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**Live Locally Alabama Sample Social Media Calendar**

Below is a 12-month social media calendar designed for Alabama municipalities to support the [Live Locally Alabama campaign](https://almonline.org/LiveLocallyAlabama.aspx) throughout the year. It includes rotating monthly themes (Play, Shop, Serve, Explore, Learn and Celebrate Locally) with post ideas for each month. Every municipality can tailor this to fit their community’s unique character, needs and local events. Cities and towns are welcome to use official Live Locally Alabama graphics and videos or create their own original content that [aligns with the campaign](https://almonline.org/Assets/Files/Live-Locally-Alabama-Assets/LLA_Style_Guide_FINAL.pdf). Municipalities are encouraged to post as often as they would like – once a month is totally acceptable! Don’t forget to tag ALM using the handles below, and use the hashtag: #LiveLocallyAlabama.

* Follow us on X (formerly known as Twitter): @AL\_League
* Follow us on Facebook: @ALALM
* Follow us on Instagram: @alabamacitiesandtowns
* Follow us on LinkedIn: @alabama-league-of-municipalities

If you have any questions, please reach out to ALM’s Communications Director Lori Jhons at ljhons@almonline.org.

**September: Learn Locally -** (Back-to-school & civic awareness season)

Be sure to celebrate the anniversary of Live Locally Alabama on September 5 and throughout the month! Here is a [link](https://youtu.be/WNWW4UU3RwE?si=wGFIP2p70l5iVSlW) to share the main video.

* 🎓 Share photos of students participating in local government visits or mock council sessions. Consider creating your own youth council!
* 📚 Highlight a “Did You Know?” series on municipal services (ex: how water systems or public safety work).
* 🎥 Post a short video featuring city leaders explaining their roles.
* 🏫 Promote your local colleges and universities as well as local adult education or library programs.
* 📸 Feature the mayor or councilmembers discussing the importance of local government and going to read [*Your Municipality and You*](https://almonline.org/Assets/Files/Live-Locally-Alabama-Assets/ALM-Your-Municipality-And-You-2023.pdf) to different schools.

**October: Explore Locally** - (Fall weather & community events)

* 🗺️ Share a walking or biking trail guide of local parks and paths.
* 🎃 Post photos from fall festivals, pumpkin patches or outdoor markets.
* 🎥 Create a video reel showing a “Day in the Life” of exploring your city or a city worker.
* 🏛️ Highlight historic landmarks with #ThrowbackThursday posts.
* 📸 Invite residents to submit scenic fall photos of your city or town.

**November: Shop Locally** - (Holiday shopping season kickoff)

* 🛒 Promote Small Business Saturday (after Thanksgiving).
* 📸 Feature local businesses with short spotlight posts or testimonials.
* 🎁 Launch a “Gift Guide” using products from local retailers and artisans.
* 🧵 Share behind-the-scenes videos from local makers or service providers.
* 📊 Post fun stats on how shopping locally supports your municipality’s economy.

**December: Celebrate Locally** - (Holiday season & community traditions)

* 🎄Highlight parades, tree lightings and holiday events.
* 🕯️ Feature cultural celebrations and traditions unique to your area.
* 📸 Create a collage or video montage of “A Year in Our Community.”
* ❄️ Encourage residents to share favorite winter spots or memories in town.
* 🎁 Post thank-you messages to city workers and volunteers.

**January: Serve Locally** - (New Year’s resolutions & MLK Day of Service)

* 💡 Share volunteer opportunities with local nonprofits or city projects.
* 🧹 Promote neighborhood clean-up events or Adopt-a-Spot programs.
* 🤝 Feature local heroes, first responders or long-time city employees.
* 📸 Post photos from MLK Day service projects.
* 🗳️ Encourage residents to sign up for boards, commissions or civic training programs. Download a Support Your Community flyer [here](https://almonline.org/Assets/Files/Live-Locally-Alabama-Assets/Support-Your-Community-LLA-Flyer.pdf).

**February: Celebrate Locally** - (Community love and connection)

* ❤️ Launch a “We Love Our City” campaign with citizen testimonials. Download graphics [here](https://almonline.org/Assets/Files/Live-Locally-Alabama-Assets/I%20Love%20My%20Hometown%20Community%20Support%20Graphics/I-Love-My-Community-Graphics.zip).
* 📸 Highlight local couples, families or friendships formed through community events.
* 🏆 Spotlight local award winners, teachers, youth leaders or volunteers.
* 🎥 Post interviews with long-time residents sharing their favorite memories.
* 🌟 Share small business or citizen “love notes” (why they love their town). Download graphics [here](https://almonline.org/Assets/Files/Live-Locally-Alabama-Assets/My%20Business%20Supports%20Live%20Locally%20Alabama%20Graphics/My-Business-Supports-LLA-Graphics.zip).

**March: Explore Locally** - (Spring kicks off—great for outdoor engagement)

* 🥾 Promote spring hikes, festivals or public gardens.
* 📸 Host a “Spring in Our City” photo challenge.
* 🎥 Interview parks and recreation staff about spring programs.
* 🐣 Share family-friendly activities for spring break in your municipality.
* 🛶 Highlight any waterways, fishing spots or recreation areas.

**April: Serve Locally** - (Earth Month & National Volunteer Month)

* 🌎 Highlight sustainability efforts (recycling, composting and tree planting).
* 🧤 Post photos from community clean-up days or park beautification events.
* 💧 Educate citizens about water conservation or public works.
* 🛠️ Share how city services maintain infrastructure and how citizens can help.
* 👩‍🌾 Celebrate community gardens or local growers.

**May: Play Locally** - (Warm weather & summer prep)

The League generally promotes Municipal Government Week in May with a state proclamation. Dates are TBD.

* 🛝 Promote summer camp registration, pool opening dates or park schedules.
* 🎭 Share info about local theater shows, concerts or summer reading programs.
* ⚾ Feature sports leagues, tournaments or recreation center activities.
* 📸 Share a reel of “Top 5 Places to Play” in your community.
* 🧺 Invite residents to a city picnic, movie night or park day.

**June: Celebrate Locally** **-** (Summer kick-off & festival season)

* 🎆 Promote summer events and festivals.
* 🏅 Highlight recent graduates, student achievers and scholarship recipients.
* 🌆 Post photos or videos from summer kick-off events.
* 🎤 Feature interviews with local artists, musicians, farmers or small business owners.
* 🍉 Share citizen stories that reflect your community’s diversity and strength.

**July: Play Locally** - (Peak summer fun!)

* 🎆 Share footage of Independence Day parades, fireworks or block parties.
* 🎨 Promote summer arts, music and food festivals.
* 🌞 Create a family summer bucket list using city amenities.
* 💧 Highlight splash pads, pools and cooling centers.
* 📸 Host a #LiveLocallyAlabama summer photo challenge.

**August: Shop Locally** - (Back-to-school & tax-free season)

The League promotes City Hall Selfie Day when the Engaging Local Government Leaders (ELGL) organization announces the date. This always takes place in August.

* 🧑‍🏫 Promote local shops for school supplies, clothing and lunches.
* 📸 Feature business owners giving back through school drives or sponsorships.
* 🛍️ Encourage residents to shop local for fall events, holidays and daily needs.
* 🎥 Post a “Shop Local Spotlight” series featuring a different business each week.
* 🧃 Share tips on how residents can support local farmers’ markets or food trucks.

Want more ideas, graphics or resources? Visit: [LiveLocallyAlabama.org](https://almonline.org/LiveLocallyAlabama.aspx).