



## APWA 2024 National Public Works Week Social Media Toolkit

APWA is proud to announce the theme "**Advancing Quality of Life for All**" for the 2024 National Public Works Week poster. Public works contributes to advancing and enhancing our quality of life, no matter where we live in the world. Public works professionals provide essential services that lead to healthier, happier, more vibrant communities.

The "Advancing Quality of Life for All" theme shines a spotlight on the way public works professionals advance our quality of life, whether as a first responder to an electricity outage, regular waste pickup, or a myriad of other ways they silently serve their communities.

This National Public Works Week (May 19-25), we want to give you the tools to make social media just a bit easier. In this toolkit you'll find ideas, posts, and pictures to enhance your agency's social media efforts. Make sure to use **#NPWW** on all your National Public Works Week social media posts. By doing so, you'll join in on all the NPWW discussions being held across all the major social media platforms, and it will make your posts easier for others to find. Plus, your post will be included in the [APWA Social Media Gallery](#) on the official NPWW website! If you're looking to add a little something extra to your post, consider using **#AQOLFA** to tie in with this year's theme!

Within this toolkit you'll find open-ended ideas to get you started, suggested posts you can use on social media, information on #NPWW Spirit Week, and downloadable images that you can use. A little prep work goes a long way, so schedule some posts ahead of time and enjoy NPWW!

## Ideas to Get You Started

- Share a photo or video showing your department ready to #AQOLFA and encourage your friends and colleagues across the nation to do the same!
- Update your profile pic or Zoom background with a #AQOLFA graphic.
- Recognize your colleagues who are doing incredible things in the field by shouting them out!
- Dig through the archives! We want to see your unique public works historical pictures.
- What made you go into public works? Gather stories from within your department. Public workers have some great stories, this is a great time to tell them!
- Flex a little bit! This is your time to show off the quality of life you bring to your community! Tell us about clean water, green energy initiatives, and more.
- You're out here every day improving the quality of life for your community. Follow a day in the life of a crew member to let people see all the hard work you do!

## Suggested Copy for Social Media

- National Public Works Week is May 19–25! This week we're sharing how we're #AQOLFA! #NPWW
- During #NPWW, we're celebrating all things public works, including the paths we took to get here! [This is a great place for video or testimonials from your staff]
- We're celebrating #NPWW by showing how our department is #AQOLFA! [include a photo of your team]
- Public works is all around you! Join us in celebrating National Public Works Week #NPWW
- The [town/city name] public works department is celebrating #NPWW! Join us at [community event].

## #NPWW Spirit Week

Each day of National Public Works Week, APWA will be hosting a Spirit Day on social media. Below, you'll find information for each day as well as sample posts you can use on social media to get involved. Remember, feel free to adjust these as you need to fit your agency or company's voice!

### **Monday (Advancing Quality of Life for All)**

How is your department celebrating National Public Works Week? Post a picture and show how you're always #AQOLFA. Monday is great for department photos or for showcasing the breadth of your public works department. You're the stars this week!

It's a great time for an X thread talking about each department in your agency, or to show off your weekly staff meeting. Don't forget to let the public know about any events your department has going on this week!

### **Tuesday (Made Ya Look)**

If Monday kicked us off, Tuesday's our time to surprise the public. Talk about a surprising thing your public works department does, or place something where it shouldn't be. The point is to be attention-grabbing and fun!

- Decorate a garbage truck.
- Bust out the old snowplow and go for a Tuesday afternoon drive!
- Talk about an unusual service your public works department provides to the community.
- Showcase your employees' unusual skills.

"Sure we [fill potholes / clean roads / deliver your water / pick up your trash] but did you know we also provide [internet utilities / management of local wildlife / other surprising services]?"

### **Wednesday (Whatcha Wearing?)**

Wednesday is all about what you wear when you do your job. Show off your waders, safety vest, or hard hat. It's a great time to highlight the different uniforms in your department. What's the story behind them? Tell us about it!

"We don't wear a suit and tie every day, but our uniforms are just as slick! #NPWW"

"Do you know the meaning behind the color of our vests?"

## **Thursday (Throwback Thursday)**

Thursday's Spirit Day is a classic—Throwback Thursday! Public works departments have a long history, so dive in and find something neat to share. Remember to use #NPWW and #TBT for today! A few suggestions to get you started:

- An older public works building. Where was your department first located?
- How much has your department grown over the years? This is a great time to show off a staff picture from years past.
- How did your department deal with a large weather event? Throwback to your department clearing the roads, preparing for floods, etc.

“Remember how our community recovered after [Insert natural disaster/emergency situation]? We sure do! #NPWW”

## **Friday (Future Friday)**

Thursday was all about looking back, on Friday we look forward. For Future Friday we want to focus on what's coming next for your agency. Tell us what's coming up or what you envision for the future of your agency. Don't forget the #NPWW and #FutureFriday hashtags.

Some exciting suggestions to get you started:

- Is there a new public transportation system project on the horizon? Or maybe one you're already currently working on?
- Is your department moving to a new facility?
- This is your time to get creative, talk about flying cars, internet infrastructure, new developments within the city, really anything!

“#NPWW may be coming to an end, but public works never sleeps! We're looking forward to breaking ground on [EXAMPLE PROJECT] soon.”

“We're building [PUBLIC TRANSPORATION SYSTEM] on the off chance that flying cars don't get invented for another 50 years.”

## Image Assets for Social Media

Square images are good for Instagram and Facebook, while rectangular images work on Twitter, LinkedIn, and Facebook. All these and more are available on **our website** (Instagram, poster, Twitter banner, Zoom background).



(Instagram image 1080x1080)

(Twitter banner 1500x500)



## Additional Resources

Visit APWA's National Public Works Week resource page for more promotional materials!

- [More graphics](#)
- [The poster](#)
- How-To Guides ([Virtual](#) and [In Person](#))
- [Proclamations](#)
- [#NPWW on Twitter](#)
- [#NPWW on Instagram](#)
- [#NPWW on Facebook](#)