



In Your City's Corner: 2025 Connection Toolkit

Fostering community pride and connection is important to your citizens—and we know it matters to your city, too. Yet, with limited time and resources, building that connection can be challenging. That's why your League is here to help. We've created a 2025 content calendar designed to bring your city to life for your residents, helping them feel more engaged and informed. This calendar offers flexible content ideas you can share in various ways: through social media, your city's website, newsletters, or even as fun activities at city hall. Let's work together to bring your community closer!

Questions? Please reach out to communications@iowaleague.org.



January

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Click here to watch a quick video explaining how to use this toolkit.

Staff in Action

Snap photos of staff as they go about their daily tasks, such as fixing roads, maintaining parks, or assisting in City Hall. Highlighting these moments shows the dedication behind essential services.

Suggested Post:

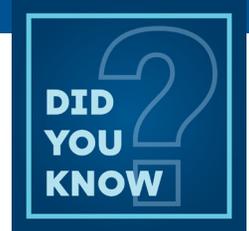
Behind every service, there's a dedicated team working hard to keep our city running smoothly. From fixing roads to maintaining our beautiful parks, and helping residents at City Hall, these everyday moments showcase the effort and commitment our staff puts in day in and day out.

Did You Know?

Help residents learn more about the services, history, and features that make their city unique.

Custom “*Did You Know?*” graphics are available to download and accompany each post to create a consistent, informative series.

The League is available to help you come up with ideas for a monthly “*Did You Know?*” See next page for suggested ideas.



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City Budget Video

The city budget process can be complicated. Download this video that breaks down the process and gives suggestions on how your residents can get involved: https://drive.google.com/file/d/1uZrmYoBRYtKuiRjsiwOJU_zGfjXq23pi/view.

Suggested Post:

Ever wonder how cities like [YOUR CITY GOES HERE] decide where your tax dollars go? Sophie breaks it all down in a fun, easy-to-understand video! Learn about the city budgeting process and how you can get involved. Watch now: [INSERT VIDEO]

Resources: <https://iowaleague.org/resource/simplicity-city-budgets-video/>

Monthly Citizen Spotlight

Each month feature a different resident—of all ages and backgrounds—who shares what they love about the city. Include their photo, and a brief quote. Gather several at once so you have spotlights for the next month, ask people to participate when they come into city hall, you see them at the park, at a council meeting, etc.

Suggested Post:

Faces of [City Name]: Meet [Citizen's Name]!

[Citizen's Name] has called [City Name] home for [number] years. When asked what they love most, they said, “I love [specific thing about the city, like parks, local events, friendly neighbors]—it really brings the community together!”

Let's celebrate the amazing people who make our city so special!

Did You Know? Suggestions:

RECYCLING

Suggested Post:

“Did you know? Our city recycles over ___ tons of material every year! By participating in our recycling program, you're helping to reduce waste and protect the environment for future generations. Thank you for doing your part!”

Tip: Include a link to recycling guidelines or upcoming recycling events in the area to encourage more participation.

GREEN SPACE

Suggested Post:

“Did you know? Our Parks Department maintains over ___ acres of beautiful green spaces right here in [City Name]. Next time you're at one of our parks, remember the hard work our team puts into making them great for everyone!”

WALKING AND BIKING TRAILS

Suggested Post:

“Did you know? [City Name] offers more than ___ miles of scenic walking and biking trails! Whether you're looking to get some fresh air or explore nature, our trails are a great way to enjoy the outdoors.”

LIBRARY

Suggested Post:

“Did you know? Our library houses over ___ books, e-books, and other resources! Plus, the library hosts free events for all ages. Be sure to stop by and see what's new!”

Tip: Include a link to the library's website or upcoming event schedule, encouraging more residents to visit.

FIRE DEPARTMENT

Suggested Post:

“Did you know? Our dedicated fire department responds to over ___ emergencies every year, keeping our city safe day and night. Thank you to our first responders for their commitment!”

Tip: If your city shares services with another city possibly mention that here.

FRESH WATER

Suggested Post:

“Did you know? Our city provides over ___ gallons of fresh, clean water daily to residents and businesses! Thanks to our Public Works team for ensuring we all have access to safe drinking water.”

CITY FLOWERS

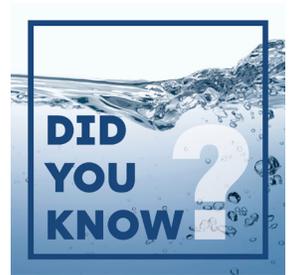
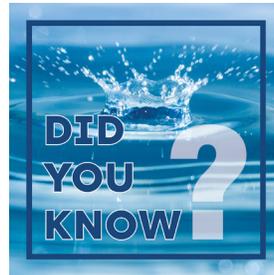
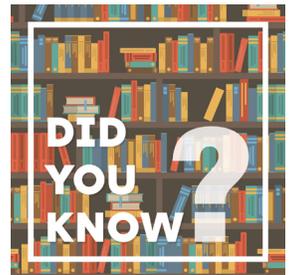
Suggested Post:

“Did you know? Our city flower pots are put together by volunteers. Thanks to our volunteers for making [City Name] welcoming!”

Tip: possibly include a photo of the volunteers

**CLICK ON EACH GRAPHIC TO
DOWNLOAD AND USE WITH YOUR POSTS**

Image will open in a browser. Right click on the image and select “Save Image As” and choose the desired location on your computer to save the photo to.



