



# Email and social media scripts: Online input Ideas Week

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## 1. EMAIL

### Subject

It's not too late to tell the County your ideas to Advance Knox

### Message

Dear,           

Do you care about growth and transportation in Knox County? We want to hear from you!

I'm excited to invite you to get involved in Advance Knox. This is a unique process the county has recently launched to create a plan to guide growth, land use, transportation, economic prosperity, and quality of life in the County for years to come.

It's critical that community voices are part of this process needs. We hosted Ideas Week with eight events to gather community input. If you missed those events (or if you have more to share) you can have your voice heard online.

Visit [AdvanceKnox.org](https://AdvanceKnox.org) now through May 10 to share your thoughts about how the county should manage future growth, make transportation improvements, or related ideas. This is the first of three rounds of public input and is an opportunity for you to your have a say early on what is important to you.

I hope you can take a few minutes to let us know what you like about the county today, and what growth or transportation changes would make it better in the future.

CLOSING, AND SIGNATURE

## 2. SOCIAL MEDIA POSTS

### EXAMPLE POSTS

"I joined the Advisory Committee for Advance Knox, the county's newly-launched Comprehensive Planning Process. I will keep you all up to date on the events and important information as the process continues."

"Everyone who cares about Knox County is invited to participate in the Advance Knox process. Please like and share my posts about—and attend the events with me!" <https://advanceknox.org/>

It's not too late to share ideas for the County's new plan. Visit [AdvanceKnox.org](http://AdvanceKnox.org) to get started.

Let's be proactive and tell the County what's important. Visit [AdvanceKnox.org](http://AdvanceKnox.org) to share ideas.

Don't wait until the next issue arises to have your say. Visit [AdvanceKnox.org](http://AdvanceKnox.org) to tell the county how you would like to see growth or transportation to make our area better.

**Example Personalized Messages**

"I can't wait to attend this event and share my ideas. Please join me!"

"It is so important for the future of our county that we show up for this process. Who's with me?"

"Like and share! This is for the future of our community."