



Active Mobility Plan 2023

Social Media Guide

February 2023 Public Outreach

Updated 7-12-2023

Project Website: <https://walkbike.info/novi/>

Contact: bmcbeth@cityofnovi.org

GENERAL INFORMATION

Some platforms have character limits so please keep the message short and to the point.

Twitter: 280 character limit

Facebook: No limit, but aim for 1-2 short sentences. Feel free to include an image.

SOCIAL MEDIA ACCOUNTS

This project will utilize the City's social media accounts where you can copy or repost project information.

Facebook Accounts: <https://www.facebook.com/CityofNovi/>

Twitter Account: <https://twitter.com/cityofnovi>

Instagram: <https://instagram.com/cityofnovi/>

PROMOTIONAL IMAGES

Download example images and QR codes here:

<https://drive.google.com/drive/folders/1KQ7UZ3TUtzmcFsFXb6CjtjMwS5msRjpW?usp=sharing>



EXAMPLE TEXT

Suggested text is provided below. Please adapt as needed.

PROJECT INPUT EXAMPLE TEXT #1 (172 characters)

How do you get around Novi? The city is seeking input on the Active Mobility Plan. Take the survey at [WalkBike.Info/Novi](https://walkbike.info/novi) and let us know what changes you would like to see.

PROJECT INPUT EXAMPLE TEXT #2 (256 characters)

How do you get around Novi? The city is seeking input on the Active Mobility Plan. This plan will identify community priorities to ensure that safe and convenient routes are available for people who walk and bike. Visit [WalkBike.Info/Novi](https://walkbike.info/novi) to take a survey.

MARCH OPEN HOUSE EXAMPLE (230 characters)

Novi Active Mobility Plan – We will be at the **Civic Center on Thursday, March 2nd from 4 pm to 6 pm**. Stop by our booth to provide input and tell us what changes you would like to see. Visit [WalkBike.Info/Novi](https://walkbike.info/novi) for more information.

FEBRUARY OPEN HOUSE EXAMPLE (236 characters)

Novi Active Mobility Plan – We will be at the **Civic Center on Saturday, February 25th from 10 am to 12 pm**. Stop by our booth to provide input and tell us what changes you would like to see. Visit [WalkBike.Info/Novi](https://walkbike.info/novi) for more information.

MEETING NOTICE EXAMPLE TEXT #1 (317 characters) - *replace bold text with event info*

The City of Novi wants to hear from you regarding the Non-motorized Plan Update. They will be joining the next **XXX Meeting on Wednesday, June 15**, where there will be a short presentation on the project and opportunities for you to provide input on the plan. Information on the plan is available at [WalkBike.Info/Novi](https://walkbike.info/novi).

MEETING NOTICE EXAMPLE TEXT #2 (169 characters) - *replace bold text with event info*

Provide input on Novi's Active Mobility Plan **tonight!** Stop by our booth at the **Civic Center between 4 pm and 6 pm**. Visit [WalkBike.Info/Novi](https://walkbike.info/novi) to learn more about the plan.

PRELIMINARY PLAN - LAKESHORE PARK

SUBJECT: Help shape the future of South Lake Drive and East Lake Drive!

Join us on **July 20th from 6pm to 8:30pm at Lakeshore Park** to discuss Novi's Active Mobility Plan. We want to hear your thoughts on making South Lake Drive and East Lake Drive more bicycle and pedestrian-friendly. Don't miss out on this opportunity to have your voice heard! Learn more about the plan and take the survey at WalkBike.Info/Novi.

PRELIMINARY PLAN - EMAIL NOTIFICATION

SUBJECT: The Novi Active Mobility Preliminary Plan is now open for review.

Dear Novi Community,

We have some exciting news! The Novi Active Mobility Preliminary Plan is now open for review.

After extensive data analysis and incorporating public input, we have crafted draft recommendations aimed at enhancing and promoting active modes of transportation within our community.

Now, we want to hear from YOU! To learn more about the plan, discover upcoming events and participate in the survey, we encourage you to visit WalkBike.Info/Novi. There, you will find detailed information about the Novi Active Mobility Preliminary Plan, and you will have a chance to share your insight through a brief survey. An upcoming event schedule is also listed, where you can meet with us in person to review the plan and share your thoughts.

Don't miss out on this opportunity to have your voice heard and influence the decisions that will impact our city's transportation landscape.

Thank you for your valuable input!