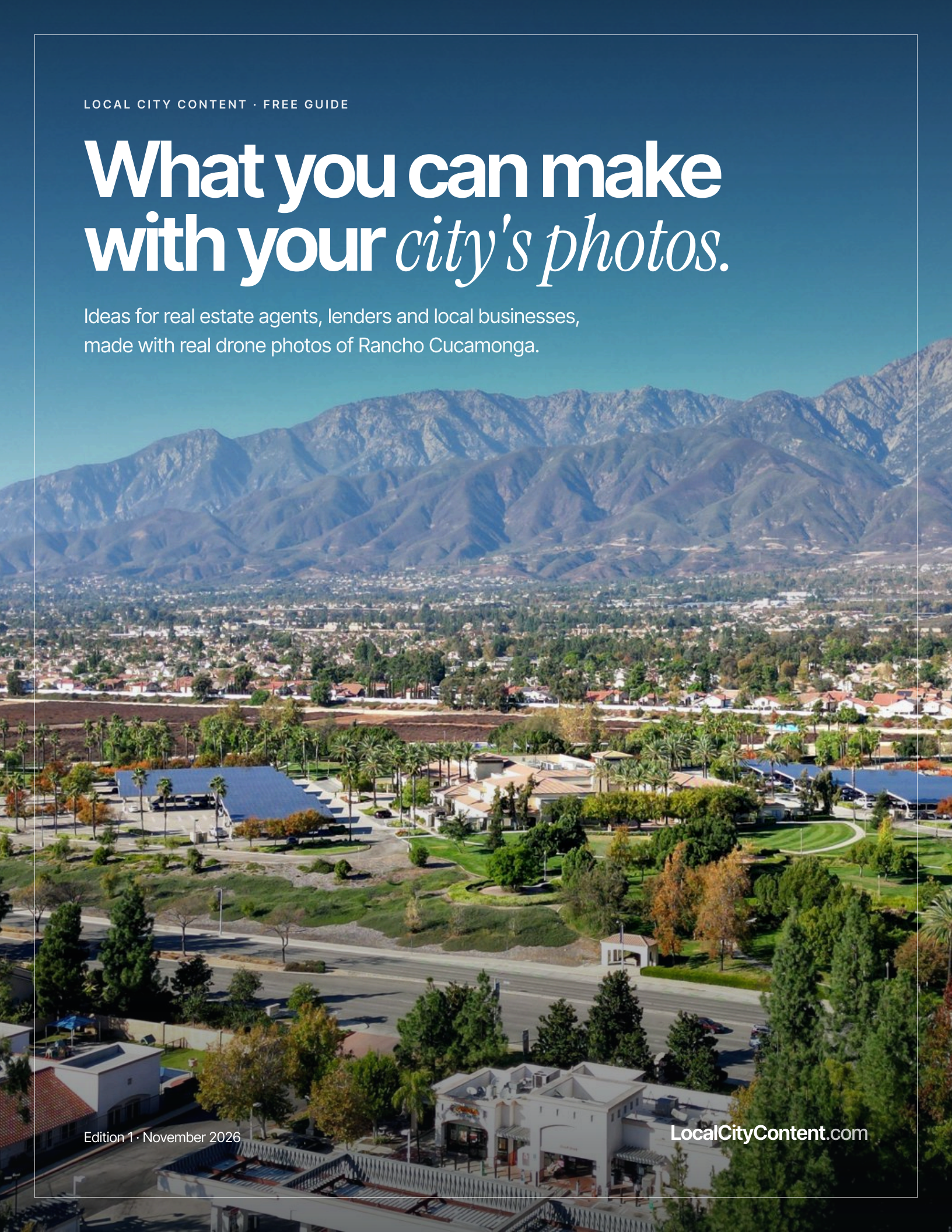
LOCAL CITY CONTENT · FREE GUIDE

What you can make with your *city's photos.*

Ideas for real estate agents, lenders and local businesses, made with real drone photos of Rancho Cucamonga.



Edition 1 · November 2026

LocalCityContent.com



Central Park, Rancho Cucamonga

WHY IT MATTERS

Why local beats *stock.*

01

People know their own city

A photo of the park down the street feels familiar in a way a generic skyline never will. Familiar is what makes people stop scrolling.

