



# CITY HALL SELFIE DAY

**AUGUST 15**



## 2024 TOOLKIT

# WELCOME

The ninth annual City Hall Selfie Day returns on Thursday, Aug. 15, 2024!

Organized by ELGL (Engaging Local Government Leaders), City Hall Selfie Day is a celebration of public service showcasing pride in local government institutions. Every year since 2016, government employees, elected officials, members of the media, and community members participate in the event.

## HOW TO CELEBRATE

Celebrating City Hall Selfie Day is easy:

1. Take a picture of yourself, with co-workers, or with community members in front of your local government building.
2. Use the hashtag #CityHallSelfie when posting the photo to your social media channels.
3. Tag ELGL in your social posts:
  - **Facebook:** [@ELGLNetwork](#)
  - **Instagram:** [@ELGL50](#)
  - **LinkedIn:** [@ELGL](#)
  - **Threads:** [@ELGL50](#)
  - **TikTok:** [@localgov](#)
  - **X/Twitter:** [@ELGL50](#)

We'll have recognition and prizes for the people and organizations showing the most pride and creativity on City Hall Selfie Day.

**Questions?** Please contact Warren Kagarise, ELGL Board of Directors vice chair, at [warren@elgl.org](mailto:warren@elgl.org).

ELGL is a professional association for people who work in and with local government and City Hall Selfie Day is all about local government pride.

At ELGL, we're biased but we think City Hall Selfie Day is the best day of the year! Now is the time to show your local gov love.

It doesn't matter if you work for a town, city, county, library, or special district — just hop in front of your government building, snap a selfie, and use the hashtag #CityHallSelfie to share it with the world!

## SPREAD THE WORD

City Hall Selfie Day is a great opportunity to celebrate the essential work of public service and pride in your community.

Use our City Hall Selfie Day [logos](#), [social media posts](#), [newsletter article](#), [email](#), and [web content](#) as a springboard to start spreading the word in your community.



# SAMPLE SOCIAL MEDIA POSTS

## Facebook

We're getting ready for City Hall Selfie Day on Aug. 15 — and you're invited! What is City Hall Selfie Day? Organized by @ELGL, it's a yearly celebration of public service when people around the world gather in front of city halls, libraries, and other local government buildings to show community pride. To participate, just snap a selfie in front of a local government building and use #CityHallSelfie on your post.

Show your community pride on #CityHallSelfie Day. Every August, @ELGL brings together thousands of people to celebrate public service by taking selfies in front of city halls and other local government buildings. Interested? Visit [cityhallselfie.com](http://cityhallselfie.com) to learn more and get inspired by past celebrations.

## Instagram

Set a reminder. 🚨 City Hall Selfie Day returns on Aug. 15. We're joining @ELGL50 and thousands of others worldwide to celebrate. You can participate, too. Just snap a selfie in front of a local government building and use the hashtag #CityHallSelfie on your post.

It's the best day of the year: #CityHallSelfie Day returns on Aug. 15. We're excited to join @ELGL50 in a worldwide celebration of local government! 📱

## LinkedIn

The ninth annual City Hall Selfie Day returns on Aug. 15. Organized by @ELGL, City Hall Selfie Day brings together thousands of public servants and community members every year to celebrate local government and recognize the work of public servants in our community. You can participate, too. Start by taking a selfie in front of a city hall, library, or other local government building, and posting the photo to social media with the hashtag #CityHallSelfie.

We think @ELGL's City Hall Selfie Day is the best day of the year. On Aug. 15, just snap a selfie in front of a local government building and share the photo with #CityHallSelfie.



# SAMPLE SOCIAL MEDIA POSTS

## LinkedIn

Join us to recognize the work of public servants on City Hall Selfie Day. On Aug. 15, we're joining @ELGL in the worldwide celebration of local government. Participation is easy: Just snap a selfie in front of a local government building and share the photo to social with the hashtag #CityHallSelfie.

## Nextdoor

Hello, neighbors! You're invited to join us for our community City Hall Selfie Day celebration. Every year on Aug. 15, Engaging Local Government Leaders (ELGL) brings together thousands of people worldwide to celebrate public service by taking selfies in front of city halls and other local government buildings. If you're unable to participate in the community celebration, you can participate on your own, too. Start by taking a selfie in front of a city hall, library, or other local government building, and posting the photo to social media with the hashtag #CityHallSelfie. Want to learn more? Visit [city-hallselfie.com](http://city-hallselfie.com) for more information and to get inspired by past celebrations.

