



Brockton: Where Better Begins Social ToolKit

12.2.2022

Recommendations

- Be sure to tag the business, location or person featured in the post (applicable tags are included on each page of this toolkit).
- Whenever possible, 'Boost' the post. Even a small budget will extend the post's reach
 - Button Label: Learn More
 - Website: <https://brockton.ma.us/>
 - Audience: People you choose through targeting
 - Ages 18-65
 - Brockton, MA + 20 miles
- For all organizations that would like to use this toolkit, we recommend a posting cadence of 1-2 per week.



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Brockton: Home to more affordable houses, vibrant local businesses, and just a train ride away from both Boston and Providence. #WhereBetterBegins



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@brocktonrox



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Take me out to the Rox game! The Brockton Rox baseball team has been bringing the community together for years and is a home run for all ages. #WhereBetterBegins



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Looking for a new place to grab a pint? Stop by the Brockton Beer Company for a friendly atmosphere and energetic taproom experience. #WhereBetterBegins



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As we head into the New Year, we'd like to share a special thank you to our healthcare professionals who always help keep our community safe. #WhereBetterBegins



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@wbmasonco



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Did you know that the story of W.B. Mason began in Brockton?
The family owned business is just one of the many success stories that encapsulates everything Brockton represents.
#WhereBetterBegins



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It's all smiles in Brockton. It's a place where the community comes together, opportunities flourish, and #WhereBetterBegins.



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Homes affordable and in close proximity to Boston, Brockton is the perfect place to move to as you embark into the 'real world.'
#WhereBetterBegins



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@vincentes_supermarket



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With a focus on fresh produce and a connection with everyone who walks in the door, @vincentes_supermarket has been a Brockton staple for 20 years. #WhereBetterBegins



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Brockton City Hall was built in 1892 and designed to represent hope, opportunity and the promise of a better tomorrow.
#WhereBetterBegins



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[@capecodcafepizza](#)



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"Home of the Original Bar Pizza", Cape Cod Cafe dishes out a variety of pizzas, calzones, burgers, and salads, making this one of Brockton's most popular local businesses.
#WhereBetterBegins



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Brockton prides itself on being one of the most diverse cities in all of New England. It is a place where families come together, and #WhereBetterBegins.