02

It shows you're actually here

Real places tell clients you know the area, because you can show it to them. It's local proof in every post.

03

It grows with you

One price covers the whole library, and every new city we add is included. Membership is capped while we build it.

> **Stock photos say *"somewhere."* Your city says *"here."***

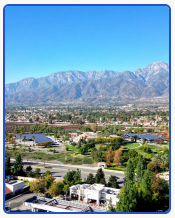
HOW THE LIBRARY WORKS

One shot, *every size.*

Every photo is color graded and saved six ways, so it fits wherever you post with little or no cropping. Here's what each size is for.



Story
1080 × 1920
Stories, Reels, TikTok



Feed post
1080 × 1350
Instagram, Facebook



Square
1080 × 1080
LinkedIn, Google posts



Wide
1920 × 1080
YouTube, websites, email



Link preview
1200 × 630
Shared links, blog covers



Full size
Original resolution
Flyers, postcards, signs

Names that say what it is

Every file name reads city, place, shot, size. You (and your AI) can tell what a photo shows without opening it.

`rancho-cucamonga_central-park_park-wide-mountains_story-1080×1920.jpg`

A catalog AI tools like Claude and ChatGPT can read

Each city folder has a catalog: every place, its address, a map point, and every shot by size. It's written so your AI can find "a wide shot of Central Park" for you.

15-second drone clips

Smooth B-roll, mostly wide with some vertical. Drop a clip behind your voice in a Reel, or line up three for a quick city tour.

New shots as we fly

We plan to add new places, new buildings, seasonal shots and spots members suggest as we fly. Anything you've already downloaded you can keep using under the member terms.



FOR REAL ESTATE AGENTS

Farm your area *with your area.*

1 **Farming postcards**
A full-size mountain or park shot on the front, a short note to neighbors on the back.

2 **Door hangers**
A local landmark up top, your name and a QR code below. Great for walking a neighborhood.

3 **Relocation guides**
A cover that sells the city, a "places you'll love" page, a first-weekend checklist.

4 **Instagram Stories**
"This weekend at Victoria Gardens" in Story size, with your name and license line.

5 **Neighborhood videos**
Talk to camera over a drone clip, or a green screen with the city behind you.

6 **Open house flyers and listing decks**
Use the area shots to show what's nearby, alongside your listing photos.



Sample: Nicole, a real estate agent. Nicole could send out-of-town buyers a relocation guide built from library shots before their first visit, and post one place spotlight a week. *(Nicole is an AI-generated sample person.)*

Your ad rules still apply. California agents generally need their name and license number on their ads, among other required details. Describe places, never who lives there (fair housing).



FOR LENDERS AND LOAN OFFICERS

Be the local *name on the screen.*

1 **Market update posts**
Your monthly numbers over a real shot of the city they're about.

2 **Homebuyer workshop flyers**
A local landmark makes a class feel like a community event, not a pitch.

3 **City guides for buyers**
"Buying in Rancho Cucamonga," with the places buyers ask about.

4 **Email headers**
A wide shot that changes each month keeps your newsletter from looking the same.

5 **YouTube thumbnails**
Bold text over a real mountain view for your explainer videos.

6 **Google Business posts**
A fresh local photo each week keeps your profile active.



Sample: Dana, a loan officer. Dana could put a different city photo behind each monthly market post and email header, so her content looks local and current. *(Dana is an AI-generated sample person.)*

Your ad rules still apply. Add your NMLS ID and the disclosures your company requires, and follow your company's review process before you post.



FOR LOCAL BUSINESSES

Show customers *where you are.*

1 **Website headers**
Swap the stock photo at the top of your site for your real city.

2 **Google Business posts**
Weekly offers and updates with a local photo behind them.

3 **Menus and price sheets**
A landmark on the cover ties your business to its neighborhood.

4 **Event posters**
Classes, clean-up days, grand openings, open houses for your shop.

5 **Holiday and thank-you cards**
A card from your own town feels more personal than a stock snowflake.

