



SOCIAL MEDIA RESOURCE GUIDE

This guide helps your community use social media to attract and welcome new residents by showcasing local charm, resources, and relocation tips, fostering engagement and belonging before they arrive.



SOCIAL MEDIA BEST PRACTICES



AUTHENTICITY IS KEY:

Showcase your community—celebrate its small-town charm, traditions, and the people who make it special. Share event highlights, local business spotlights, and testimonials from residents.



VIBRANT IMAGES:

Use high-quality photos or videos showcasing your community—scenic views, bustling storefronts, kids at the park, or nature trails. Authentic, **people-focused** images resonate better than cluttered graphics.

Don't be afraid to crowdsource images from people in your community!

Check the social media content ideas section for Canva templates to customize. Canva is a free, easy-to-use tool with versatile design options.

GOOD PHOTOS ARE PEOPLE CENTRIC



Why it's **good**:

- Shows atmosphere
- Shows faces! Look how happy they are to be at this festival!



Why it's **good**:

- Sometimes you can't get photos of interesting spaces AND people. Put multiple photos together to make this happen.



Why it's **good**:

- Shows action and a crowd
- Shows faces of at least a few people

RULE OF THUMB:
FACES STOP THE SCROLL.

photo credits: Kelly Klein Photography

FIND THE
goodlife
in North Dakota

BAD PHOTOS ARE MISSING PERSONALITY



Why is this considered a **“bad”** photo?

- Empty streets are less likely to draw in interest.
- Dark lighting drains energy.

How to make it **better**:

- Add people!
- If it's an empty street, emphasize the architecture on a brighter day with an interesting angle.



Why is this considered a **“bad”** photo?

- There's no energy or sense of community without people enjoying the space.
- It looks like a setup for a photo shoot rather than a lively, real moment.

How to make it **better**:

- Add people!
- If it's a restaurant, show food. If it's an event space, show an event. Show spaces in action!

BEST PRACTICES



CONSISTENT POSTING SCHEDULE:

Aim to post at least 2-3 times per week. Consistency keeps your content on followers' newsfeeds and shows that your community is active and engaged.

But if you don't have anything to say, don't force it. It's better to have quality than quantity.

Call to Action



CALL-TO-ACTIONS (CTAs):

A call-to-action is a simple prompt encouraging your audience to take a specific step, such as visiting your website, attending an event, or sharing your post. CTAs can be as simple as "Join us this Saturday," or "Tag a friend who would love this!"

Including clear CTAs in your captions guides your audience on what to do next and helps boost engagement.



LEVERAGE HASHTAGS AND LOCATION TAGS:

Use hashtags (#YourTownName, #RuralND, #FindtheGoodLifeND) to increase visibility. Tag your location so people searching for North Dakota rural communities can easily find you.



SOCIAL MEDIA CONTENT IDEAS

Use these templates for a simple and clean social media campaign. You can personalize them to reflect your community.

[LINK TO CANVA PAGES](#)

LOCAL AMENITIES & ATTRACTIONS



EXAMPLE



Community Hubs

Showcase the town library, community center, playgrounds, and parks.

Images

A wide shot of the community hub and/or people utilizing the hub (i.e. an image of kids playing on the playground).

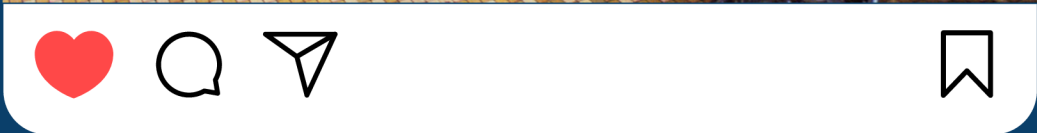
Caption

“Sunny days, friendly faces, and open spaces—this is life in [City Name]. Our beautiful community park is the heart of our gatherings and outdoor fun.”

LOCAL AMENITIES & ATTRACTIONS



EXAMPLE



Business & Organization Highlights

Highlight local restaurants, boutiques, other businesses, and organizations.

Background Images

A street view of the business, full team photo, and/or people eating, shopping, etc. in the business.