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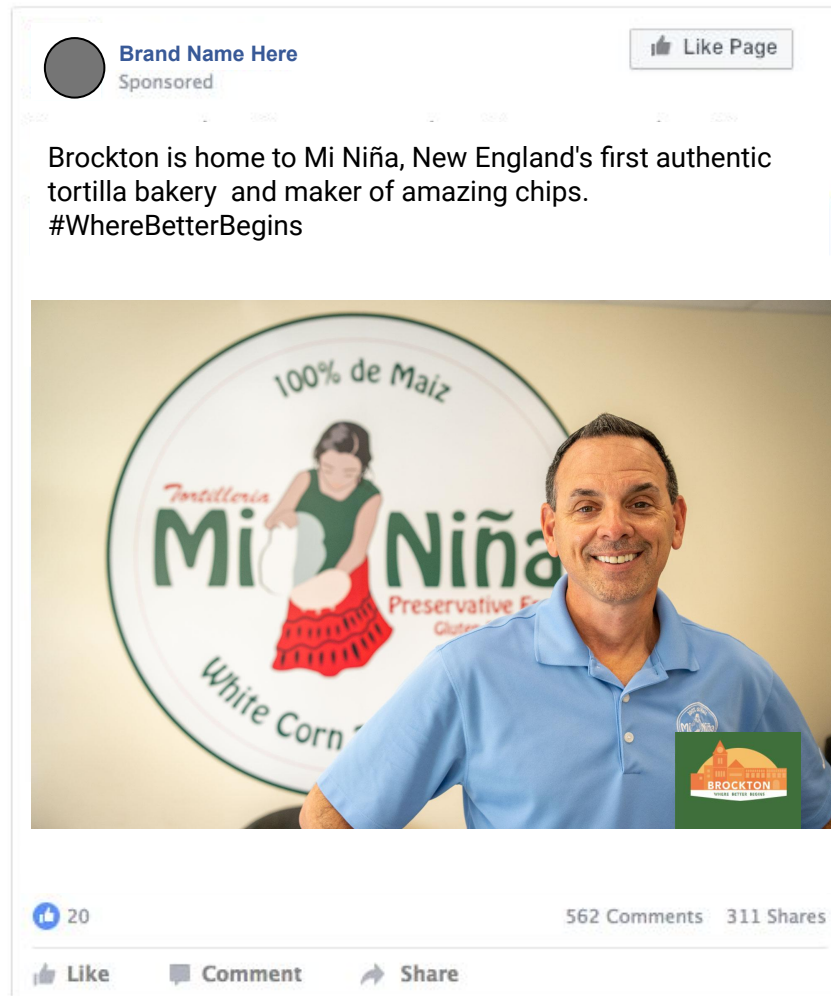
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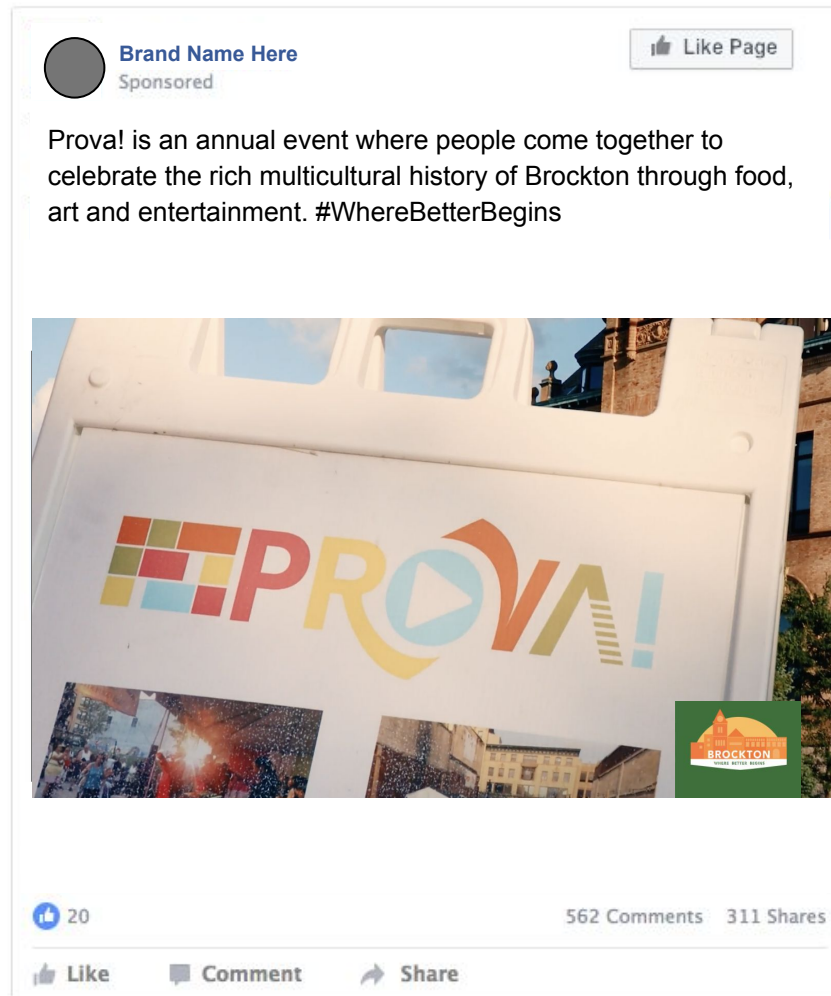
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Born and raised in Brockton, Mayor Robert F. Sullivan, is just one example of the hard working and driven individuals that make up the city. #WhereBetterBegins



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@brocktonschools



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As one of the largest public institutions in the country, Brockton High School has been preparing students to excel both inside and out of the classroom since 1870. #WhereBetterBegins



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Thank You

Additional Resources

- [Brockton Social Images \(PNGs\)](#)
- [Image Selects](#) (color corrected / retouched)
- [Logo Suite and Style Guide](#)

