**CRISP Social Media Toolkit**

**For External Use:**

**General Instructions for Partners:**

Call to Action: Encourage your followers to participate in the CRISP surveys using the provided links.

Visuals: Use high-quality images related to coastal infrastructure, emergency preparedness, and community resilience provided by CRISP or sourced by your organization.

Tagging: Tag San Mateo County or relevant partners to increase visibility and engagement.

Engagement: Monitor your posts for comments or questions, and engage with your audience to drive participation.

**Instagram**

**Post 1:**

**Image:** Scenic view of San Mateo County’s coastline

**Caption:** Help us spread the word!

*[Your Organization Name]* is proud to support the Coastside Resilience Infrastructure Strategic Plan (CRISP). Your input is needed to identify critical infrastructure projects in San Mateo County. Participate in the CRISP Project Survey today and contribute to building a resilient coastside community.

Link in bio to participate. #CoastsideResilience #SanMateoCounty #Infrastructure #Sustainability

**Post 2:**

**Image:** Emergency responders in action with coastside in the background.

**Caption:** Join us in supporting a resilient future!

*[Your Organization Name]* encourages you to take part in the CRISP Project Stakeholder Survey. By sharing your insights, you can help shape the future of San Mateo County’s coastal infrastructure. Let’s work together for a stronger, more resilient coastside.

Link in bio to participate. #CoastsideResilience #EmergencyPreparedness #SanMateoCounty

**Twitter**

**Tweet 1:** We’re supporting the Coastside Resilience Infrastructure Strategic Plan (CRISP). Your voice is needed! Participate in the CRISP Project Survey to identify critical infrastructure needs in San Mateo County. [link] #CoastsideResilience #SanMateoCounty #Infrastructure

**Tweet 2:** Proud to stand with @SanMateoCounty in their efforts to enhance coastside resilience. Complete the CRISP Project Stakeholder Survey to make your voice heard. [link] #EmergencyPreparedness #Sustainability

**Tweet 3:** Join us in supporting the CRISP initiative! With $200K in funding, we’re making strides toward a resilient coastside. Learn more and participate today. [link] #CoastsideResilience #SanMateoCounty #CommunityFirst

**Facebook**

**Post 1:** *[Your Organization Name]* is excited to support the Coastside Resilience Infrastructure Strategic Plan (CRISP). This initiative is vital for identifying and prioritizing critical infrastructure projects in San Mateo County. We encourage you to participate in the CRISP surveys—your input can make a big difference in building a resilient coastside community. Click the link to learn more and take the survey today. [link] #CoastsideResilience #SanMateoCounty #Infrastructure #CommunityEngagement

**Post 2:** Join us in supporting the Coastside Resilience Infrastructure Strategic Plan (CRISP)! *[Your Organization Name]* is proud to partner with San Mateo County in their efforts to strengthen coastal infrastructure. If you have a project in mind or want to stay involved as a stakeholder, your input is crucial. Together, we can build a sustainable future for our communities. Click the link to participate. [link] #EmergencyPreparedness #ResilientCommunities #SanMateoCounty

**LinkedIn**

**Post 1:** We’re proud to support the Coastside Resilience Infrastructure Strategic Plan (CRISP) in their efforts to strengthen San Mateo County’s coastside communities. If you’re a stakeholder or have critical infrastructure projects to share, we encourage you to participate in the CRISP surveys. Your insights will play a crucial role in shaping a resilient and sustainable future for our region. Learn more and get involved below. [link] #CoastsideResilience #InfrastructurePlanning #CommunityEngagement #SanMateoCounty

**Post 2:** *[Your Organization Name]* is committed to supporting the Coastside Resilience Infrastructure Strategic Plan (CRISP) as they work to enhance the resilience of San Mateo County’s coastside areas. By participating in the CRISP surveys, you can help identify and prioritize infrastructure needs that are critical for our communities. Join us in this vital effort to secure a sustainable future for generations to come. [link] #ResilientCommunities #EmergencyPreparedness #SanMateoCounty #Sustainability

**Instagram**

**Post 1:**

**Image:** Scenic view of San Mateo County’s coastline with infrastructure in the background.

**Caption:** Building Tomorrow’s Resilience Today!

Your input is vital in shaping the future of San Mateo County’s coastside. Participate in the CRISP Project Survey and help us identify critical infrastructure needs. Let’s work together for a resilient future.

Link in bio to participate. #CoastsideResilience #SanMateoCounty #Infrastructure #Sustainability

**Story:** Are you a coastside stakeholder? Your input is essential for our community’s resilience! Swipe up to participate in the CRISP Project Survey.

**Post 2:**

**Image:** Emergency responders in action with coastside in the background.

**Caption:** Protecting Our Coastside Communities

Over 38,000 coastside residents recently faced prolonged power outages. Through CRISP, we’re identifying infrastructure needs to prevent future disruptions. Join the effort by completing our Project Stakeholder Survey.

Link in bio to participate. #CoastsideResilience #EmergencyPreparedness #SanMateoCounty

**Hashtags:** #CoastsideResilience #SanMateoCounty #Infrastructure #CommunityEngagement #Sustainability