Captions

- “🌟 Business Spotlight: [Tag: Company Name]🌟
Meet the faces behind @ [Business Name]! Discover the story of this family-owned gem that’s been serving [City Name] for generations. From delicious treats to heartwarming service, they’re a true community treasure. Share your favorite stories about [Business Name] in the comments below!
- Be sure to check them out ➡ [Insert website link or address]”
- “[Tag: Business Name] is more than just a business—it’s a cornerstone of our community. They’re dedicated to serving [local needs] and making our town a better place! [Owner/Worker Name] will always make sure you have what you need & that you leave with a smile on your face. Share your favorite stories about [Business Name] in the comments below!

Be sure to check them out ➡ [Insert website link or address]”

AVAILABLE HOUSING



EXAMPLE



Available Properties

Showcase available homes for sale or rental units. Include basic details and direct interested viewers to a link/contact to learn more.

Images

A well lit wide shot of the property and or multiple images of the inside of the property.

Caption

“Looking for a place to put down roots? Explore this charming home in [City Name].

Contact [Realtor Name/Link] to learn more!”

COMMUNITY EVENTS



EXAMPLE



Monthly Previews

At the start of each month, share a calendar of upcoming events—concerts, craft fairs, school sports matches, or seasonal festivals.

Caption

“In [City Name], there’s always something to celebrate! From [event] to [event], we know how to have fun! Mark your calendars—be sure to check out our upcoming events this month!

[list event, time, locations here]

(i.e. Join us on [Date] at [Local Event Name] for music, treats, and celebration @ [Location]!”

Stand-Alone Events

Leading up to bigger festivals, create dedicated posts with event details, highlights from previous years, and volunteer sign-up info. (Tip: If using Facebook, publish upcoming events as an “Event”)

Images

Snapshots from previous events.

TESTIMONIALS

("MEET YOUR NEIGHBOR" SERIES)



Longtime Resident

Spotlight residents who have lived in the town for decades. Ask them to share their favorite memories and what makes the community special.

New Resident

Feature posts with recent movers. Ask them why they chose your town, how they settled in, and what they love most so far.

Images

Photo of a new or longtime resident/family.

Captions

“Meet [Resident Name], they recently moved to [City Name] in search of a welcoming & tight-knit community. Her journey from [Previous City] is one of new beginnings and adventure. Discover why they fell in love with [City Name] and see why maybe [City Name] is the perfect place for you too! **Insert quote from resident**”

“In [City Name], we value having a community that cares deeply for one another. Meet [Resident Name], they opened [Local Business Name] and have fostered a strong relationship with every customer that comes through. If you’re looking for a place where you can always count on your neighbors, then [City Name] might be the perfect fit for you. **Insert quote from resident**”

CURRENT JOB OPPORTUNITIES



EXAMPLE



Available Jobs

Highlight current job openings in the area on a monthly basis.

In-Depth Spotlight

Highlight a particular employer or position, detailing the role and how it supports the community.

Images

Local storefront or aerial snapshot of community.

Caption

“Looking for a career or lifestyle change? Discover exciting careers and find your dream job right here in [City Name]!”

Here are current job openings:

- Job title at company
- Job title at company
- Job title at company”

GENERAL UPDATES



EXAMPLE



Newsletter

Share your town’s digital newsletter as a post. Summarize key headlines and link to the full version.

Holiday Greetings

These are best if they include community traditions like festivals, decorations, or local food.

Celebrate Achievements

Did the local high school team make it to state finals? Did a youth group organize a successful cleanup day? Celebrate these wins publicly.

Images

Share related community images that are well lit and preferably include 1-3 people.

Captions

- Check out our latest [Month] newsletter to be in-the-know about what our [Community] is up to!
This month we look at...
 - Community News #1
 - Community News #2Read more here: [insert newsletter link]”
- “Come for the charm, stay for the traditions. In [City Name] we value celebrating the rich history and that includes food! This holiday, a community essential is [insert food item]. Where do you pick up your favorite [insert food item]?”
- “Congratulations to the [City Name High School] basketball team for making it to the state championships! Your hard work makes our community proud.”