

Social Media Graphics Usage Guide

Wasatch Choice Vision

May 2021

Introduction

Data from the 2020 Census confirmed what most Utahns already recognize: Utah's population is growing rapidly. In fact, Census data shows Utah has been the fastest growing state in the nation over the past decade. With growth comes growth pressures. Addressing potential traffic congestion, housing affordability, open space crowding and other concerns is a prime focus of state and local elected officials and staff.

The [Wasatch Choice Vision](#) provides a blueprint for growth and development along the Wasatch Front. Communities and partners across the region are working to educate Utahns about the benefits of actively working together to implement this Vision, which is meant to enhance our quality of life even in the face of rapid growth.

In addition to a [Public Engagement Guidebook](#) designed to help community leaders talk about growth topics more effectively with residents and stakeholders, this group of partners has prepared a set of [Wasatch Choice Social Media Graphics](#) for use by local governments and anyone else interested in sharing messages related to growth and the Wasatch Choice Vision. Just as the guidebook was developed as a resource to be used as individual communities see fit, so are the graphics meant to be used - or not - according to local sentiment and preference.

What follows are a few samples that demonstrate how the messaging and data in the Public Engagement Guidebook and the Social Media Graphics *could* be used together to address particular topics in a community. Again, the graphics and the messages are meant as samples only. How you apply them in your community will likely be different based on how your community members may react or think about the images or the words in the post. As you know your community best, make these images and posts yours. They are merely tools in the ongoing dialogue around growth in our state.

Topic: Population growth

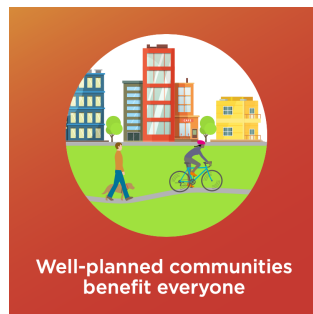
- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - Growth and change are not new; they are constant. Utah's high quality of life means our children and grandchildren often want to remain here to raise their own families. Additionally, many from other states recognize the opportunities and benefits Utah offers and relocate here.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: Utah's high quality of life means our children and grandchildren often want to remain here to raise their own families, causing most of Utah's growth. When you couple this with many people migrating from other states who recognize the abundant opportunities and benefits Utah offers, you get a rapidly growing population.
- Alternate Sample Verbiage: Utah has been the fastest-growing state for the last ten years, and most of that growth is our own children and grandchildren. But we don't have a lot of land near our primary job centers. If we don't allow more housing in the valleys where the jobs are, people will have to drive farther, which will make life less convenient and more expensive—and increase traffic, air pollution, and infrastructure costs for all of us.

Topic: Community planning

- Resources
 - Messaging from Wasatch Choice Communications Guidebook
 - Planning for and working proactively to manage growth allows us to get maximum benefit from the growth while minimizing negative impacts.
 - As most officials and staff are aware, we are not likely to stop growth. Our best approach is to proactively plan for and manage it to our benefit.
 - The opportunity for all of our residents to have housing, to get around easily, and to have access to grocery stores, childcare and economic opportunities will enhance quality of life for all residents.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: Communities planned with housing choices, walkability and easy access to jobs and services increase the quality of life for Utahns. These communities improve air quality, health and provide more time for recreation thanks to reduced travel time to and from destinations. The new town center planned for [city location] will make life better in [city name].

Topic: Multi-family housing concerns

- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - 40% of homebuyers look for walkability when choosing where to live. Nationally about 40% of homebuyers cite “being within an easy walk of other places and things...” as very important in choosing where to live. This is true of every demographic group except the Silent/Greatest generation and has held constant overall during COVID-19. This type of neighborhood, which includes apartments or smaller-lot homes close to a cluster of retail or restaurant space, for example, isn’t right for everyone, or even for most people, but there’s far more demand for it than supply.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: According to the *National Association of Realtors*, 40% of homebuyers cite ‘being within an easy walk of other places...’ as very important in choosing where to live. The [development] will provide [city] residents with opportunities to drive, take transit or bike to more city destinations.

Topic: Affordable housing

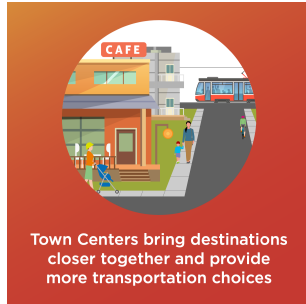
- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - What was affordable when you moved in even five years ago is no longer affordable. Housing prices are currently increasing 7-8% per year, outpacing growth in incomes.
 - Although it was recently the case that most people could afford a single-family home, with significant housing price increases over the last decade we need to also provide more townhouses, condos and apartments, in addition to providing new single-family homes.
 - Having a variety of housing types will also allow people to live in the same community as their housing needs change over time, and it makes it possible for people from different generations within the same family to live near each other.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: The market is demanding more multi-family and townhouse units to accommodate rapid growth and provide affordable choices for our residents. This will allow the people who work in our community, including teachers, firefighters, and police officers, to live here.

Topic: Concerns about density in a community

- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - When centers are well planned — incorporating reliable transportation options, such as functional roads, transit connections, trails and bike lanes, and job and retail centers near housing — typically traffic congestion drops, property values rise and the character of the community in that specific location is enhanced.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: Bringing housing, jobs and other opportunities closer together and closer to various transportation options in carefully-considered, specific locations creates a more vibrant community. Often mobility improves and property values rise. The new town center planned at [location] will make [city] a better place to live.

Topic: Wasatch Choice and transportation

- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - Transportation planners at WFRC forecast that with more transit and active transportation options in the Wasatch Choice Vision, we could reduce projected increases in the time it takes to travel by car by 60%. For example, instead of 20 minutes more to get to where you need to go, perhaps it would only take 8 minutes more. Transit and bicycling help drivers as well as those that use transit and bikes.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: Transportation choices benefit everyone. [City] is working to add trails and transit stops - in addition to improving our roads - to give everyone the option that works best for them. With choices, we can reduce transportation delays in the future by more than 60%.

Topic: Wasatch Choice and housing

- Resources:
 - Messaging from Wasatch Choice Communications Guidebook
 - What was affordable even five years ago is no longer affordable. Housing prices are currently increasing 7-8% per year, outpacing growth in incomes.
 - Although it was recently the case that most people could afford a single family home, with significant housing price increases over the last decade we need to also provide more townhouses, condos and apartments, in addition to providing new single family homes. Many teachers, police officers, nurses, and others, may not be able to afford a standard single-family home.
 - The market is demanding more multi-family and townhouse units. The Wasatch Choice Vision accounts for this shift in market demand. The Wasatch Choice Vision assumes that the percentage of multi-family and townhouse units built each year will gradually increase by 15%, but that the majority of all housing will still be single family at 60%.
 - Image from Social Media Graphics



- Sample Social Media Post Verbiage: While the majority of [city] residents will likely still choose to live in single-family homes, many people need other options to match their life stage or their income. Home prices are currently increasing 7-8% per year. Providing housing choices - such as single-family homes, townhomes and apartments - is responsive to both the market and the needs of our community members.