

Social Media Strategy

Town of Miami Lakes, FL

2018

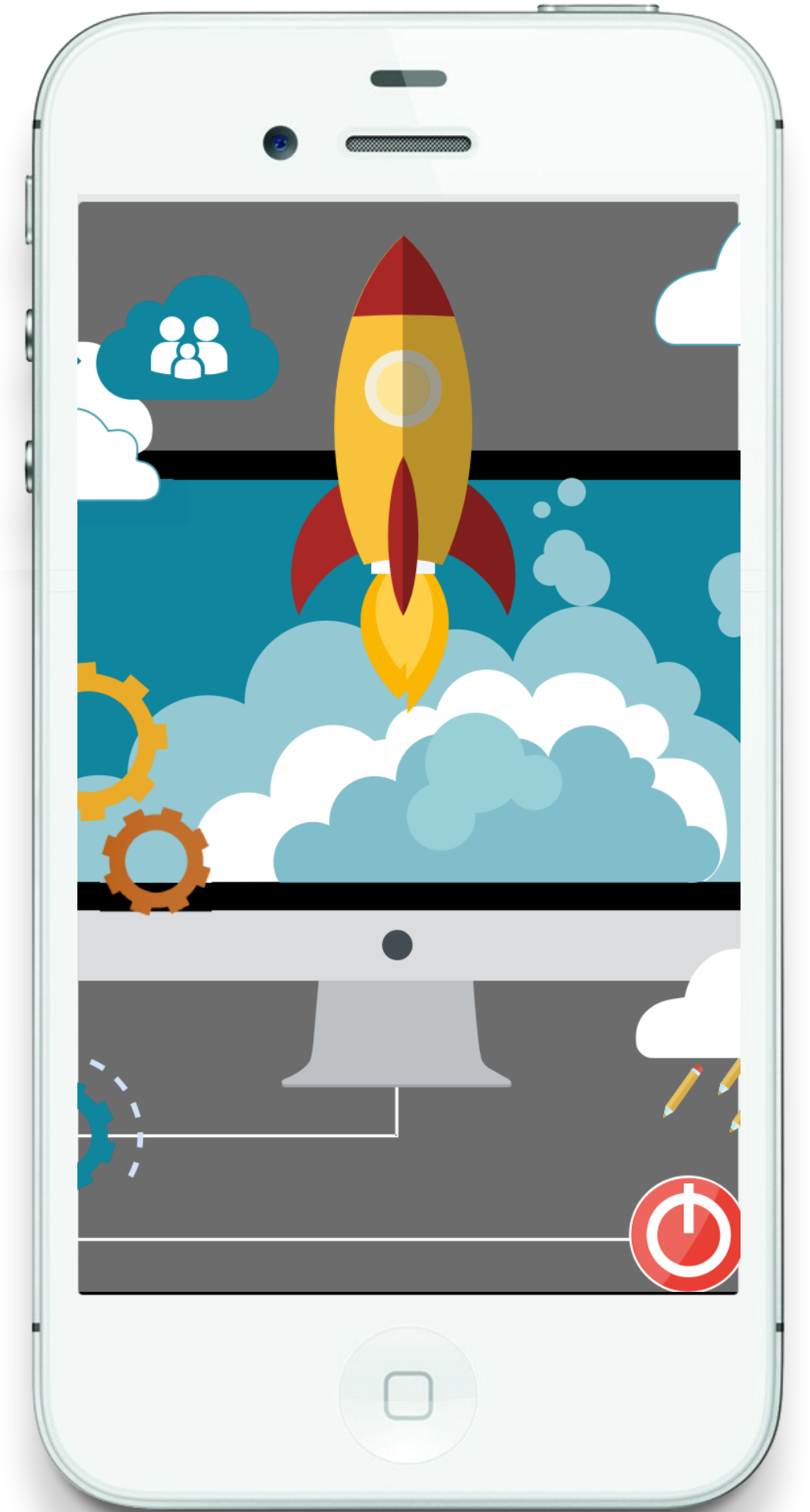
Presented To



Please Note: This presentation is a part of a Social Media Strategy Report 2018 for the Town of Miami Lakes that includes all references and attachments to the data referenced in this presentation.