February

Questions? Please reach out to communications@iowaleague.org.

Unique Equipment

Showcase any interesting or unique equipment used by different departments—like specialized vehicles, tools, or machinery. People love seeing what it takes to keep the city running smoothly!

Suggested Post:

Have you ever seen one of these vehicles out on the road days before a storm? It's a salt brine truck! Salt brine is used to treat roads before a snowstorm lowers the freezing point of water on the road, reducing snow accumulation. Just don't get too close behind these vehicles!

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Where Does My Property Tax Money Go?

Suggested Post:

Ever wonder where your property tax dollars go? In [Your City Name], they help fund essential services that keep our community running smoothly—like public safety, road maintenance, parks, and libraries.

Your contribution makes a BIG difference in making [Your City Name] a great place to live.

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Suggested Post:

Faces of [City Name]: Meet [Citizen's Name]!

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March

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Everyday “Unsung Heroes”

Feature those team members who often work behind the scenes but play a critical role, like custodial staff, tech support, or maintenance crews. A spotlight on their contributions helps build community appreciation.

Suggested Post:

Today we wanted to celebrate [Name] and [Name], two of our street cleaning crew who work hard every day to keep our roads clean and safe. From rocks and debris to downed tree limbs, these two are the first responders to clear our streets. Thank you [Names]!

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Local Leaders Day

The League’s Local Leaders Day, March 4, 2025. Be sure to take pictures while attending and post about your experience.

Suggested Post:

Mayor [Name] joined elected officials, city administrators, and legislators to collaborate and advocate for [City] statewide at the Iowa League of Cities’ Local Leaders Day. We’re working hard to tell [City’s] story to our legislators to best serve our community.

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Staff Appreciation

Share moments from staff appreciation events, like awards, team lunches, or birthday celebrations. This shows residents that city employees are valued and fosters a positive community spirit.

Suggested Post:

It's been a busy few weeks, but we didn't want to miss a chance to celebrate our amazing parks team for all their work this spring getting our great facilities ready for the season. From cleaning parks and the sprayground to checking our equipment, they have us ready for another great year of outdoor activity.

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Pet Poop FAQs

Suggested Post:

Not only is it the polite thing to do, picking up your pet's waste contributes to better water quality. Pet waste can transmit parasites, including tapeworms and E.coli, and viruses, such as Parvovirus. When it rains, it can run into the storm sewer and then into local waterways.

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Volunteers Making a Difference

Capture photos of volunteers during events, clean-ups, or other community projects. Include a short story about their impact and encourage others to volunteer.

Suggested Post:

Big shout out to [Name] for being an incredible champion of [City]. You may have seen them serving on our [city board/advisory], out on [trail] picking up trash, or helping with events around town. [Name] consistently puts their time and energy into making our community better. Thank you for all you do!

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City Pride

Suggested Post:

We are proud to be one of the 939 cities in Iowa serving our local community through good stewardship and responsive governance. Local government is decision-making and service at its most accessible. We are your neighbors you talk to at the grocery store, PTA meetings, or at the coffee shop. We are here for you and that means the world to us. Thank you to everyone in [city] for your part in making this the best place to live, serve, and play every day.

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Community Wide Scavenger Hunt

Choose & Gather Items to Hide

Select at least 5 unique items for the scavenger hunt. These could be mini flags, printed city logos, specially marked coins, or another city-themed item. Aim for items that are fun, noticeable, and easy to hide in public spaces.

Take Photos of the Items

Capture clear, close-up photos of each item so participants know exactly what they're looking for. Ensure each item's details are easy to recognize in the photos.

Post the Photos Online

Post the photos on your city's official Facebook page along with a brief description of the scavenger hunt rules. Mention that participants should comment on the Facebook post with their item finds to win.

Create a Display at City Hall

Print the item photos and display them on a community board at City Hall, along with the scavenger hunt details. This helps residents without social media access participate, too.

Promote the Scavenger Hunt

Spread the word through social media, newsletters, and posters at community centers or local businesses. Encourage everyone to join in on the fun and to post their item photos in the comments on Facebook.

Suggested Post:

The weather is warming up—it's the perfect time to get outside and explore [CITY NAME]! We've hidden [X number] [ITEMS] around town, just waiting to be found. Be the first to snap a photo of an item and post it in the comments to win! Remember, each person can only win once, so there will be [X number] winners total.

The contest runs all through June, so get out there and start hunting! *[Optional: Winners will receive a prize!]*

Happy exploring, and may the best spotters win!

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Tips for Great Smartphone Photos

Lighting is Key

Take photos in natural light whenever possible. If indoors, use well-lit areas and avoid harsh shadows.

Focus on Faces

Tap on faces to focus and ensure they're clear. For action shots, snap a few extras to capture the best moment.

Capture Context

Show surroundings or equipment in the background to help tell the story of what's happening.

Use Portrait Mode

For close-ups or individual shots, use portrait mode (if available) to give photos a professional, depth-of-field effect.

Keep it Steady

Hold your phone with both hands to keep photos sharp. For low-light shots, lean on a stable surface to avoid blur.

Capture Candid Moments

Encourage staff to continue their activities as you snap photos. Natural, candid shots often feel more authentic and engaging.

