Anything goes, but... be RELEVANT and CONSISTENT
Tweet and Link
Create short videos that...

Entertain, Educate and Relate
Hyperlocal Messaging = Success
Tell stories that are impactful and relevant to your residents.
Content Best Practice

Good content features prominent pictures that help narrate the story.

City of Livermore City Hall
June 10

Rodeo Weekend is here! The Rotary-sponsored Rodeo Parade begins downtown at 10:00 am on Second Street. The Livermore Stockmen’s Association-run Rodeo begins later in the afternoon and continues on Sunday at Robertson Park. Visit www.livermorerodeo.org for lots of details. And our rodeo is the “World’s Fastest” because there are so chutes with seemingly non-stop action and activities. So how can you miss it?
Good content uses video if possible.
Good content uses concise text that builds up the story.

Notice the awesome picture.
Good content starts a conversation.

Applications for the 2016-2017 Benicia Youth Commission are due by Friday, August 19. Applications are available at the Benicia Community Center, 370 East L Street or contact Lindsay Dion at 707.746.4771 or ldion@ci.benicia.ca.us.

The Benicia Youth Commission (BYC) serves as an advisory body to the Parks, Recreation & Cemetery Commission and other groups on matters relating to youth in Benicia. BYC meets twice a month September – May and is run by a chair and elected board. All Benicia Middle and High School students are invited to apply. This is a great opportunity to give back to the community, learn valuable leadership tools and can be used on college applications for community involvement.
Great content rules the day!
Join us July 22nd, 2016 @ 10am for the Comanche Creek Greenway Ribbon Cutting!

The Improvement Project reflects the community’s vision to enhance non-intensive recreation in the Comanche Creek Greenway and connect bicycle facilities in Southwest Chico. The project is based... See More
City and County of San Francisco

May 18

Mayor Lee & U.S. Department of Transportation Secretary Anthony Foxx hosted a roundtable discussion with local leaders on San Francisco’s Smart City Challenge application & innovative ideas about the future of transportation. Learn more about San Francisco's application for the Smart City Challenge [http://www.smartcitysf.com/](http://www.smartcitysf.com/).
Congratulations to #SanCarlos and #RedwoodCity Fire Battalion Chief Chuck Lax and Captain Chris Cottle! Two well-deserved promotions for two hard working public servants. #CityofGoodLiving @redwoodcityfire
How do you envision Burlingame in the next 25 years? Come share your voice on Saturday, May 21 at the Burlingame Recreation Center. Drop by any time between 10am-1pm. Visit [www.envisionburlingame.org](http://www.envisionburlingame.org) for more info.
Many thanks to everyone who attended the Envision Burlingame workshop this past weekend. If you didn't have a chance to attend, you can still participate - fill out the online Community Survey to tell us what you think: https://www.surveymonkey.com/r/BurlingameConceptAlternatives
**Message from Millbrae Police Chief Roger Copeland**

This past Tuesday, several dozen members of the community attended the City Council meeting to express their concerns with the dramatic rise in burglaries over the past few years. First, I would like to thank everyone who came out and shared their thoughts and stories. Your comments did not fall on deaf ears, nor is this an issue we have been blind to.

As one commenter noted, burglary and larceny crimes in Millbrae have doubled in the past four years. While this rising problem is not unique to Millbrae, these personal attacks are especially harmful because they invade our homes, places that are supposed to be intimate sanctuaries for our families. I wish I had an immediate solution to this problem; but I don’t.

What I can tell you is that resolving this issue is one of our top priorities. My deputies are in your neighborhoods each day, patrolling and responding to calls of suspicious activity. They are doing their best to get to know the people who live in the different neighborhoods so that if they see someone that doesn’t belong there they can respond appropriately. Unfortunately, putting more deputies on the street isn’t the silver bullet we would like it to be. They can only be in one place at a time.

My request of you is to help be the eyes and ears of my deputies. If you call, we will respond. If you see suspicious activity, or if something doesn’t feel right, call 9-1-1. Do not hesitate or second guess yourself. Call 9-1-1 anyways. If it’s not a criminal, my deputies will respond to the call, investigate the situation, and let them go about their day. But it’s these calls-for-service that give us the opportunity to respond and help apprehend the criminals responsible for these crimes.

In addition to calling 9-1-1, there are things we can do to help ourselves and each other.

Tip #1: Put a lock on your side gate, and lock your doors and windows when you are away. Don’t give burglars a chance to hide their crimes by attacking your home from the rear, out of sight. This may not stop them, but it’s a barrier that makes getting into your home much harder. In addition, a person jumping a fence or breaking a window raises more warning signs for the surrounding neighbors.

Tip #2: Get to know your neighbors, and keep an eye out for them. The majority of criminals committing burglaries are not your neighbors or their kids. They are thugs coming into Millbrae from other cities and counties. They hit a home, then jump back on the freeway and leave. Knowing your neighbors will help you know who belongs in your neighborhood and who doesn’t. The more we look out for each other, the safer our community will be. Communication is the key.

In the coming weeks, I will be hosting a community-wide public safety meeting to get feedback from you on how we can work together to address this problem. When we announce the official date of the meeting, I ask that you make it a priority and attend. While the rise in burglaries may make you feel unsafe, I assure you Millbrae is still a great and safe community to live in if we all work together, I promise you we will solve this problem and others like it.

I appreciate your concern with the growing problem of burglaries in our community. Please, call 9-1-1 if you see any suspicious activities. My deputies and I will continue to do our best and stay vigilant in apprehending these criminals, but we
*** SPARE THE AIR ALERT ***

A Spare the Air Alert is in effect tomorrow, Wednesday, July 13, in the San Francisco Bay Area.

Concentrations of ground-level ozone pollution are forecast to be unhealthy today.

Residents are encouraged to drive less and reduce their energy use this week to help keep pollution levels lower, preventing health alerts when temperatures are high.

To learn more, please visit [http://sparetheair.org](http://sparetheair.org)
Have a safe and Happy Independence Day! #AMERICA #FresnoProud

Happy 4th of July!
New LCF Trail Map released: http://ow.ly/jsyr301doDv

La Cañada Flintridge Trails Council releases new map of local paths

A new map delineating the 23 miles of dedicated trails in the city has been released by the La Cañada Flintridge Trails Council, it was announced...
Happy #ArborDay! The City is working toward a goal of planting 2,000 trees to increase our canopy coverage. #ClimateAction
City of Sacramento, Government added 2 new photos.

July 13 at 1:12pm

#Sacramento City Hall: Come for the #Pokeballs, stay for City Council.
http://sacramento.granicus.com/ViewPublisher.php?view_id=21
#PokemonGO
Questions?
Next Webinar

Metrics for Social Media
Thursday, August 18 @ 2 p.m.