



# Guidelines for creating content

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The City72 platform is designed to build upon the elements that make your city unique—so the tools, tips, and content on the site feel specific and relatable to your residents.

These Guidelines will help you and your team gather the information and imagery to create your customized City72 site. They are organized to collect simple information first; tasks that take more time or resources (such as photography or video recording) are towards the end of the Guidelines. When you're finished gathering content, add it to the Content Editor, online.

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## 1:

# List networks and resources

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### Social networks

The 'Get Connected' page of City72 highlights both digital and in-person social networks. Based on user research, three much-used digital connection tools are pre-populated on the City72 site: Facebook, Twitter, and Google Drive.

Add additional digital social networks that are relevant to your community in the Content Editor. Two options are suggested to help get you started.

Nextdoor    AirBnB    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_

### Partners and resources

Partners and emergency resources are catalysts for community preparedness—and collaborators. At the bottom of the 'Get Connected' page, list the partners that would serve as 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: Create a custom Quick Guide

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If the pre-written Quick Guides (Tornado, Flood, Hurricane, Quake) in the Content Editor aren't right for your area, write a custom Quick Guide.

Brevity is the goal: your Quick Guide needs to be short, simple, and actionable. What steps are most critical for people to know before, during, and after an emergency? (Use the pre-written Quick Guides as examples.) Start the headline with a verb, and constrain it to 3-5 words. Follow it with a sentence that provides a bit more detail.

Create three steps for each phase: Before, During and After an emergency.

	Step 1	Step 2	Step 3
<b>Before</b>	Headline _____	_____	_____
	Description _____	_____	_____
	_____	_____	_____
	_____	_____	_____

	Step 1	Step 2	Step 3
<b>During</b>	Headline _____	_____	_____
	Description _____	_____	_____
	_____	_____	_____
	_____	_____	_____

	Step 1	Step 2	Step 3
<b>After</b>	Headline _____	_____	_____
	Description _____	_____	_____
	_____	_____	_____
	_____	_____	_____

## 3: Describe your city

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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 from every other city? [Think: traditions, places, characteristics]

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What interesting contradictions does your city contain?

Our city is \_\_\_\_\_ but also \_\_\_\_\_.

The people here are \_\_\_\_\_, but also \_\_\_\_\_.

The landscape is \_\_\_\_\_ but also \_\_\_\_\_.

What natural disasters are issues for your city? [e.g., Quakes, tornadoes, hurricanes]

- \_\_\_\_\_

How do these impact the city? [e.g., Are ocean views also susceptible to tsunamis? ]

- \_\_\_\_\_

# CITY72

## 4:

### Create an Identity Statement

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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 page 4 for inspiration in terms of 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]*

4a:

## Write your city's Identity Statement

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

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

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

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

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

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## 5: Collect Stories

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The View 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 creating social connections and taking small, achievable steps.

Viewers of the Stories section learn to:

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

## 5a: Choose your story subjects

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### 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.

## 5b:

### Interview your subjects

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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.*



## 5c:

### Choose still photography and/or video

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#### 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](http://www.sf72.org/stories)

*When you're finished, you'll upload the videos you create to the Content Editor.*

## 6: Photography tips

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City72 imagery emphasizes local, human moments in a documentary/journalistic style. Photography for your site should capture candid, personal moments. The point of view is always that of a city resident, not tourist imagery.

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.