



## City of Chicago Office of Inspector General 2024 OIG Listening Tours for 2025 Plan Digital and Social Media Kit

This spring, from April to May 31, The Chicago Office of Inspector General is launching a series of Listening Tours, designed to gather community input to give ideas on where we should focus our attention as we develop our plans for 2025. It is a from-scratch approach designed to reach the broadest swath of Chicagoans, reaching across the City's neighborhoods. We are visiting Town Halls, participating in community events, and sending volunteers with iPads onto CTA platforms, inviting Chicagoans to complete the Listening Tour Survey.

We will be asking four questions ([see the full survey here](#)):

- Have you heard of the Chicago Office of Inspector General?
- What could Chicago City government do to improve the quality of your life?
- What do you wish you knew more about in Chicago City government?
- What have you seen go wrong in Chicago City government?

### Will You Share this with Your Stakeholders?

This is an individual, "person-on-the-street" approach designed to put us in conversation with as many people as possible. To that end, we are reaching out to invite you to help spread the word and the link for people to take the OIG Listening Tour survey. Below are sample posts, ready to share in your newsletter or across social media. We have created graphics to go with this campaign.

### [SOCIAL MEDIA CONTENT \(works for Newsletters, too!\)](#)

Mix and match! Use any of the graphics with any of the Sample Posts, and post to your favorite social media platform. Note that Sample Post Two has a confirmed character count to work with X/Twitter. As for the graphics, the square posts will work on all platforms. The horizontal posts will not work on Instagram (use the square posts for that). There is also one vertical post that will work on Instagram Stories. All posts are ready to copy and paste, and also work well for newsletters.

**Please note:** *Embedded links when posted on Instagram posts are not clickable. However, Instagram does allow links to be shared as a Story using the Link sticker (artwork sized for Instagram Stories is included in the graphics.)*

*If using, [Click here](#) for more details on how to add a link to your Instagram Stories.*

### [THANK YOU!](#)

Thank you for engaging your stakeholders. If you need help, or we can create something that better works for you and your constituents, please contact Amir Nijem, at [anijem@igchicago.org](mailto:anijem@igchicago.org).



**City of Chicago Office of Inspector General  
2024 OIG Listening Tours for 2025 Plan  
Digital and Social Media Kit**

<b>Sample Post One</b>	<p>The Chicago Office of Inspector General (OIG) wants to hear from you.</p> <p>As OIG plans inquiry projects for 2025, they want to know what problems in City government most impact your daily life. Share your opinions on the OIG Listening Tour survey on how City Government can better serve you. #OIG ListeningTours #GovernmentAccountability</p> <p>Learn more here at <a href="https://igchicago.org/listening-tours">igchicago.org/listening-tours</a>.</p>
<b>Sample Post Two (edited to fit as an X post)</b>	<p>As OIG plans inquiry projects for 2025, they want to know what problems in City government most impact your daily life. Share your opinions on the OIG Listening Tour survey on how City Government can better serve you.</p> <p>Learn more at <a href="https://igchicago.org/listening-tours">igchicago.org/listening-tours</a>.</p>
<b>Sample Post Three</b>	<p>🗨️ Curious about how your City government works? OIG wants to hear from you!</p> <p>Take OIG's short survey and share what's important to you, and what you want to know more about the workings of City Government. Results from this survey will help inform prioritization for 2025 OIG inquiry projects, and make OIG aware of ways that City government impacts your life.</p> <p>Survey link <a href="https://forms.office.com/g/jnymQrwWCK">forms.office.com/g/jnymQrwWCK</a>.</p>
<b>Sample Post Four</b>	<p>Take the OIG Listening Tour survey and contribute to the critical task of prioritizing inquiry projects to make City government better.</p> <ul style="list-style-type: none"><li>• What could Chicago City government do to improve the quality of your life?</li><li>• What do you wish you knew more about in Chicago City government?</li><li>• What have you seen go wrong in Chicago City government?</li></ul> <p>Share your thoughts with OIG today at <a href="https://igchicago.org/listening-tours">igchicago.org/listening-tours</a>.</p>
<b>Sample Post Five</b>	<p>Be a part of the conversation on improving accountability and transparency in the delivery of City services and government.</p> <p>OIG is offering an opportunity to contribute your ideas and perspectives by completing the OIG Listening Tour survey.</p> <p>Learn more at <a href="https://igchicago.org/listening-tours">igchicago.org/listening-tours</a>.</p>
<b>Sample Post Six</b>	<p>OIG wants to hear from you on ways to improve City government.</p> <p>This spring OIG is launching a series of Listening Tours to gather community members' input and ideas on where OIG should focus their attention, based on hearing what's most important to you. #governmentaccountability #OIGListeningTours</p> <p>Take this short survey <a href="https://forms.office.com/g/jnymQrwWCK">forms.office.com/g/jnymQrwWCK</a>.</p>