Glossary of Terms Used

1. **A/B test** – Testing two version of an advertisement to see which performs better
2. **AI** – Artificial Intelligence - the capability of a machine to imitate intelligent human behavior
3. **Algorithms** – A computer based calculation
4. **Bing** - Microsoft's search engine
5. **Big Data** - Large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.
6. **Bookmarked** – Recorded as a favorite in a browser, or social media platform
7. **DSLR** – A digital camera that takes professional quality pictures
8. **Engagement** – Any of the following actions taken by a users on a social media network, pressing like, leaving a comment, sharing post or tweet, following a user, emailing it to a friend
9. **Eventbrite** – A online software for hosting public events like concerts
10. **Facebook Algorithms** – A calculation that determine what content should be placed on your feed.
11. **Fans**– Can also be a follower and is someone who follows your channel, feed, or station on a social media network
12. **Frequency of Posts** – How many posts are put on a social media network on a daily or weekly bases
13. **Impressions** – How many time a post or advertisement is shown to a person on their social media network or web browser
14. **Instagram** – A social media platform that focus on images and videos
15. **Links** – Any URL that directs a user to a different web location
16. **Live Videos** – A video that is being broadcast live over a social media network
17. **Measured Reach** – The expected or actual number of users who saw a post or advertisement
18. **NextDoor** – A social media network created specifically for residential communities and municipalities.
19. **Pinterest** – A social media platform that focuses on sharing images
20. **Platform** – Shorten version of Social media platform
21. **Posts** – A piece of content that is placed on a social media platform
22. **Reach** – Same as measured reach
23. **Sentiment Analysis** – The overall opinion of people on social media with respect to a post or piece of content. For example, a post about the Superbowl had an 80% positive sentiment. Sentiment can be positive, negative or neutral.
24. **Slack** – A workplace software used to make office communication easier and more efficient
25. **Snapchat** – A social media software that focuses on images, videos, and advertisements
26. **Workplace** – A workplace software used to make office communication easier and more efficient



Structure of Presentation

1. Where we are now?

1. Social Media Audit 2018
2. Key Highlights from Facebook Metrics 2016 - 2017
3. TML Website Audit
4. TML Current Communication Vehicles
5. Local Government Reported Best Practices
6. TML Census Data Highlights
7. TML Audience Insights on Social Media

2. Where we want to go?

1. Social Media Objective
2. Six Pillars of Strategic Action Plan
3. Six Steps of Social Media Work Plan

3. How we will get there?

1. Six Steps and sub-steps
2. Examples of Top Trending Content on TML Social (2017, 2018)
3. Solutions Preview (Using Big Data and AI)

4. Budget






WHERE ARE WE NOW?

Situation Analysis of Social Media Metrics

Social Media Metrics - 2018

Social Media Metrics - Jan 1 2018 to March 18 2018

10K
Fans

PLATFORM	Fans	Content Posted	Engagements	Engagement Per Post	Link Clicks
 Facebook	5633	301	9035	30	2261
 Instagram	2775	87	2149	24.7	NA
 Twitter	2317	305	2866	9.4	564