6 **Social covers and newsletters**
Facebook and LinkedIn covers, plus a monthly "around town" email.



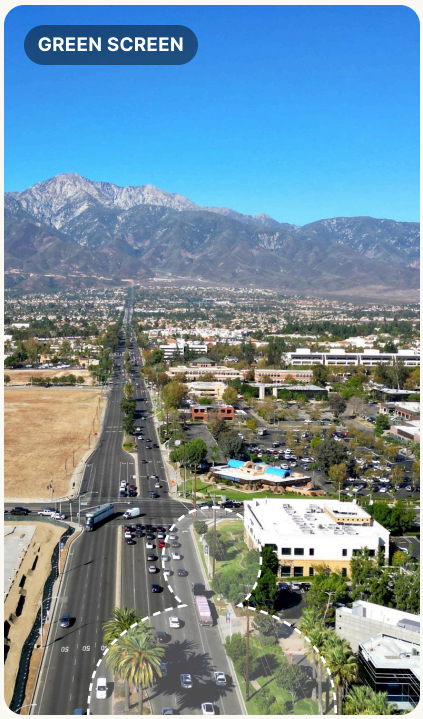
Sample: Grace, a fitness coach. Grace could promote a Saturday run club with a feed post of the Pacific Electric Trail, and use the same shot on her class flyer. *(Grace is an AI-generated sample person.)*

Works for any local business: dentists, cafés, gyms, insurance agents, salons, schools, nonprofits and more.

VIDEO IDEAS

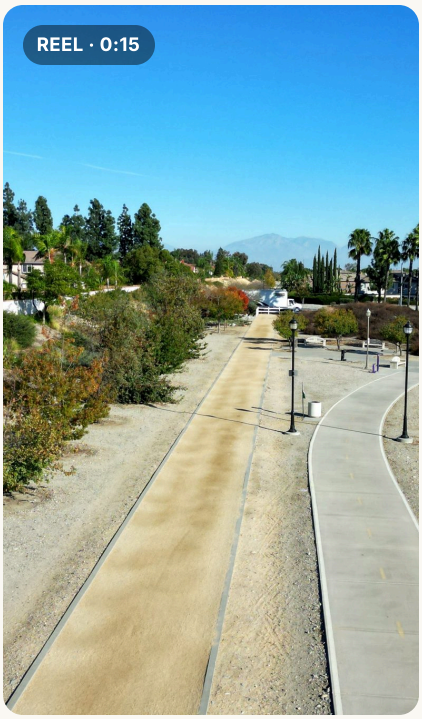
Put your city *behind your voice.*

Video is where real drone footage stands out most. Three easy ways to use it, no camera crew needed.



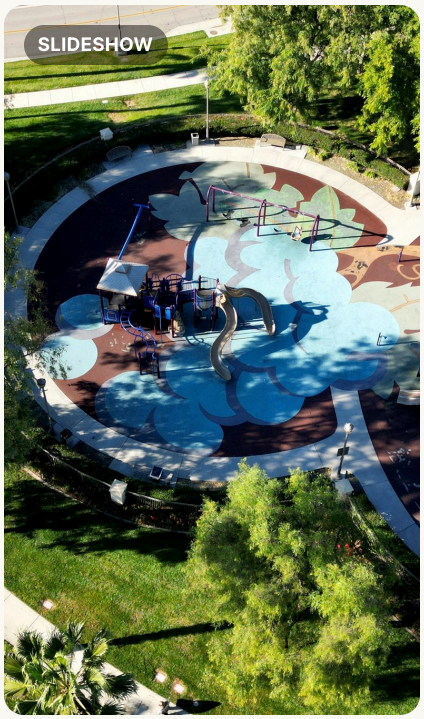
Green screen talk

1. Open your app's green screen effect.
2. Pick a Story-size photo or a vertical clip from the folder.
3. Talk for 20 to 30 seconds about the place behind you.



Reel with drone B-roll

1. Record your voice-over first.
2. Lay one or two 15-second clips under it.
3. Add three short captions on screen.



Slideshow tour

1. Pick five places from the catalog.
2. One photo and one line each.
3. End with your name and how to reach you.

Keep it short

Fifteen to thirty seconds is plenty. One place, one idea, one ask at the end.

