

YOUR POV

HOW TO MAKE A POST PEOPLE STOP SCROLLING FOR

What is POV?

POV stands for **Point of View**. It means: how YOU – your specific character – see the world. Not "the homeowner perspective" in general. Not a textbook definition. The way *this one person* feels at *this one moment*.

A strong POV post feels personal, even if it's about a big issue. It picks **one feeling, one moment, one image** – and trusts you to feel the rest.

★ WEAK POV VS. STRONG POV

WEAK – TOO GENERAL

"Gentrification is bad and we should stop it because it hurts communities and pushes people out."



STRONG – SPECIFIC

"My rent went up \$400 this year. My landlord said 'it's just the market.' I packed three boxes today."

★ 5 RULES FOR A STICKY POV POST

1

Use "I" or "We"

First person makes it feel real. Don't write like a news report.

2

Show, don't tell

Don't say "I'm scared." Show the moving boxes. Show the eviction notice.

3

One feeling only

Anger OR hope OR grief OR pride. Pick one. Mixing dilutes it.

4

Small > Big

A cracked sidewalk says more than "the city is changing."

5

End with stakes

What happens if nothing changes? That's the hook of your post.

6

Stay in character

A senior doesn't talk like a TikTok. A developer doesn't sound scared. Voice matters.



RENTER • POV

YOU MOVED HERE FOR CHEAP RENT. NOW YOU'RE SCARED.

01 THE VIBE • PICK ONE FEELING TO DRIVE YOUR POST

anxious

frustrated

tired

angry

pleading

02 WORD BANK

WORDS YOU USE

rent **lease** **landlord** **eviction** **notice**

pushed out **priced out** **displacement**

unaffordable **market rate**

03 HASHTAGS

#KeepBoomtownAffordable **#RentersRights**

#StopGentrification **#DontPriceMeOut**

#HousingIsAHumanRight

04 PHRASES THAT HIT • STEAL THESE OR REMIX

"My rent went up \$400 this year. They said 'that's just the market.'"

"I have nowhere to go."

"I work full time. I still can't afford to stay."

05 YOUR FEED • WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- Moving boxes stacked by the door
- An envelope marked "NOTICE" on a kitchen counter
- A "FOR RENT" sign with a price you can't read without crying
- An empty apartment, the keys on the floor
- Side-by-side: *my rent in 2020* vs. *my rent now*

YOUR ENEMY

A landlord who sees you as a number. A "market rate" that doesn't care if you sleep tonight.

YOUR DREAM

A lease you can sign without panic. Neighbors who stay. A city that wants you here.

06 CAPTION STARTER • FINISH THE SENTENCE

"I've lived here for _____ years. This year, my landlord _____."

"They call it revitalization. I call it _____."

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HOMEOWNER • POV

YOU LOVE THIS PLACE. CHANGE SCARES YOU.

01 THE VIBE • PICK ONE FEELING TO DRIVE YOUR POST



nostalgic



protective



worried



proud



conflicted

02 WORD BANK

WORDS YOU USE

character charm history roots
community neighbors equity value
generations heritage

03 HASHTAGS

#KeepItLocal #PreserveBoomtown
#HistoricBoomtown #OurNeighborhood
#SaveTheCharacter

04 PHRASES THAT HIT • STEAL THESE OR REMIX

"My kids learned to ride bikes on this street."

"You can't replace 100 years of brick with glass and call it progress."

"I'm not anti-growth. I'm anti-amnesia."

05 YOUR FEED • WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- 1  The old tree in your front yard, branches over the porch
- 2  A kid riding a bike down a quiet street
- 3  A close-up of historic brickwork, the kind no one builds anymore
- 4  Before/after: beloved corner store → empty lot
- 5  A faded family photo of your house in 1985



YOUR ENEMY

Outsiders who see your home as an investment. Glass towers replacing brick. Forgetting.



YOUR DREAM

Growth that respects what was here first. Your kids able to afford to come home.

06 CAPTION STARTER • FINISH THE SENTENCE

"My family has lived in Boomtown for _____. I'm afraid that _____."

"You can build whatever you want. Just don't tear down _____."

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SENIOR • POV

40 YEARS HERE. THEY'RE ACTING LIKE YOU DON'T EXIST.

01 THE VIBE • PICK ONE FEELING TO DRIVE YOUR POST

invisible

worried

fed up

wistful

forgotten

02 WORD BANK

WORDS YOU USE

fixed income Social Security pension
accessibility sidewalks bus pharmacy
decades medicare aging in place

03 HASHTAGS

#AgingInPlace #SeniorsMatter #DontForgetUs
#AccessibleCity #40YearsAndCounting

04 PHRASES THAT HIT • STEAL THESE OR REMIX

"I've lived on this block longer than the mayor has been alive."

"They put in a juice bar where the pharmacy used to be."

"At my age, you don't 'just move.'"

05 YOUR FEED • WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- Cracked sidewalk where someone could trip
- An empty bus stop where the bus stopped running
- The pharmacy that closed last year — now boarded up
- A calendar with rent day circled in red
- A bench that used to be on the corner, now gone

YOUR ENEMY

A city designing itself for 25-year-olds. Anyone who calls you "in the way."

YOUR DREAM

Benches. A bus that runs. A pharmacy you can walk to. To die in the home you raised your kids in.

06 CAPTION STARTER • FINISH THE SENTENCE

"I have lived here for _____ years. The hardest part now is _____."

"You forgot to ask _____."

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ENVIRONMENTALIST • POV

THE EARTH DOESN'T HAVE A VOTE. YOU DO.

