



SAMPLE SOCIAL MEDIA POSTS

Share #BrandingDearborn to Your Friends, Neighbors, Colleagues and Customers.

While you are more than welcome to create your own social media posts, below are some examples and ideas to help you out. You can find the Branding Dearborn images at brandingdearborn.com/assets.



Facebook/Long Formats

1. Together we are creating the story that will build a strong brand for #Dearborn –be a part of the conversation? Take the survey and share your perspectives on #BrandingDearborn. Become eligible to win rewards! Learn more at www.BrandingDearborn.com.
2. Curious about the #BrandingDearborn initiative? Learn what it's all about at www.BrandingDearborn.com.
3. #BrandingDearborn starts with you! We want your input for a community-wide survey to learn about your thoughts, feelings and ideas about #Dearborn. Take the survey! www.BrandingDearborn.com
4. What's #Dearborn to you? My #Dearborn is (share a photo or comment of a place, experience, people or description). Tell us at www.BrandingDearborn.com #BrandingDearborn
5. I've taken the #BrandingDearborn survey! Did you? www.BrandingDearborn.com. Anyone who lives, works, does business or goes to school in #Dearborn really should!
6. Live, work or go to school in #Dearborn? Take 10 minutes to complete the Dearborn Individual Survey at www.BrandingDearborn.com and gain a chance to win rewards! #brandingdearborn
7. Hundreds of #Dearborn residents, business owners and students are sharing their perspectives on what makes #Dearborn special. Will you join them? Take the #BrandingDearborn survey at www.BrandingDearborn.com and gain a chance to win rewards.

8. What do you love about #Dearborn? Complete the #BrandingDearborn survey at www.BrandingDearborn.com and let us know. Take 10 minutes and gain a chance to win rewards!
9. Do you think #Dearborn has a positive image in the news media? Complete the #BrandingDearborn survey at www.BrandingDearborn.com and let us know. Take 10 minutes and gain a chance to win rewards!
10. What is a perfect day in Dearborn is like? Take 10 minutes to complete the #BrandingDearborn survey at www.BrandingDearborn.com and gain a chance to win rewards!
11. Cities build strong brands to help them compete for talent, business, investment and more. Be a part of #Dearborn's brand building effort—take the #BrandingDearborn survey at www.BrandingDearborn.com. Completing the survey automatically enters you to win valuable rewards, too.
12. Hurry—the Dearborn brand survey ends November 25th! Make sure your voice is heard. Take 10 minutes to complete the #BrandingDearborn survey at www.BrandingDearborn.com —and gain a chance to win rewards, too!

Instagram/Twitter/Short Formats:

1. Help create the story that will build a strong brand for #Dearborn. Share your perspectives. Take the survey at www.BrandingDearborn.com.
2. What's #Dearborn to you? This is my #Dearborn (share a photo of a place, experience, people). Tell us at www.BrandingDearborn.com #BrandingDearborn
3. #BrandingDearborn starts with you! Take the survey and tell us your thoughts and perspectives on #Dearborn. Learn more at www.BrandingDearborn.com
4. Curious about the #BrandingDearborn initiative? Learn what it's all about at www.BrandingDearborn.com.
5. I've taken the #BrandingDearborn survey! Did you? www.BrandingDearborn.com
6. Take the #BrandingDearborn survey and gain a chance to win rewards in #Dearborn!
7. I love #Dearborn because _____ (share a place, experience, people). Tell us what you love at www.BrandingDearborn.com #BrandingDearborn
8. Take 10 minutes and complete the #BrandingDearborn survey at www.BrandingDearborn.com —and gain a chance to win rewards, too! Survey ends November 25th!