



**ECONOMIC DEVELOPMENT
COUNCIL OF COLORADO**

**DOWNTOWN
COLORADO**
inc.

2026 Colorado Economic Development Week Social Media Toolkit

2026 Colorado Campaign



Social Media Strategy

The Economic Development Council of Colorado (EDCC) and Downtown Colorado, Inc. (DCI) are teaming up to bring a week-long celebration of Colorado's economic development ecosystem and its partners during IEDC's International 2026 Economic Development Week.

Along with our program partners, OEDIT, DOLA, CO|Align, CWDC, EDA, Colorado SBDC, USDA & Manufacturer's Edge, we've planned a week of activities, including local social media campaigns and educational webinars. For a full schedule of events and to find out how you can participate, visit edconline.org/community-activation/

Sharing success stories and information on social media is crucial to helping your community understand programs and services offered by local, regional, and state economic development organizations. Economic development is at the core of well-being and quality of life for communities across the United States. It's a group of policies, programs, and activities that seek to create and retain jobs and ultimately facilitate economic growth.

This toolkit will help you leverage social media to create lasting impressions in your community: highlight your EDO's key differentiators, service offerings, and impacts being made to accomplish your job agenda.





EDCC's official social media accounts:

-  **EDCofCO**
-  **EDCC**
-  **EDCofCO**

DOWNTOWN COLORADO inc.

DCI's official social media accounts:

-  **DowntownColoradoInc**
-  **Downtown Colorado, Inc**
-  **downtowncolo**

Find more resources: edconline.org/economic-development-week

Social Media Strategy

We want to help you promote your economic development efforts! Social media promotion is an excellent way to showcase the relationship your organization has with your community and educate on the impact your efforts have on their quality of life.

Chances are most people in your community are avid social media users, so you don't have to worry about training people to share your success stories! Your community will do it for you and may have tricks to increase your reach.

ENGAGE YOUR COMMUNITY ONLINE!

- Share photos & videos on social (Facebook, LinkedIn, Instagram, and X)
- Use hashtags (#EconDevCO and #EconDevWeek)
- Tag EDCC and DCI



THEME FOR ECONDEVWEEK

This year, we want to highlight one, overarching theme for the week: "Back to Basics: Why Economic Development is Critical during Good Times and Bad." Economic Development is a critical component that drives economic growth by creating new jobs and facilitating an improved quality of life. It is important to showcase the value and importance of Economic Development through #COEconDevWeek26.

WHY ECONOMIC DEVELOPMENT IS IMPORTANT



IMPROVED QUALITY OF LIFE Economic Development can lead to improvements in quality of life through new goods and services, like healthcare, education, and entertainment



JOB CREATION Economic Development leads to the creation of new businesses and the retention and expansion of existing ones, creating increased access to opportunities for existing and future residents.



INCREASED TAX REVENUE Economic Development can increase tax revenue for communities through increased sales tax, property tax, and income tax.



INCREASED COMPETITIVENESS Economic Development can help communities become more competitive, both regionally and globally, which leads to the attraction of new businesses and investment and create new opportunities for growth and innovation.

Find more resources: edconline.org/economic-development-week

Sample Social Media Posts & Graphics



SOCIAL PLATFORM INFORMATION

Facebook & LinkedIn— Posts can be longer and include more details, and it's best to include an image or video. When sharing posts from [EDCC](#), [IEDC](#), or [DCI](#), we recommend including a short description on why you're sharing and TAG us!

Twitter & Instagram— Posts can be longer, but we recommend keeping things concise with an easy-to-read structure. For Twitter, posts must be under 280 characters, including spaces. Instagram does not support links in copy, so include important links in your bio. *Don't forget to tag EDCC, IEDC, and Downtown Colorado and use the campaign hashtags!*

Below are messaging examples for Colorado's #COEconDevWeek26. Please personalize these posts or create your own following a similar structure. Customize our easy-to-use graphic templates in Canva to showcase your community, organization, and tell your story! You can edit the templates directly in Canva and download the graphics to use for your #EconDevWeek posts.

[CLICK HERE TO VIEW CANVA TEMPLATE](#) 

Don't forget to tag EDCC and DCI and use #COEconDevWeek26 and #EconDevWeek

SOCIAL SAMPLE POSTS

Facebook post: There is power in your story! This week, Colorado celebrates Economic Development Week and we want to recognize the incredible impact businesses across the state have on our economy and help tell their stories! So, help us showcase the voices that drive innovation, excellence, and workforce growth by telling your stories and using the hashtag [#EconDevWeek](#). Join us in promoting Economic Development and supporting Colorado's vibrant business community!

LinkedIn post: There is power in your story! As we celebrate Colorado Economic Development Week, let's take a moment to reflect on the innovators that drive our economic growth. This week is about celebrating their stories — help us showcase the voices that drive innovation, excellence, and workforce growth by telling your stories and using the hashtag [#EconDevWeek](#). Join us in promoting Economic Development and supporting the growth of Colorado's business community!

Twitter post: Join us in celebrating Colorado's Economic Development Week! Effective storytelling is crucial for driving economic development initiatives forward. Let's recognize the contributions of Colorado stakeholders and share your success stories using the hashtag [#COEconDevWeek26](#)

HASHTAG USAGE

Hashtags help our online community connect and grow through related content. We encourage you to use:

**[#COEconDevWeek26](#) [#EconDevWeek](#) [#EDWCO](#) [#EconDevCO](#) [#EDCC](#) [#EDCofCO](#) [#DCIdoers](#)
[#DCIVibrantDowntowns](#) [#ColoradoEDC](#) [#ColoradoED](#) [#EDCCO](#) [#EDCCEvents](#)**

And your community's hashtags.