Say it in your words

The footage sets the scene; you supply the local knowledge. That's what makes it yours.

USE IT WITH YOUR AI

Connect your AI. *Then just ask.*

1. Find the folder

After you join, the Local City Content folder, with a folder for each city, shows up in Google Drive under "Shared with me," on the Google account you joined with.

2. Connect Google Drive

In Claude (the free plan worked in our November 2026 test) or ChatGPT (a paid plan, plus your folder link), open settings and connect Google Drive (it may be listed under connectors or apps). If your AI can't find the folder, paste your folder link into the chat. If your AI can't see the folder, download the photos and attach them instead.

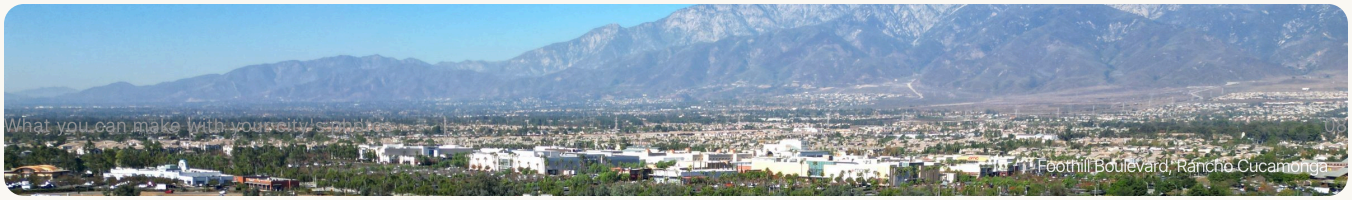
3. Ask by place and size

Name the place, the size and what you're making. Your AI can read the catalog to help find the right file.

Ten prompts to copy and paste

1. Look in my Local City Content folder and find a Story-size photo of Victoria Gardens. Write a short caption about spending a Saturday there.
2. Which places in my Local City Content catalog have mountain views? List the file names in feed size.
3. Find a wide shot of Central Park and write three short reasons to visit it, for a square post.
4. Pick a full-size photo for a postcard front, then write a friendly 60-word note to neighbors for the back.
5. Plan a five-slide carousel about the Pacific Electric Trail using feed-size photos from the folder. Give me the text for each slide.
6. Choose four photos from different places for my email newsletter: one wide header and three small tiles. Suggest a headline for each.
7. Write a 30-second Reel script that uses two 15-second clips from the folder, with on-screen captions.
8. Outline a relocation guide: a cover photo, a "places you'll love" page with four places from the catalog, and a first-weekend checklist.
9. Suggest a YouTube thumbnail: pick a wide mountain shot and give me five bold words for the text.
10. Using photos from my Local City Content folder, make me a four-week posting plan for my business, one post a week per platform.

Keep the photo real. Many AI image tools redraw a photo instead of adding text to it. Ask your AI for the words, then put them on our photo in your usual design app. Features vary by AI plan and change often, so check your AI's help pages if a step looks different.

