



Guidelines for creating custom content

Each city (or region) has its own personality and quirks. The hyper-local City72 platform is designed to celebrate the elements that make your city or region unique—so that people are able to relate to the tools, tips, and content on the site.

The Guidelines included here will help you and your team gather the information and imagery and to customize City72 platform for your city.

First, use the documents in this file to create your site content—with your team. Then, choose one person to upload the final content and images to the online Content Editor at www.SF72.org/city72toolkit

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1:

List your community's social networks and emergency resources

Social networks

Social networks are important sources of connection that can be crucial in an emergency. The 'Get Connected' page of City72 lists both digital and in-person social networks.

Three digital connection tools are pre-populated on the City72 site, based on user research: Facebook, Twitter, and Google Drive

In the online Content Editor, you can add up to three additional digital social networks that are relevant to your community. Two options are provided below to help get you started.

Nextdoor AirBnB _____ _____ _____

Emergency Resources

Emergency Resources are catalysts for community preparedness who are also your collaborators. In this section at the bottom of the 'Get Connected' page, list the emergency partners that would serve as useful resources for people looking for additional information about preparedness.

One emergency Partner is pre-populated on the City72 site: The American Red Cross

List up to five additional Emergency Resources in your area who work to ensure that your community is prepared.

_____ _____ _____

_____ _____

2: Collect Stories

The Stories section of your City72 site gives voice to the personal experiences of individual residents. The goal is to communicate that preparing for an emergency isn't just about bunkers and kits. It's about taking small, achievable steps, and creating social connections.

Viewers of the Stories section learn to

- imagine what a real disaster might be like (and not be intimidated by it)
- talk about preparedness
- take the next step towards preparedness

2a: Choose Your Story Subjects

Local influencers (2 or more)

These can be local celebrities, well known people, or residents who have a large following and impact on their community.

Look for:

People whose advocacy about preparedness can influence others.

Emergency Survivors (2 or more)

These are ordinary people who have learned lessons from coping with an emergency. Keep in mind that these do not need to be over-prepared people – they should be relatable your target audience—the 'I Shoulds.'

Look for:

- People who have experienced an emergency (in the city or elsewhere) who can honestly describe what happened and what they wish they had been prepared for.

- Regular, everyday people who have taken the time to get connected and make a plan—rather than building a bunker or going to unrelatable extremes.

2b:

Interview your City72 Story Subjects

Once you've selected your subjects, interview them to get a sense of their story. Interviews can be loose and conversational, with a general focus around city-specific details, emergency preparedness, and modes of community connection.

Sample questions:

Who are you? What makes you tick? What is "your" neighborhood or favorite aspect of the city?

What is your biggest uncertainty when it comes to emergencies? *[or]* What experience(s) do you have with emergencies?

What skills do you already have?

How are you already connected? *[or]* What is your particular community?

What one thing could you contribute today in the event of an emergency? *[or]* What steps have you taken to be more prepared?

What plan have you made with your friends and family, in the event of an emergency?

After the interview, organize the stories so that they lead to one of these three takeaway lessons:

- Get Connected
- Make a Plan
- Gather Supplies

When you upload the stories to the Content Editor, you will be asked to link to one of these takeaways.

2c:

Choose still photography or video

Still photography + quote (for smaller budgets)

1. Organize a photo shoot with your story subject. Be sure to take authentic, in-context portraiture. [See: Photography Tips]
2. Choose a quote that is meaningful and leads to one of the key takeaways (Gather Supplies, Make a Plan, or Get Connected). Use the guidelines below to choose the quote from your interview.

Influencer quotes

What is your community hub? (church name, restaurant name, etc.)

What would you offer in an emergency? (shelter, emotional support, community connection, etc.)

Emergency Survivor: Quotes

What is your neighborhood?

What disaster did your experience (if relevant)?

What did you learn from your experience—and how are you better prepared now that you've coped with an emergency? What lessons would you offer to others based on your experience?

When you're finished, you'll upload the images and quotes you choose to the Content Editor.