2.8K
Clicks

Source: Sprout Social

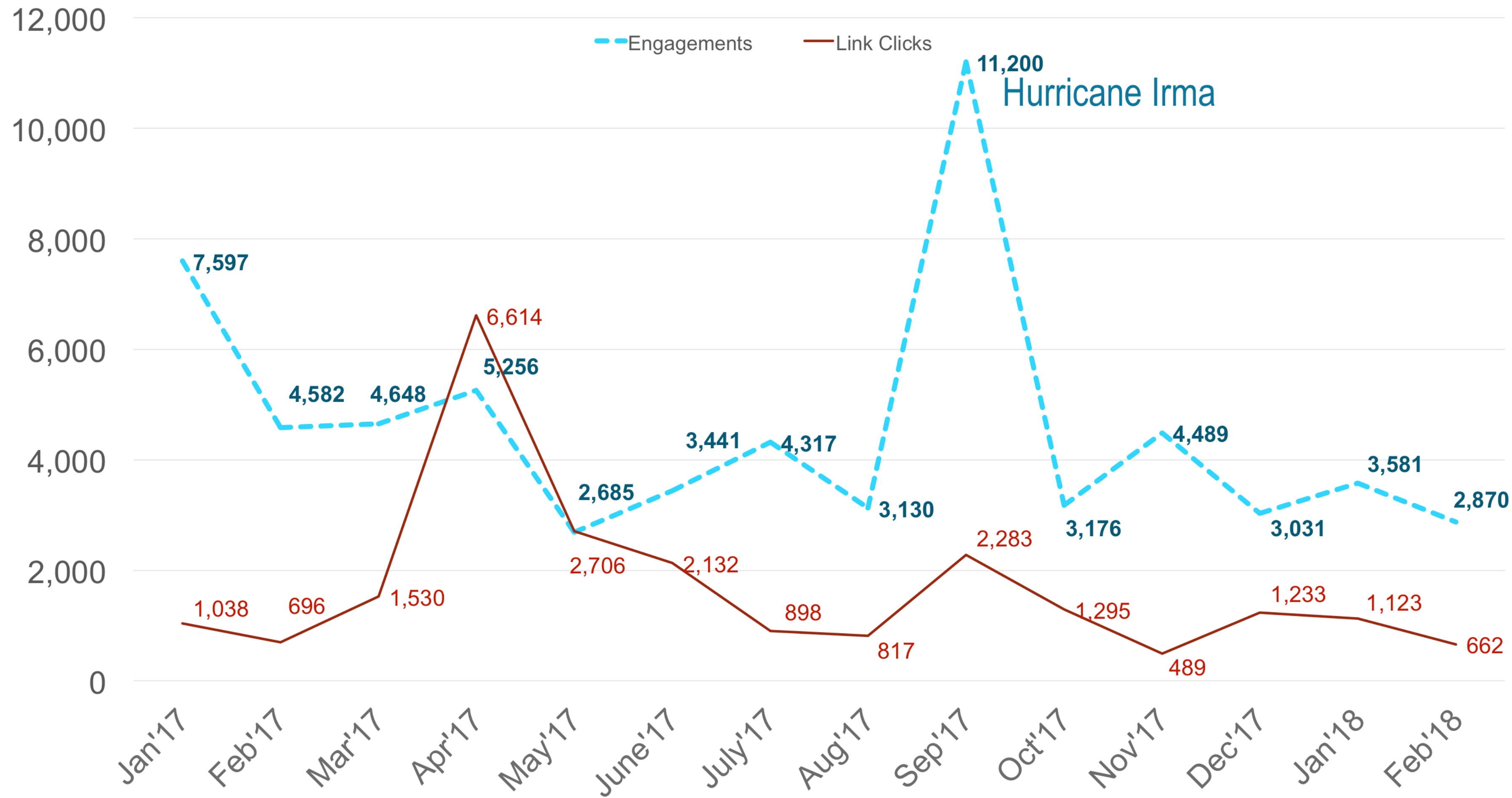
ENGAGEMENT =





Facebook Metrics 2016 – 2017

Engagements & Link Clicks
On TML Facebook Page Jan 2017 to Feb 2018



Followers



Increased (Slow Growth)

32.5%

Content Posts



Decreased

-19%

Impressions

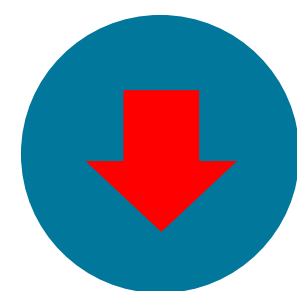


Increased (Slow Growth)

22%

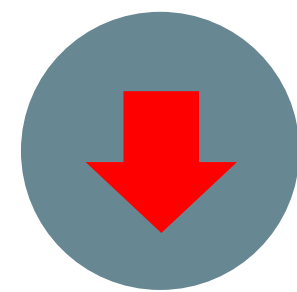
TML Website Audit 2016 – 2017

The Town website www.MiamiLakes-FL.Gov is the heart and center of social media strategy.