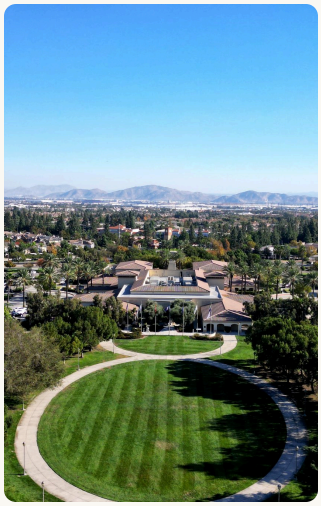
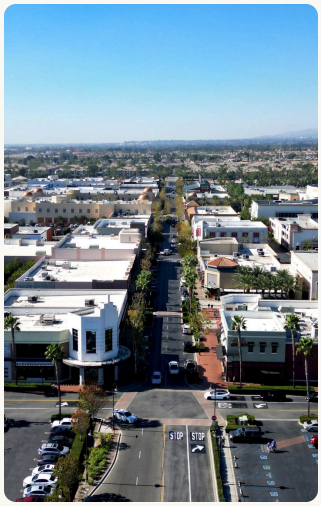
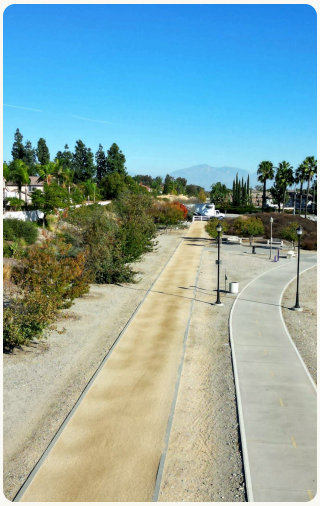
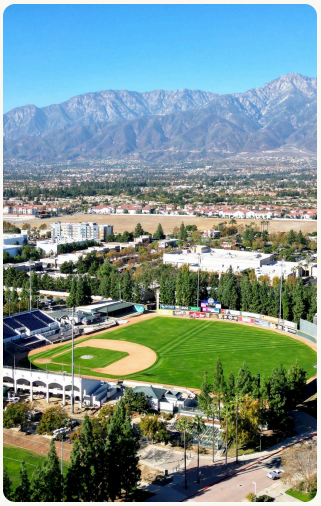


A MONTH OF POSTS

Four weeks, *four kinds of posts.*

A simple rhythm that keeps your feed local without taking over your week. Pick one or two a week to start.

	Place spotlight	Helpful tip	Around town	Behind the scenes
Week 1	**Central Park** Wide shot, three things to love there.	**Your expertise** One question clients ask you, answered.	**This weekend** Story-size photo plus what's happening.	**Your why** Why you work in this city.
Week 2	**Victoria Gardens** Feed photo, a Saturday plan.	**Quick checklist** Five steps, one photo behind them.	**New in town** A spot worth trying.	**Your week** A real moment from your work.
Week 3	**Pacific Electric Trail** Carousel: best stretches.	**Myth vs. fact** Clear up one common mix-up.	**Local love** Thank a neighbor business.	**Client story** With their written OK.
Week 4	**The mountains** Green screen talk with the view.	**Monthly recap** What changed this month.	**Coming up** Next month's dates.	**Thank you** A note to your followers.

KEEP IT LEGAL AND REAL

A few simple *rules.*

You're licensed to use the photos in your own business. These basics keep you, and the people and places in them, protected.

Follow your field's ad rules

Agents: generally name and license number, among other required details. Lenders: NMLS ID and your company's disclosures. Other licensed fields: your own board's rules.

Describe places, not people

Talk about parks, shops and views. Never say who lives somewhere or who would "fit in" (fair housing).

Stores aren't endorsing you

Businesses appear in some shots. Use them to show the place, never to suggest a store recommends you.

Keep photos real

Crop and add text freely. Don't swap skies, remove buildings or add things that aren't there.

Don't share the files

Use them in your own work. Don't resell or share them with other businesses. You can send them to people you hire for your own marketing, for your work only.

If a shot comes down

If the law requires a photo to be removed, we'll let you know and ask you to stop using it.

Yes

- Posts, Stories, Reels and ads for your business
- Flyers, postcards, guides and signs
- Your website, emails and presentations
- Keep using what you downloaded after you cancel, under the member terms (except a legal takedown, sharing the City Story, a reversed payment or a breach)

