

LAUNCH TOOLKIT



In this document are some sample social media posts and graphics for you to use to help us bring attention to Magnify Utah and associated initiatives.

> [Download Our Social Assets](#)

Thank you for sharing!

The Utah Division of Multicultural Affairs oversees the Magnify Utah program, which features a dynamic online platform to uplift our unfolding story of thriving and to celebrate what makes us Utahns. This learning and resource hub is all about people, places, and stories – and it is your gateway to our growing and vibrant state. By streamlining resources to support various communities, compiling inspiring stories of connection and impact, and highlighting people from all walks of life, we seek to establish deeper connections for everyone, both newcomers and long-established Utahns.

Our program features the following:

- **Magnify Utahns:** Profiles of Utahns and local leaders that highlight the reasons Utah is a special place to live and thrive, lay roots, and start new chapters.
 - Chosen Home Stories: People Who Have Moved to Utah
 - Home-Grown Stories: Lifelong Utahns
 - My Family Diary Stories: First Generation Utah Families
- **Magnify Communities:** A compilation of pages summarizing places, organizations, and traditions unique to our various cultures and communities in Utah, from our Native American communities, Pioneer ancestors, and many more communities who call this great state their home.
- **Magnify Stories:** A series of short blog posts highlighting the various perspectives and experiences that make Utah who and what it is today. These carefully curated 5-7 min reads will be a way of coming together in our shared stories while nodding to the past and welcoming the future.

Please consider uplifting the resources and mission of Magnify Utah by using the enclosed language and graphics. Thank you for being part of our statewide story!

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How Can You Use Magnify Utah? Here are some suggestions!

- Share with colleagues or work contacts:
 - Employee resource groups;
 - Onboarding materials (i.e. presentations, handbooks);
 - Explore it as part of your weekly check-ins or icebreakers.
- Help Introduce Utah to visitors and newcomers:
 - Add to visitor guides (i.e. new move-in guides, tourism brochures);
 - Share with neighbors who have just moved to Utah or to a new part of Utah;
- Provide it as a resource on your platforms:
 - Include it on community resource pages for nonprofits and community organizations;
 - Share on social media pages for specific groups looking to find deeper connections and learning;
 - Add it to your newsletters as an ongoing resource and highlight stories, community pages, or people.
- Invite Magnify Utah staff to Your communities or organizations:
 - Explore ways to facilitate cross-cultural exchange through food, arts, performances, or facilitated discussion with the goal to build bridges and make thriving connections. Work with the Utah Division of Multicultural Affairs as a key thought and branding partner.
 - Email multiculturalaffairs@utah.gov for more information.

What Our Partners Are Saying:

“Utah’s top employers are creating cultures where talented people from all backgrounds feel welcome and find belonging in the workplace. Research shows that this investment leads to more innovative, more productive teams. ***But welcoming and belonging doesn’t stop at 5 PM.*** Magnify Utah is a wonderful resource to help employees and their families find the cultural amenities and community connections they need to live, work and thrive in Utah.”

Sara Adelman | EDCUtah

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Use Our Ready-Made Website Banners



> [Download Social Assets](#)

Use Our Ready Made Social Media Graphics



> [Download Social Assets](#)

Need ideas for how to spread the word online? Take a look at these examples:

We invite you to use your networks to bring more public awareness to Magnify Utah's resources. Below are examples of posts that fit a broad audience and provide the "why" behind Magnify Utah. Our goal is to

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communicate through hopeful messages, anchored in the fact that when we celebrate all and who makes us Utah, we can thrive and better understand how to shape a bright future as a state.



Magnify Utah: Connecting Communities, Places & Stories | A Resource & Learning Hub

Whether you're from Utah or not, you have a unique place in our state that is interconnected between all communities. Our places, our stories, and the vibrancy found in each community comes together to create a welcoming space .

Learn more about what makes us Utah at multicultural.utah.gov/magnify.

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Magnify Communities: The Communities and Places that Make Utah Home

Do you know your neighbors? How about the neighbors across town? Our communities are the heartbeat of the world we know, and connecting with new people and places are the key to unlocking a world of understanding and growth.

Dive into the variety of communities and places that make Utah feel like home at multicultural.utah.gov/magnify.

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Magnify Stories: Stories That Make Utah Who and What it is Today

Think of a place that is or was exciting to you. What memory do you have behind that place? Explore and learn about the unique and captivating experiences of people from across the state through Magnify Utah Stories! You might just uncover a hidden gem or a newfound love for a familiar place.

Dive into the collection at multicultural.utah.gov/magnify and join us as we continue to capture and appreciate more stories and places!

#MagnifyUtah

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Developed by the Utah Division of Multicultural Affairs for community partners.

2024

