



## ADVANCE PORTLAND

*Social Media Toolkit*

*July 2023*

The Advance Portland inclusive economic development strategy website is now live. This strategy will guide the city's economic development work for the next five years. The Advance Portland plan provides a framework for inclusive growth through interventions that advance competitiveness, racial equity, and climate action.

Advance Portland: A Call to Action for Inclusive Economic Growth is a focused plan to collectively deliver inclusive and sustainable economic growth through four key objectives:

1. **Propel Inclusive Economic Growth and Innovation** in key traded sector clusters and expand green products and services while addressing barriers to growth.
2. **Promote Equitable Wealth Creation** by supporting BIPOC-owned small businesses and entrepreneurs to start and grow businesses through partnerships, capital, and support.
3. **Foster a Vibrant Central City and Commercial Districts** with tailored strategies to create vital centers of employment, small business, entertainment, and cultural amenities.
4. **Connect Portlanders to High Quality Jobs in Future-Ready Sectors** through industry-based and industry-driven job training and improved proximity to quality jobs.

Implementing Advance Portland will require leadership, funding, and engagement from a broad consortium of public, private and community-based organizations.

Check out the full strategy [here](#).

### **HOW TO SUPPORT**

The website offers [several ways to spread the word](#) about the strategy and get involved in its implementation. We'd also love your help in making sure we're reaching as many Portlanders as possible with messages about Advance Portland. Below you will find some sample social posts, hashtags, channels and messaging to get you started.



**Social Channels:** Follow us across our various social media platforms. Also, please like, retweet, share or tag our social media posts about this and we will do our best to reshare on our channels as well.

- **Instagram:** [@ProsperPortland](#)
- **Facebook:** [@ProsperPortland](#)
- **Twitter:** [@ProsperPortland](#)
- **Linkedin:** [ProsperPortland](#)

**Example Social Posts:** Here are some examples of what to share across social media. Please feel free to put this in your own brand/business voice.

- Businesses, community members and partners: join us to Advance Portland! [link to website home page]
- Portland can no longer take its growth for granted. Here's what we've learned to inform the next steps [link to <https://www.advanceportland.com/the-assessment>]
- How will Portland become a competitive 21st century city that aligns economic growth with equity and climate action? Advance Portland presents a path forward. [link to home page]
- A thriving central city and vibrant commercial districts can be Portland's reality. Here's how. [link to Objective 3 <https://www.advanceportland.com/objective-3> ]
- Be part of the solution to Advance Portland: share the strategy, take action, make connections. [link to <https://www.advanceportland.com/join-us> ]
- Building a better city means more inclusive hiring, training, and promotion practices. Those all play a big role in the Advance Portland strategy. [link to <https://www.advanceportland.com/objective-4> ]
- Our competitive industries hold the key to economic growth. Here's how they fit into the Advance Portland plan. [link to: <https://www.advanceportland.com/objective-1>]
- Advance Portland focuses on growing wealth more equitably – dig in here: <https://www.advanceportland.com/objective-2>

**Hashtags:** We recommend using **#AdvancePortland** and **#AdvancePDX** in your social posts. We're using these additional hashtags as well: #ProsperPDX #ProsperPortland

**Assets:** You can use these [graphics](#) in your social posts.

**Link:** Include this link to the Advance Portland strategy in your post whenever possible to drive people back to the website for more information. <https://www.advanceportland.com/>

### **AND FINALLY...**

Thanks to the [many partner organizations](#) working together to share the message that this is the



time for all Portlanders to support inclusive economic growth, by sharing about the strategy, taking action, and connecting with resources.