01 THE VIBE • PICK ONE FEELING TO DRIVE YOUR POST



urgent



outraged



hopeful



grieving



demanding

02 WORD BANK

WORDS YOU USE

green space canopy ecosystem runoff

native plants carbon heat island

biodiversity LEED contamination

03 HASHTAGS

#GreenBoomtown #TreesOverTowers

#ClimateAction #NoPlanetB #BuildGreenOrDont

04 PHRASES THAT HIT • STEAL THESE OR REMIX

"You can't pour concrete on a dying planet and call it progress."

"That tree was older than this city council."

"Every parking lot is a meadow we said no to."

05 YOUR FEED • WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- 1 A single tree being cut down, the saw still running
- 2 Split-screen: parking lot ↔ green roof
- 3 Polluted runoff flowing into the river
- 4 Kids planting in a community garden
- 5 The warehouse smokestack vs. a wildflower poking through pavement



YOUR ENEMY

"Progress" that costs the planet. Anyone who calls a tree "an obstacle."



YOUR DREAM

A neighborhood that breathes. A river that runs clean. Growth that gives back more than it takes.

06 CAPTION STARTER • FINISH THE SENTENCE

"They cut down _____ to build _____."

"You can call it development. I call it _____."

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SMALL BUSINESS · POV

YOUR REGULARS KNOW YOUR NAME. THE CHAIN WOULDN'T.

01 THE VIBE · PICK ONE FEELING TO DRIVE YOUR POST

scrappy

grateful

anxious

proud

fighting

02 WORD BANK

WORDS YOU USE

regulars mom-and-pop lease foot traffic
family-owned main street corporate chain
handcrafted independent

03 HASHTAGS

#ShopLocal #SaveMainStreet #NotAChain
#SupportSmall #StarbucksWontKnowYourName

04 PHRASES THAT HIT · STEAL THESE OR REMIX

"Starbucks doesn't know your name. I do."

"My rent went up. My customers got priced out. Do the math."

"I've been here ten years. Don't replace me with something that won't last ten months."

05 YOUR FEED · WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- A handwritten sign: "FAMILY OWNED SINCE 1998"
- Two mugs at the counter — your regulars at their usual spot
- Empty storefront next to a packed Starbucks
- The lease renewal letter with the new rent circled
- You handing change to a customer who doesn't need to ask the price

YOUR ENEMY

Corporate chains with deeper pockets. Landlords who'd rather have a CVS than you.

YOUR DREAM

A lease you can renew. A street where your customers still live. To stay open another ten years.

06 CAPTION STARTER · FINISH THE SENTENCE

"This is my _____ year. My customer _____ still comes in every _____."

"You won't find _____ at a chain."

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DEVELOPER • POV

YOU SEE OPPORTUNITY WHERE OTHERS SEE DECAY.

01 THE VIBE • PICK ONE FEELING TO DRIVE YOUR POST



confident



visionary



misunderstood



professional



conciliatory

02 WORD BANK

WORDS YOU USE

investment

growth

jobs

vision

opportunity

modernize

revitalize

ROI

smart growth

progress

03 HASHTAGS

#BoomtownGrowth #BuildBetter

#SmartDevelopment #NewBoomtown

#OldBuildingsNewLife

04 PHRASES THAT HIT • STEAL THESE OR REMIX

"This warehouse has been empty for 30 years. I'm the one trying to fix that."

"Every job I create feeds a Boomtown family."

"You don't have to choose between progress and people. We can have both."

05 YOUR FEED • WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- 1 📐 Blueprints spread across a desk, hard hat on top
- 2 🏠 Before/after: crumbling warehouse → sleek mixed-use building
- 3 🧑‍🎤 Ribbon cutting with the mayor and beaming new tenants
- 4 🚁 Drone shot of the future skyline (rendered)
- 5 🛠️ Construction workers at sunset, lunchboxes still open



YOUR ENEMY

NIMBY thinking that keeps cities frozen. Decay everyone complains about but no one fixes.



YOUR DREAM

A skyline that says Boomtown made it. Tenants happy, council impressed, investors paid.

06 CAPTION STARTER • FINISH THE SENTENCE

"This site has been _____ for _____ years. We're going to make it _____."

"They call it gentrification. I call it _____."

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CITY OFFICIAL · POV

EVERYBODY WANTS SOMETHING. YOU HAVE TO CHOOSE.

01 THE VIBE · PICK ONE FEELING TO DRIVE YOUR POST



measured



thoughtful



resolved



stretched thin



conciliatory

02 WORD BANK

WORDS YOU USE

budget revenue balance compromise
infrastructure stakeholders fiscal vision
all of us tough choices

03 HASHTAGS

#OneBoomtown #ResponsibleGrowth
#ListeningTour #BoomtownStrong #YourCouncil

04 PHRASES THAT HIT · STEAL THESE OR REMIX

"Boomtown belongs to all of us – not just the loudest voices."

"Hard choices ahead. I'm not going to pretend otherwise."

"I read every email. I hear every concern. The vote is mine to cast."

05 YOUR FEED · WHAT WOULD YOU DRAW OR PHOTOGRAPH?

- 1 A binder labeled "PUBLIC COMMENT", two inches thick
- 2 Your view from the council dais – the room packed
- 3 Coffee at 6 a.m., the budget spread out across the kitchen table
- 4 You shaking hands with a renter and a developer in the same photo
- 5 A late-night call from a constituent



YOUR ENEMY

A budget that won't stretch. Anyone who pretends this is simple.



YOUR DREAM

A vote that no group loves – and no group hates. A Boomtown that holds together.

06 CAPTION STARTER · FINISH THE SENTENCE

"Tonight I voted to _____. I know not everyone agrees. Here's why I made that call: _____."

"The hardest part of this job is _____."