Website Traffic

Down 27.5%



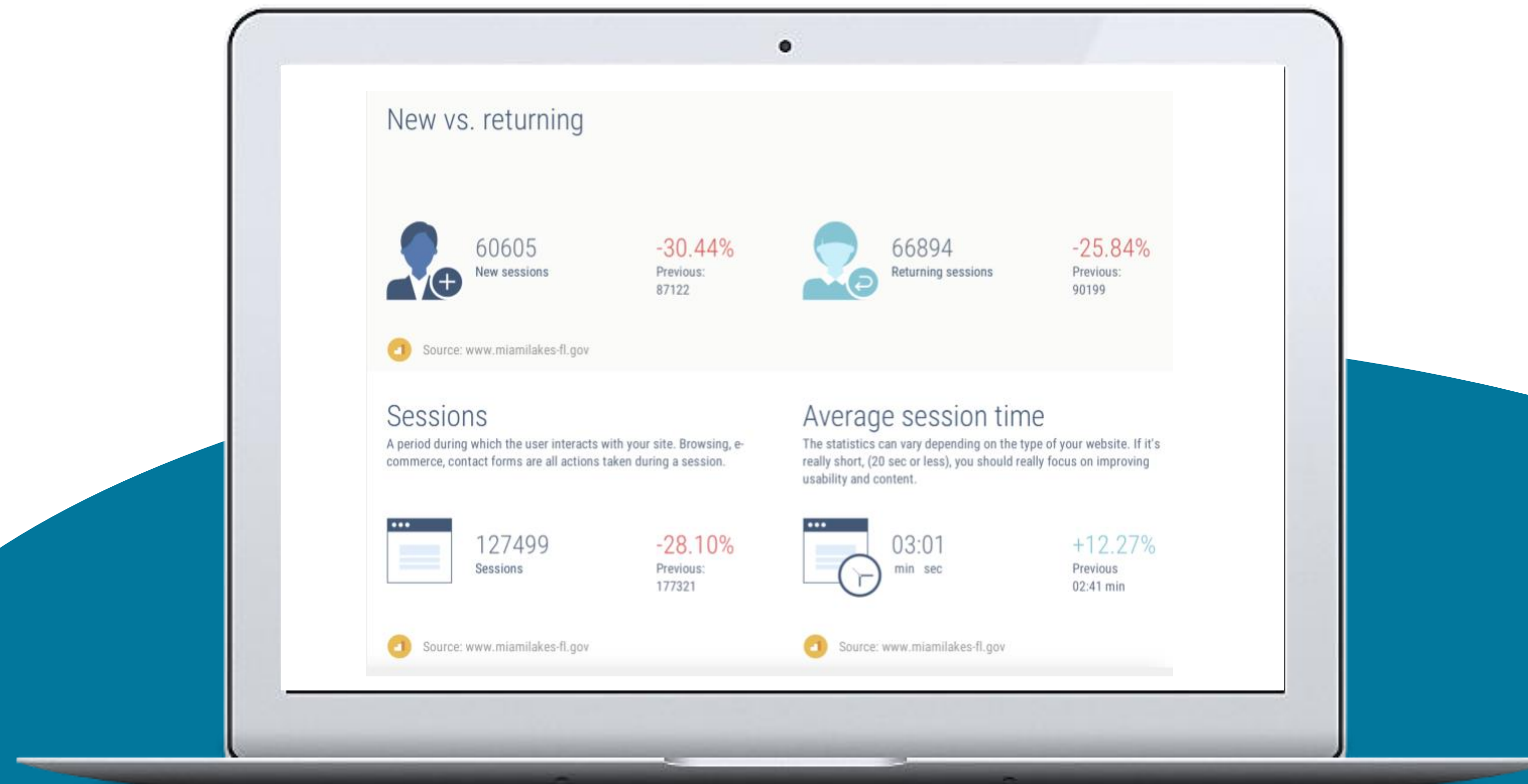
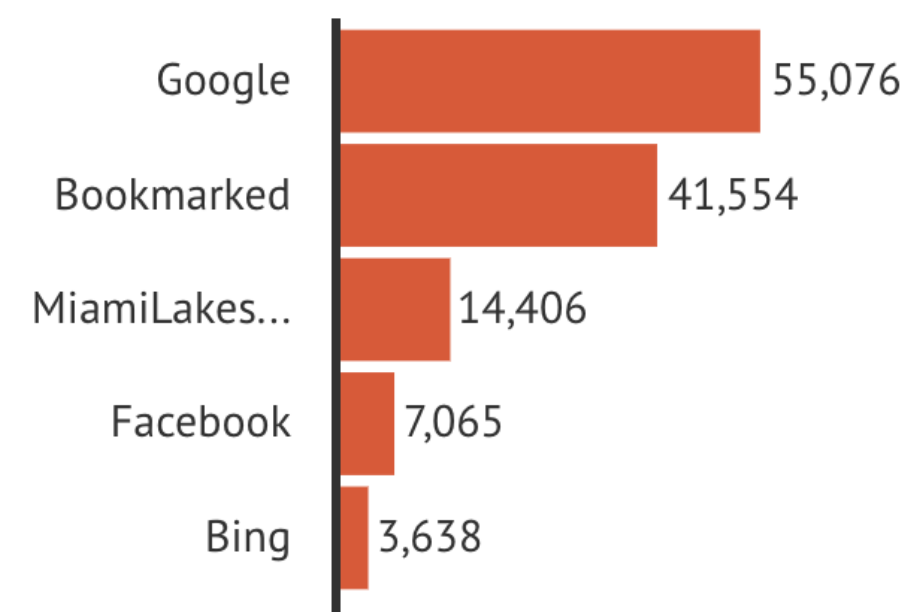
Sessions

