

2025 Reno

# Community Survey



Gusto naming marinig mula sa inyo!



¡Queremos escuchar de usted!



我们希望收到您的来信



SOCIAL MEDIA TOOLKIT





**WHAT'S IN  
THE TOOLKIT?**

**Overview**

*p.3. - p.6*

**Sample Social Posts**

*p.7 - p.13*

**Accounts to Tag**

*p.14*

**Visuals**

*p.15*

**Contact Info**

*p.16*

# OVERVIEW

The City of Reno is updating it's strategic priorities!

As part of the priorities-setting process, the City of Reno is conducting a **2025 Reno Community Survey** to gain a deeper understanding of the priorities of our residents. Your input is crucial in shaping the future of our city and ensuring that our future planning aligns with what truly matters to our community.

The 2025 Reno Community Survey will be open until **April 30** and available in **English, Spanish, Tagalog, and Chinese**. Questions range from government services and priorities to engagement efforts and communications preferences.



**WE NEED YOUR  
HELP  
SPREADING  
THE WORD!**



## HOW TO PARTICIPATE



**Go to [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)**



**Estimated time: 10-15 minutes**



**Languages Available:** English, Spanish, Chinese, and Tagalog



**All responses are anonymous!**

## WHY DOES IT MATTER?

In a perfect world, the City of Reno could address everything at once but when it comes to resources and areas of focus, we need to prioritize! The ***2025 Reno Community Survey*** aims to gather input from community members on a variety of subjects and the level of importance to them.





## THINGS TO REMEMBER



Builds the City's strategic foundation for the future.



Ensures ALL voices are heard.



Guides city leaders in prioritizing programs, services, and resources.



**While some issues may seem like a glaring problem, we still need you to put down what is most important to YOU.**

**Here are some sample social media posts you can use to help spread the word.**

**Feel free to use them as-is, or shape to...**

**YOUR OWN  
“VOICE”**



## SAMPLE POST

# 1



*We're thrilled to see that the City of Reno is launching a community survey to better understand our needs and priorities! Your voice is crucial in shaping the future of our city and ensuring our planning reflects what matters most to YOU. The survey will be open from the first week of March until April 30th, 2025. Results will be in later this summer!*

### *Why Your Input Matters:*

- Help identify what's working well and where they can improve.*
- Share your priorities for services, infrastructure, housing, and community programs.*
- Ensure every voice is heard as they build the five-year strategic plan.*

*Let's come together to make Reno even better! Please share this survey with your friends, family, neighbors, and community members so we can gather as many voices as possible. Your input is invaluable! #2025RenoCommunitySurvey*

*Take the survey: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)*





**SAMPLE POST**

**1 EN ESPAÑOL**

¡Estamos felices de ver que nuestro gobierno local City of Reno está lanzando una encuesta comunitaria para comprender mejor nuestras necesidades y prioridades! Su voz es crucial para dar forma al futuro de nuestra ciudad y garantizar que nuestra planificación refleje lo que más le importa a USTED.

La encuesta estará abierta desde la primera semana de marzo hasta el 30 de abril de 2025. ¡Los resultados estarán disponibles a finales de este verano!

Por qué es importante su opinión:

- Ayuda a identificar que está funcionando bien y que se puede mejorar.
- Se comparten sus prioridades de servicios, infraestructura, vivienda y programas comunitarios.
- Se asegura de que se escuchen todas las voces mientras se elabora un plan estratégico quinquenal.

¡Acompañenos para hacer que Reno sea aún mejor! Comparta esta encuesta con sus amigos, familiares, vecinos y miembros de la comunidad para que podamos reunir tantas voces como sea posible. ¡Su aporte es invaluable! #2025RenoCommunitySurvey

Complete la encuesta: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)



## SAMPLE POST

# 2

*The City of Reno is conducting a community survey from early March to April 30th, 2025, to gather residents' needs and priorities for future planning. Your input is crucial for identifying strengths and areas for improvement, understanding priorities for services and infrastructure, and ensuring diverse voices are heard in setting priorities.*

*Please share the survey to reach more community members. Findings will be available later this summer.*

*Take the survey: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)*



**SAMPLE POST**

**2 EN ESPAÑOL**

*City of Reno está realizando una encuesta comunitaria desde los principios de marzo hasta el 30 de abril de 2025 para recopilar las necesidades y prioridades de los residentes para la planificación futura. Su aporte es crucial para identificar fortalezas y áreas de mejora, comprender las prioridades de servicios e infraestructura y garantizar que se escuchen diversas voces en la creación de un plan estratégico de cinco años.*

*Comparta la encuesta para llegar a más miembros de la comunidad. Los hallazgos estarán disponibles a finales de este verano.*

*Complete la encuesta: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)*



## SAMPLE POST

# 3

*The City of Reno is launching a community survey to hear your needs and priorities. 🗣️ Your voice matters in shaping the Biggest Little City's future! The survey is open from until April 30.*

*Let's ensure every voice is heard! Spread the word!  
#2025RenoCommunitySurvey*

*Take the survey: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)*



**SAMPLE POST**

**3 EN ESPAÑOL**

“*City of Reno está lanzando una encuesta comunitaria para escuchar sus necesidades y prioridades. 🗣️ ¡Su voz importa a la hora de dar forma al futuro de nuestra pequeña gran ciudad! La encuesta está abierta desde la primera semana de marzo hasta el 30 de abril.*

*¡Ayúdenos a que se escuchen todas las voces de nuestra comunidad! ¡Corra la voz!  
#2025RenoCommunitySurvey*

*Complete la encuesta: [Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)*”



**TAG US!**

# #2025RenoCommunitySurvey



**Facebook**

City of Reno  
Government



**Instagram**

@CityofReno



**X**

@CityofReno



**LinkedIn**

City of Reno

# VISUALS

Here is a social media graphic and flyer you can include in your posts or email newsletter, crafted to effortlessly assist you in sharing and promoting the survey. Share them across your platforms to maximize outreach and ensure the message resonates with more in our community!



**2025 Reno Community Survey**

**We want to hear from you!**

[Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)

*¡Queremos escuchar de usted!*

*Gusto naming marinig mula sa inyo!*

*我们希望收到您的来信*

**2025 Reno Community Survey**

**We want to hear from you!**

**Help shape the future of the Biggest Little City**

*¡Queremos escuchar de usted!*

*Gusto naming marinig mula sa inyo!*

*我们希望收到您的来信*

Survey open  
March 3 - April 30, 2025

Take the survey at  
[Reno.Gov/CommunitySurvey](https://Reno.Gov/CommunitySurvey)  
or scan the QR code

Questions? Email [StrategicPlan@Reno.Gov](mailto:StrategicPlan@Reno.Gov)

The background features a dark blue color scheme. At the top, there is a stylized eight-pointed star. Below it, a range of jagged mountain peaks is depicted. The bottom portion of the image shows a silhouette of a city skyline with various building shapes and a bridge on the left side.

**If you have any questions or  
concerns, please contact us at  
[StrategicPlan@Reno.Gov](mailto:StrategicPlan@Reno.Gov)**



**THANK YOU**  
for being an active part of  
**OUR COMMUNITY**

