter
<p data-bbox="422 516 531 548">Image 1</p> 	<p data-bbox="774 548 1304 670">Ensure your community is represented! Apply for the Independent Redistricting Commission and help redraw the lines that shape our communities.</p> <p data-bbox="774 704 1188 732">www.longbeach.gov/redistricting</p>	<p data-bbox="1348 548 1877 670">Ensure your community is represented! Apply for the Independent Redistricting Commission and help redraw the lines that shape our communities.</p> <p data-bbox="1348 704 1761 732">www.longbeach.gov/redistricting</p>
<p data-bbox="422 963 531 995">Image 2</p> 	<p data-bbox="774 967 1304 1089">Be a part of Long Beach history! The City is looking for Long Beach residents to represent our vast city. Apply to be a Commissioner today!</p> <p data-bbox="774 1092 1188 1120">www.longbeach.gov/redistricting</p> <p data-bbox="795 1154 1020 1182">#RedistrictLB2021</p>	<p data-bbox="1348 967 1877 1089">Be a part of Long Beach history! The City is looking for Long Beach residents to represent our vast city. Apply to be a Commissioner today!</p> <p data-bbox="1348 1092 1761 1120">www.longbeach.gov/redistricting</p> <p data-bbox="1369 1154 1593 1182">#RedistrictLB2021</p>

Image 3



How do you view your community?
Apply to be a Redistricting Commissioner
today and help redraw your community in
their eyes. #RedistrictLB2021

www.longbeach.gov/redistricting

Image 4



Are you ready to take a stand and hear the
opinions of your fellow residents? Apply to
be a Commissioner today!
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Image 5



Let's dig in! Apply to be a Redistricting Commissioner and build your community!

#RedistrictLB2021

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