

In 2022 the City of Hendersonville will be celebrating its 175th birthday. In addition to a variety of events, proclamations, and celebrations, we will be posting on social media each week to celebrate Hendersonville's history.

I am requesting each department to **develop content for 3 - 5 social media posts** related to your department's history.

Some possible topics can include:

- Details about your department's creation and early years
- Milestones your divisions have celebrated
- History of equipment used
- Photos of logos/badges/patches
- Growth of population served over the years
- Innovations in service level or processes
- Historic maps vs. current mapping
- Fun facts throughout the decades

This is a great opportunity to highlight your department's history and successes in tandem with the overall City's anniversary! You are welcome to create more than 5 posts if you want to cover additional items. If during your research you find topics that would be better covered in a longer format (article, video, photo slideshow, etc.) let me know and we can plan and collaborate accordingly.

Content Guidelines:

Posts should be accompanied by a corresponding photo, photos, infographic, or short video.

- 4 – 6 sentences is the optimal post length.
- Keep posts to under 1,000 characters.
- If a post relates to an item on the City's website, include the link for more information.
- Allison will edit down the content to fit within other platform character limits.
- If the photo is not owned by the COH, please include who the photo credit should be attributed to.

Thank you in advance for your participation in the City's anniversary. Feel free to involve other members of your teams. Let me know if you have any questions.

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