Down 28%



Sources of Traffic

Went up 6% from Social Media



Recommendation: Update the website along with Social Media Strategy.

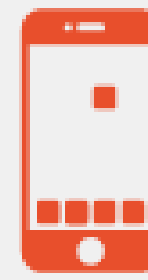
Current TML Communication Vehicles



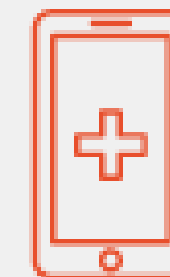
Social Media
10K



MiamiLakes-FL.gov
Total Visitors 63K (2016-17)
Down 27.5%



Lakes Life App
2.5K (USA)



Emergency Notification App
Everbridge *(New)*



Freebee TV & App
950 Profiles



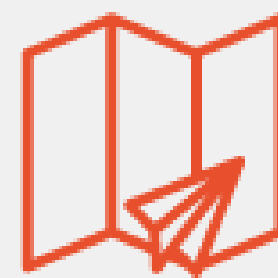
Email Database
2.3K



Digital Sign - Kiosk
Car Traffic
(Data not available)



The Miami Laker
15K
(Circulation)



Offline - Flyers
N/A
(Data not available)

Local Governments' Reported Practices - 2017



Good Practices

Use Social Media to disseminate information to Constituents

85%



TML uses Social Media to communicate with its constituents & key stakeholders.



Poor Practices

Do Not Have Budget for Social Media Activities

88%



Currently there is minimum to no budget for Social Media at TML.



Poor Practices

Do Not Capture Metrics Data on Social Media

55%



TML reports have metrics on social media and website traffic followers.



Good Practices

Top Social Media Platforms

1. Facebook
2. Twitter
3. YouTube



TML currently uses Facebook, Twitter & Instagram. There is opportunity for other platforms including YouTube.