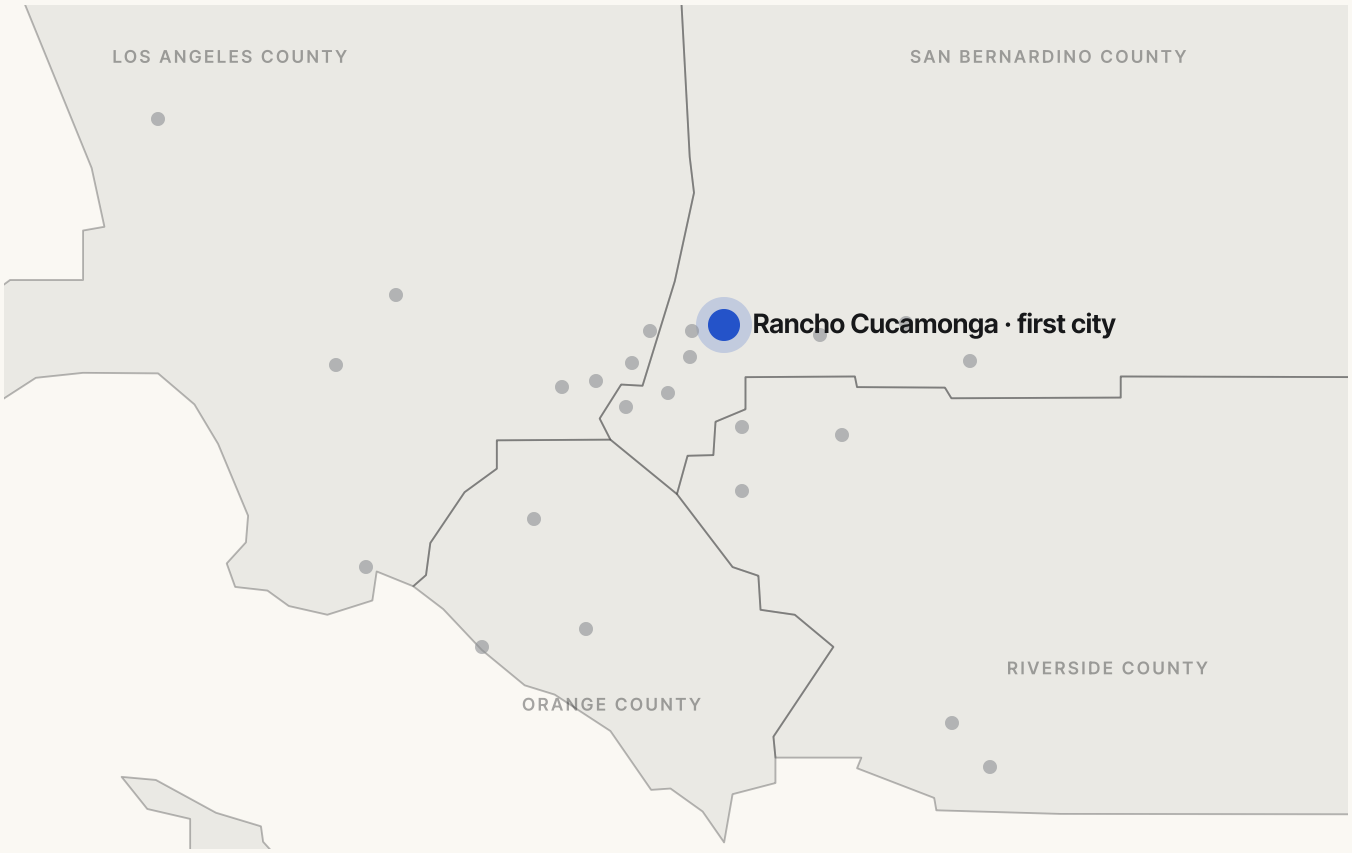
No

- Reselling the files or sharing them beyond people you hire
- Claiming you took the photos
- Editing a shot to show something that isn't there
- Suggesting a business in a shot endorses you

This guide is a summary, not legal advice. Full member terms come before you join.

WHAT'S COMING

Our first city: Rancho Cucamonga. *Four counties to come.*



More cities

Next: cities across Los Angeles, Orange, Riverside and San Bernardino counties. Members can tell us which cities they'd like first.

