

COMMUNITIES MATTER, CALM PRIOR

How to leverage social media

Active and ongoing posts on Twitter, Instagram and Facebook get attention.

On Facebook, join our group [Communities Matter: Calm Prior](#). This can serve as an ongoing online discussion.

Our Instagram account is StrathconaRes

Our Twitter, be sure to use hashtags and @mentions to include the Strathcona Residents Association and city councillors in your posts about the arterial roadway, so they're likely to see them.

Be sure to include #vanpoli, #CommunitiesMatter and #CalmPriorStreet in as many posts as possible.

Hashtags

#CommunitiesMatter

#CalmPriorStreet

#PriorStreet

#FlatsArterial

#Natcha

#vanpoli

#Vancouver

#urbanplanning

#madeinvancouver

#CityWeLove

#vantraffic

@ Recipients

@strathconares

@CityofVancouver

@kennedystewart

@rebeccaleeblich

@christineeboyle

@AdrianeCarr

@MelissaDeGenova

@LisaDominato

@PtFry

@CllrHardwick

@sarahkirby_yung
@JeanSwanson_
@councillorwiebe

Sample Tweets (modify for Facebook)

1. #CommunitiesMatter, #CalmPriorStreet #FlatsArterial
2. The #FlatsArterial Community Panel overwhelmingly chose National-Charles (70%), but will @CityofVancouver listen? #natcha #CalmPriorStreet #vanpoli
3. @CityofVancouver is in a position to make good on its motions to restore #PriorStreet to neighbourhood road #vanpoli
4. We're looking to @CityofVancouver to look out for Vancouverites—and to support safe and healthy communities #FlatsArterial #natcha #CalmPriorStreet #vanpoli #communitiesmatter
5. @CityofVancouver has one chance to access federal funding to ensure #FlatsArterial to support railway expansion mitigates impacts on health, safety and quality of life #communitiesmatter #CalmPriorStreet #vanpoli
6. Growing cities need safe communities #Communitiesmatter #CalmPriorStreet
7. National-Charles locates #FlatsArterial away from community areas, parks, residences, social housing, seniors complexes #Natcha #CalmPriorStreet
8. National-Charles for the #FlatsArterial routes biz traffic to industrial street and residential to neighbourhood streets #CalmPriorStreet #vanpoli