## Threads

On Aug. 15 we'll be joining @ELGL50's City Hall Selfie Day! Participating is easy: Just snap a selfie in front of a local government building and share the photo with the hashtag #CityHallSelfie.

We're biased but we think @ELGL50's City Hall Selfie Day is the best day of the year. On Aug. 15, just snap a selfie in front of a local government building and share the photo to social with #CityHallSelfie. Now is the time to show your local gov love. 🇺🇸

## X/Twitter

We'll be joining @ELGL50's ninth annual City Hall Selfie Day on Aug. 15! Participating is easy: Just snap a selfie in front of a local government building and share the photo with #CityHallSelfie.



# SAMPLE NEWSLETTER ARTICLE

You're invited as our organization participates in City Hall Selfie Day on Aug. 15, 2024.

## What is City Hall Selfie Day?

City Hall Selfie Day is a celebration of public service showcasing pride in local government institutions. Every year since 2016, government employees, elected officials, members of the media, and community members participate in the event.

City Hall Selfie Day is organized by ELGL, Engaging Local Government Leaders, a professional association for people who work in and with local government.

## How can I participate?

Celebrating City Hall Selfie Day is easy:

1. Take a picture of yourself, with a group, or with a community member in front of your local government building. (It doesn't matter if it's a town, city, county, library, or special district building.)
2. Use the hashtag #CityHallSelfie when posting the photo to social media.
3. Tag ELGL in your social media posts: [@ELGLNetwork](#) on Facebook, [@ELGL50](#) on Instagram, [@ELGL](#) on LinkedIn, [@ELGL50](#) on Threads, [@localgov](#) on TikTok, or [@ELGL50](#) on X/Twitter.

## How can I get the word out?

Share information about the celebration with your friends, colleagues, and community members!

ELGL awards recognition and prizes to the people and organizations showing the most pride and creativity on the big day.

Visit [cityhallselfie.com](https://cityhallselfie.com) to learn more and see photos from past City Hall Selfie Day celebrations.



# SAMPLE EMAIL

Hello [recipient name],

I hope all is well in [community/organization]. I am writing to invite you to participate in City Hall Selfie Day on Aug. 15, 2024.

City Hall Selfie Day is a celebration of public service showcasing pride in local government institutions. Every year since 2016, government employees, elected officials, members of the media, and community members participate in the event.

City Hall Selfie Day is organized by [ELGL, Engaging Local Government Leaders](#), a professional association for people who work in and with local government.

Celebrating City Hall Selfie Day is easy:

1. Simply take a picture of yourself, with a group, or with a community member in front of your local government building. (It doesn't matter if it's a town, city, county, library, or special district building.)
2. Use the hashtag #CityHallSelfie when posting the photo to social media.
3. You can also tag ELGL on social media: [@ELGLNetwork](#) on Facebook, [@ELGL50](#) on Instagram, [@ELGL](#) on LinkedIn, [@ELGL50](#) on Threads, [@localgov](#) on TikTok, or [@ELGL50](#) on X/Twitter.

The celebration is a great opportunity to showcase all the great work of local government and to get community members engaged in the work that we do. Visit [cityhallselfie.com](#) to learn more and see photos from past City Hall Selfie Day celebrations.

Please let me know if you have any questions. We look forward to seeing you on City Hall Selfie Day!

Warmly,  
[your name]



# SAMPLE WEBSITE CONTENT

On Aug. 15, 2024, [organization name] will be participating in City Hall Selfie Day!

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City Hall Selfie Day is organized by [ELGL](#) (Engaging Local Government Leaders), a professional association for people who work in and with local government.

## How can I participate?

Simply take a selfie, either alone or with a group, in front of a city hall, town hall, county building, library, or any other local government building you want to showcase. Then, post the selfie on social media using the hashtag #CityHallSelfie to join the celebration!

## How can I get the word out?

Share information about the celebration with your friends, colleagues, and community members!

ELGL awards recognition and prizes to the people and organizations showing the most pride and creativity on the big day.

Visit [cityhallselfie.com](https://cityhallselfie.com) to learn more and see photos from past City Hall Selfie Day celebrations.

## What is ELGL?

City Hall Selfie Day is organized by ELGL, Engaging Local Government Leaders. ELGL is a professional association with members who work for and with local governments throughout the United States.

ELGL is focused on all levels of local government, from analysts to mayors, librarians to planners, and everyone in between. ELGL's mission is to engage the brightest minds in local government by providing education and networking opportunities to public servants.