Data Source: Public Technology Institute (2017)
(Comments added)



General Practice

Social Media Communications should be managed by the PIO but this is only performed by less than 15%

45% IT
33% City Manager
15% Public Information Office
7% Mayor's Office



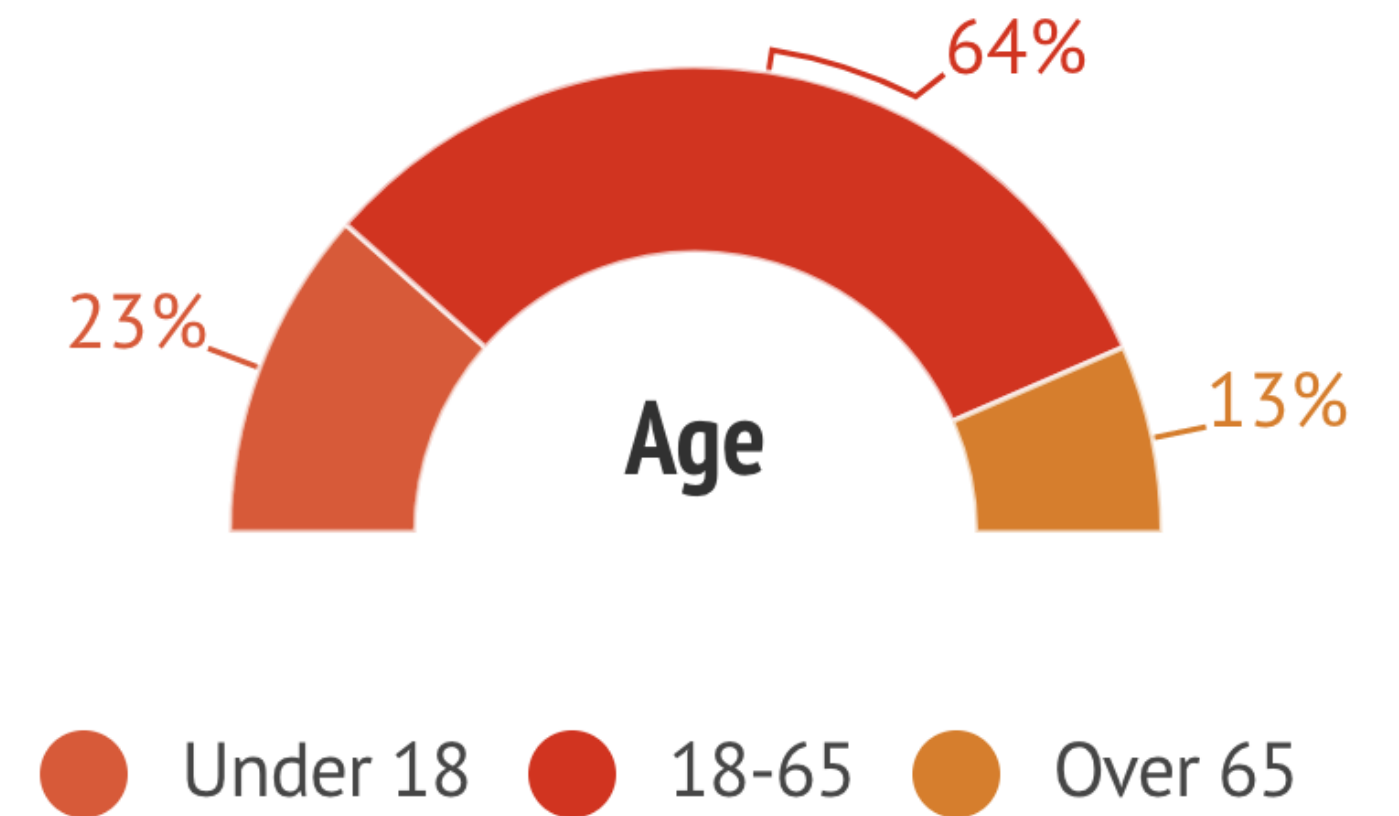
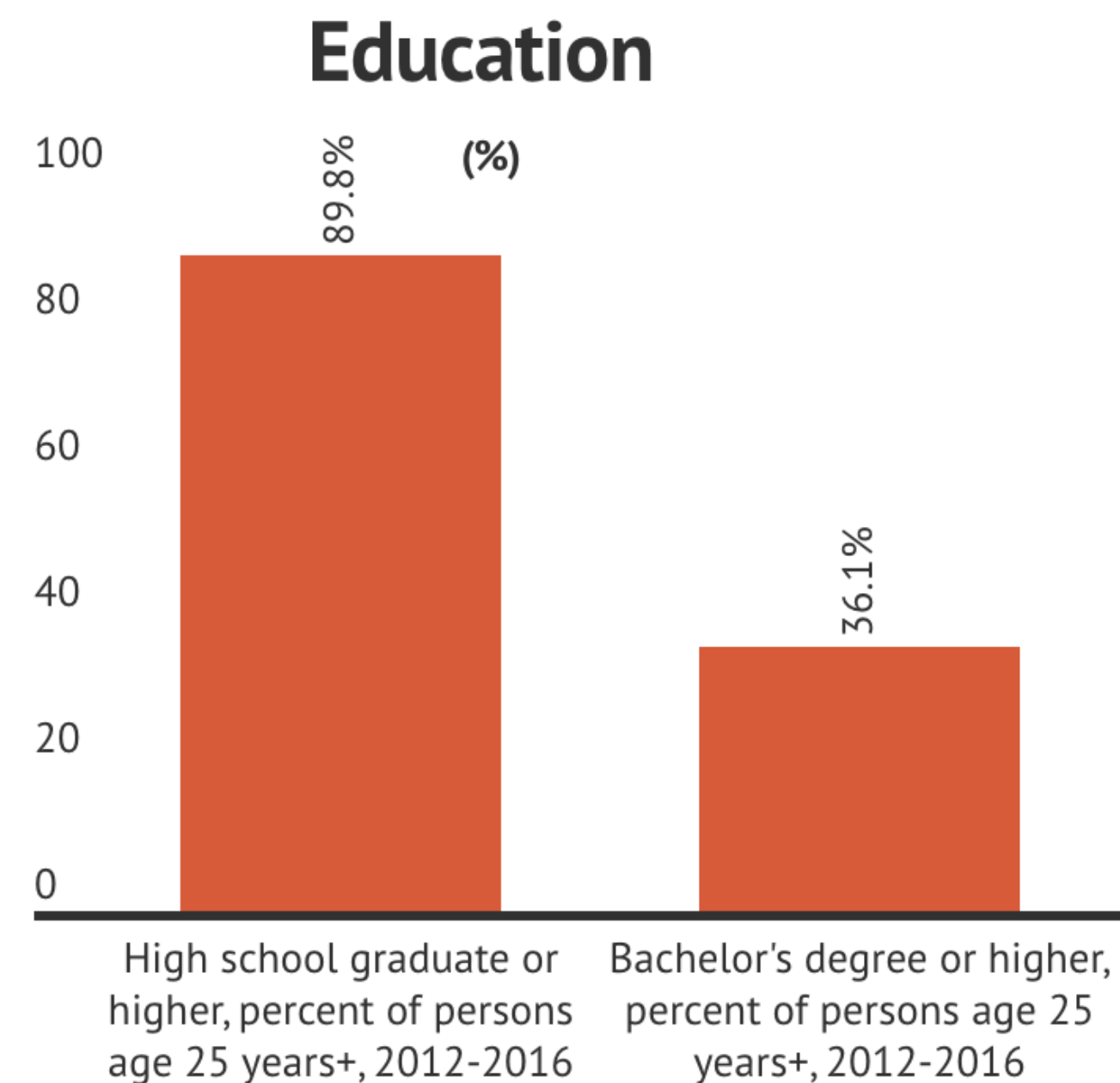
Social Media is managed by the PIO and Communications at TML.