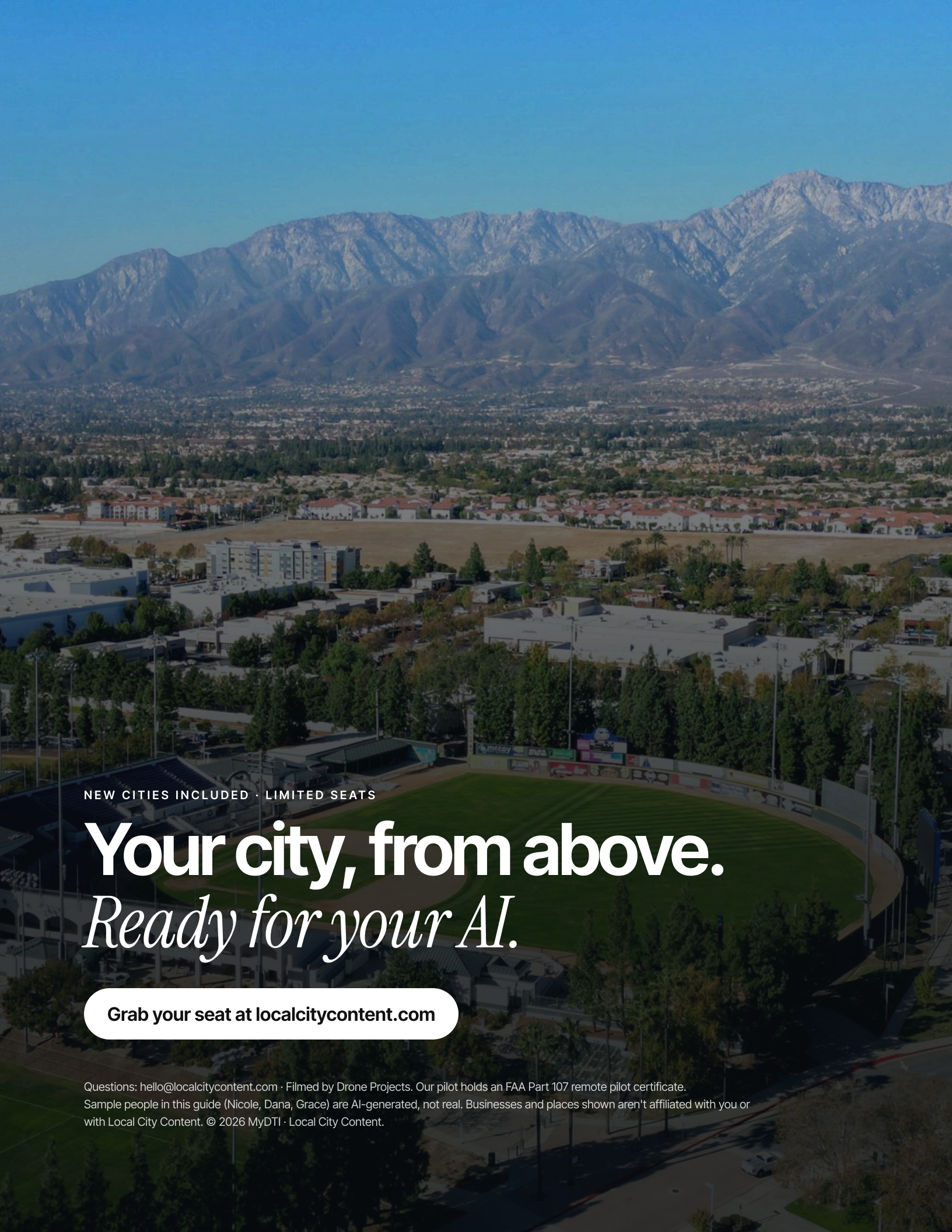
Through the seasons, what's new

Summer, fall color, the holidays, plus new buildings and openings as they go up. We plan to add them as we fly through the year.

Member suggestions

Tell us the spots your clients ask about. If it's a public place we can fly legally and safely, it goes on the list. We choose what we shoot and when.

What we can't shoot: some places are off-limits to drones (Disneyland is one), spots near airports need FAA permission, flying over crowds has FAA limits, and we don't aim at homes or backyards or make people the subject without their OK.



NEW CITIES INCLUDED · LIMITED SEATS

Your city, from above.

Ready for your AI.

Grab your seat at localcitycontent.com

Questions: hello@localcitycontent.com · Filmed by Drone Projects. Our pilot holds an FAA Part 107 remote pilot certificate.

Sample people in this guide (Nicole, Dana, Grace) are AI-generated, not real. Businesses and places shown aren't affiliated with you or with Local City Content. © 2026 MyDTI · Local City Content.