**CRISP Social Media Toolkit**

**For Internal Use:**

**General Strategy**

Cross-Promotion: Encourage followers on one platform to follow your profiles on others for full engagement.

Consistent Posting: Schedule posts around peak times when your audience is most active.

Engagement: Respond promptly to comments and messages to foster community involvement.

Visuals: Use high-quality images or infographics related to coastal infrastructure, emergency preparedness, and community resilience.

**Twitter**

**Tweet 1:** Your voice matters! Help us build a resilient future for San Mateo County’s coastside. Participate in the CRISP Project Survey to identify critical infrastructure needs. [link] #CoastsideResilience #SanMateoCounty #Infrastructure

**Tweet 2:** Attention stakeholders! Be part of a crucial conversation on coastside infrastructure. Complete the CRISP Project Stakeholder Survey and help shape our future. [link] #EmergencyPreparedness #Sustainability

**Tweet 3**: With $200K secured for CRISP, we’re taking big steps to enhance coastside resilience. Learn more and get involved today! [link] #CoastsideResilience #SanMateoCounty #CommunityFirst

**Facebook**

**Post 1:** We are committed to building a resilient coastside community in San Mateo County. Your participation in the CRISP surveys will help us identify and prioritize critical infrastructure projects. Whether you have a project in mind or want to stay involved as a stakeholder, your input is essential. Click the link to participate in the CRISP Project Survey or the Stakeholder Survey. Together, we’re securing a sustainable future. [link] #CoastsideResilience #SanMateoCounty #Infrastructure #CommunityEngagement

**Post 2:** Did you know that nearly 38,000 coastside residents recently experienced prolonged power outages? These events highlight the need for resilient infrastructure. Through the Coastside Resilience Infrastructure Strategic Plan (CRISP), we’re working to address these challenges. Join us by completing the CRISP Project Stakeholder Survey today. [link] #EmergencyPreparedness #ResilientCommunities #SanMateoCounty

**LinkedIn**

**Post 1:** The Coastside Resilience Infrastructure Strategic Plan (CRISP) is a collaborative effort to strengthen the infrastructure of San Mateo County’s coastside communities. We’re calling on stakeholders to participate in our surveys to identify critical projects and enhance community resilience. Your insights are invaluable to shaping a sustainable future for our region. Learn more and participate below. [link] #CoastsideResilience #InfrastructurePlanning #CommunityEngagement #SanMateoCounty

**Post 2:** In partnership with the Department of Emergency Management, Supervisor Ray Mueller has secured crucial funding to advance the Coastside Resilience Infrastructure Strategic Plan (CRISP). This initiative is focused on identifying and prioritizing infrastructure needs along the coast. We invite all stakeholders to contribute by completing our surveys. Together, we can build a resilient and sustainable future for our communities. [link] #ResilientCommunities #EmergencyPreparedness #SanMateoCounty #Sustainability