

The Portland Loo Social Profiles:

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## 1. Establish Credibility and Build Relationships

- **Update Your Profile:** Use a clear photo and write a bio that emphasizes your connection to the neighborhood and commitment to community improvement.

Example: "Dedicated to making our parks and public spaces cleaner and more accessible for everyone."

- **Engage Authentically:** Join existing discussions about community cleanliness, public spaces, or amenities to build trust before introducing The Portland Loo idea.

## 2. Craft Clear and Compelling Posts

- **Start with a Hook:** Use attention-grabbing headlines like, "Tired of Finding No Restrooms in Public Spaces?" or "A Solution to Clean Public Spaces: The Portland Loo."
- **Explain the Need:** Share stories of challenges like public urination, limited restroom access, or cleanliness issues in specific areas of your neighborhood.

Example: "We've all seen the need for a clean, safe public restroom near [local park or high-traffic area]. The Portland Loo could solve this issue!"

- **Use Visuals:** Include a photo of The Portland Loo (available on the website) or a graphic showing how it works to make your post more engaging.

## 3. Focus on Local Impact

- Highlight how The Portland Loo will specifically benefit your neighborhood.

Example: "By installing a Portland Loo near [specific location], we can improve sanitation, reduce litter, and provide a safe, clean space for everyone—families, tourists, and those in need."

- Share success stories from other communities where The Portland Loo has been installed, like Denver or Sacramento, to inspire confidence in its effectiveness.

## 4. Encourage Conversations

- **Ask Questions:** Get neighbors talking by asking questions like, "Would you support installing a public restroom like The Portland Loo near [specific area]?" or "How do you think adding a public restroom could improve our parks?"
- **Respond Thoughtfully:** Be ready to address concerns, such as costs, safety, or maintenance. For example:

"Great question! The Portland Loo is designed to deter vandalism and is low-maintenance, making it a cost-effective solution over time."

## 5. Mobilize Action

- **Share Next Steps:**

Example: "We're forming a group to advocate for installing a Portland Loo in our neighborhood. Join us at [date/time] to discuss next steps!"

- Promote events or discussions, such as a town hall, where neighbors can learn more.
- Use the **Groups Feature** on Nextdoor to create a dedicated space for updates, resources, and advocacy efforts.

Example: "Join our 'Bring the Portland Loo to [Neighborhood Name]' group to stay informed and involved."