



Future 50 Communications Toolkit

About Future 50

Metro is setting the table to collaborate with cities, counties, communities, individuals and organizations across greater Portland to build a shared vision for the future. The Future Vision will set the course for policies, programs and projects that will work toward a better future for all of us. It will touch on a wide range of topics, from land use, transportation and our economy to housing, climate, nature, arts and culture.

Input from the vision process will directly impact the plans and programs available in the future to partners across the region. Your partnership is essential to ensuring we hear from a diverse range of voices.

Please help us spread the word about the Metro Future Vision by sharing it with your networks, community members, and stakeholders.

Engagement opportunities

- **Future Vision survey:** The survey is brief, accessible, and available in multiple languages. The survey will be open through May 15.
- **Conversation Kit:** By using the prompts and activities, the kit makes it easy for anyone to participate

How to get the word out

1. Use the content in this toolkit to share the survey on social media, in your newsletters, and in other internal and external communications.
2. Link to the survey on your engagement webpage. Images sized for external engagement sites are included.
3. Bring the conversation kit to your next meeting – could be your staff meeting, board or committee meeting, or at community events.

Key links

- [Metro Future 50 project page](#)
- [Survey link](#)
 - Available in Spanish, Chinese, Vietnamese, and Russian
- [Conversation kit](#)

Metro social media

Follow Metro's social media channels to tag us or repost our Future 50 content.

- Instagram: [@oregonmetro](#)
- Facebook: www.facebook.com/oregonmetro/
- LinkedIn: www.linkedin.com/company/metro/

Shareable content

Graphics and images

Download images in each folder linked below.

- [Social media graphics](#)
- [Campaign images](#)
- [Survey promo flyers](#)
 - [English](#)
 - [Spanish](#)
 - [Chinese](#)
 - [Vietnamese](#)
 - [Russian](#)

Suggested posts

<p><i>General social media</i></p>	<p>Metro, the regional government for greater Portland, is bringing people together to create a 50-year vision for the region. Share your thoughts!</p> <p>Take the Future 50 survey now through May 15 to share what you value about the region and hope for the future.</p> <p>https://survey123.arcgis.com/share/de14eb4fd6d04b2991b7a15a4f4a39a3</p>
<p><i>Incentive-focused social media</i></p>	<p>Metro wants to hear from you about the future you want to see! Take the Future 50 survey now through May 15 to share your ideas for the future of the region.</p> <p>You could win tickets to a Thorns game, the Oregon Symphony, the Oregon Zoo or an annual Metro Regional Parks pass.</p> <p>https://survey123.arcgis.com/share/de14eb4fd6d04b2991b7a15a4f4a39a3</p>
<p><i>LinkedIn</i></p>	<p>Fifty years from now, the way people live, work and build their lives in the greater Portland region will be the result of the choices we make today.</p> <p>Metro is bringing people together to create a 50-year vision for the region. Now is your chance to share what you value about the place you call home and what kind of future you want to see.</p> <p>Take the Future 50 survey now through May 15 to share your thoughts.</p> <p>https://survey123.arcgis.com/share/de14eb4fd6d04b2991b7a15a4f4a39a3</p>
<p><i>Email newsletter</i></p>	<p>Fifty years from now, the way people live, work and build their lives in the greater Portland region will be the result of the choices we make today.</p> <p>Metro wants to hear from you about the future you want to see! Take the Future 50 survey now through May 15 to share your ideas. You could win tickets to a Thorns game, the Oregon Symphony, the Oregon Zoo or an annual Metro Regional Parks pass.</p> <p>https://survey123.arcgis.com/share/de14eb4fd6d04b2991b7a15a4f4a39a3</p>