90 second video (for larger budgets and access to a videographer)

1. Conduct a pre-interview to get a sense of the story.
2. Create a storyboard from your pre-interview. What parts of the story were compelling? What b-roll visuals might accompany stories? What's the narrative arc?
3. Shoot an on-camera interview and contextual b-roll.

Document people in their home or office. Shoot visuals and extra footage of places with meaning or relevance to the stories (neighborhoods, family members, visuals from the emergency they coped with, etc.) As a reference, for SF72 we shot 1 hour of interview footage and 1 hour of b-roll for each 90 second video.

4. Edit each interview to create a compelling 90 second video.

These should be inspiring views into people's lives that show how they learned to be prepared, or ways in which they might offer support to the community. Make sure there is there a clear one-sentence lesson for viewers to remember—and that the video is compelling enough for the public to want to share it on social media (Facebook, etc.)

For style and story inspiration, see the videos on www.sf72.org/stories

When you're finished, you'll upload the videos you

4: Describe your city

Capture the personality of your city in writing—and channel this relatable, hyper-local tone into the website, stories, and any marketing materials you create for your City72 site.

List three adjectives that characterize your city.

- 1.
- 2.
- 3.

In one sentence, describe your city to someone who's never visited.

How is your city different or unique from other cities? [think: traditions, places, characteristics]

- _____
- _____
- _____

What do you love most about your city? [Get specific! Whether a huge building or a tiny moment, these favorite things make life in your city unique.]

- _____
- _____
- _____

What interesting contradictions does your city contain?

My city is _____ but also _____. The people here are _____.
but also _____. The landscape is _____ but also _____.

What natural disaster or emergency threat does your city have?
[e.g. earthquakes, tornadoes, hurricanes]

- _____

How does this impact the landscape or city? [e.g. Do those beautiful ocean views mean you are also susceptible to tsunamis? Does the rich farmland also allow for tornadoes?]

- _____

CITY72

5a:

What is an Identity Statement?

Create an Identity Statement by looking at the SF72 version, below, and then writing your own on the next page. Refer back to the 'Describe your city' exercise on the previous page for inspiration around tone and city-specific details.

SF72 Manifesto

San Francisco is pretty... different. Some might even say it's seven square miles of contradictions. *[1-2 sentence description of what differentiates your city from others]*

San Francisco is the fog, the farmer's market, the costume box in every closet. It's the \$5 cup of coffee next to the \$1 taco. It's where optimism meets work ethic. It's the nudists and the start-ups, the hippies, the idealists, the lifers, the transplants. This city might be the only thing we all have in common. *[short paragraph listing a few micro moments that make the city what it is]*

This is our city. *[statement to evoke a sense of ownership or pride in the place]*

By living here, we've all embraced a way of life that's about being on the edge – of social change, technology, even nature. After all, the ocean, the hills and the fault lines are San Francisco too. So let's take care of the people and the place we love. Let's take stock of our skills and resources. Let's not wait until a disaster to show how connected we are. *[short paragraph drawing a connection between the city/geography and the kinds of natural disasters or emergencies that could affect the city]*

Let's start small and go from there. Together. *[call to action for people to get connected, and take incremental steps]*

5b:

Write your City's Identity Statement

[1-2 sentence description of what differentiates your city from others]

[short paragraph listing a few micro moments that make the city what it is]

[statement to evoke a sense of ownership or pride in the place]

[short paragraph drawing a connection between the city/geography and the kinds of natural disasters or emergencies that could affect the city]

[call to action for people to get connected, and take incremental steps]

6: Photography Tips

City72 imagery emphasizes local, human moments in a documentary/journalistic style. Photography for your site should capture unstaged, personal moments. The point of view is always that of a city resident, so tourist imagery is left out of these images.

Images are most frequently shot at eye level—they are never extravagant city-wide shots or panoramas taken from outside or above the city.

Try to capture real moments in your city without artifice—the idea is that these images feel recognizable and relatable.