

Live Locally Alabama: Your Quick-Start Guide

FOUR STEPS TO GET YOUR MUNICIPALITY INVOLVED

What is Live Locally Alabama?

Live Locally Alabama is a free, statewide campaign created by the Alabama League of Municipalities to help cities and towns showcase what makes their communities special, build civic pride and help citizens better understand the role local government plays in their everyday quality of life. Want to join the action? Start with these four steps!



STEP 1: UNDERSTAND IT Start with the strategic plan. It walks you through what Live Locally Alabama is, what it's designed to do for your community and how to put it to work. [Download the strategic plan](#)

STEP 2: SHARE IT Use ALM's ready-to-customize press release to announce your municipality's participation in Live Locally Alabama. Add information about your community, share it with local media and use it as a starting point for telling your own story. [Download the press release](#)

STEP 3: PROMOTE IT ALM has created graphics, videos and other campaign materials municipalities can use across social media, websites and other communication channels. Start with the "Just Launched" graphics, then continue using the growing library of Live Locally Alabama resources to keep the campaign visible throughout the year. [Download the social media starter guide](#)

STEP 4: LIVE IT This is the part no download can do for you, and the part that matters most. Carry your community's story into council meetings, civic club luncheons, ribbon cuttings, conversations with legislators and everyday interactions with citizens. Every time you talk about what makes your community a good place to live, you're living the campaign.

Everything you need is available at: almonline.org/LiveLocallyAlabama.aspx

The Live Locally Alabama library is stocked with more than 80 assets for your choosing:

- Strategic plan and logo style guide
- Press release templates
- Graphics for social media and websites
- Videos and reels
- Social media calendar and ready-to-use captions
- PDFs, flyers and more

Questions or want a hand getting started? We're here to help!

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