

OTHER DIGITAL OPPORTUNITIES



GOOGLE & GOOGLE MAPS

- ☐ Refresh city and landmark images with high-quality, current photos. Remove outdated imagery. [Here's how to post photo updates.](#)
- ☐ Review the “About” section for accuracy and submit updates via the “Feedback” button. [Learn how to provide feedback in Google Maps.](#)
- ☐ Ensure your organization’s profile is up-to-date with accurate address, hours, and imagery. [Edit your Google Business Profile here.](#)
- ☐ Respond to positive and negative reviews professionally.



WIKIPEDIA

- ☐ Update your city’s “About” section for accuracy using the “Edit” button on your profile.
- ☐ Replace outdated photos with high-quality images that showcase the city’s current appeal.



NEWSLETTER

- ☐ Ensure the layout, fonts, and colors match your community’s branding.
- ☐ Include engaging and relevant articles about local events, achievements, or initiatives.
- ☐ Use current and relevant high-quality images to make the newsletter visually appealing.
- ☐ Ensure the newsletter looks great on both desktop and mobile devices.
- ☐ Provide call-to-action links to event registrations, articles, social media links related to content highlighted for further engagement.