Our Town's Demographics

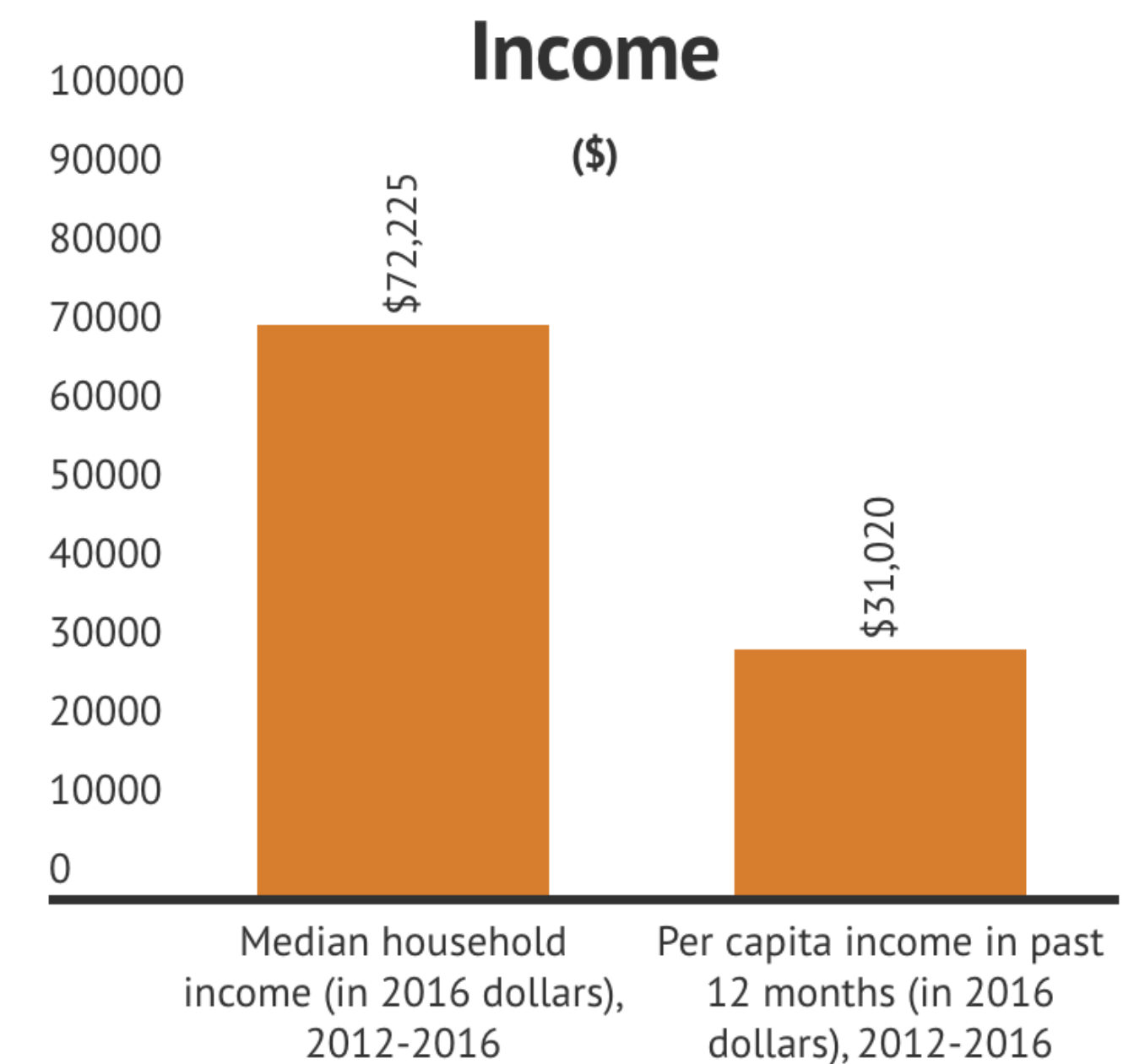
The US Census data shows that Miami Lakers have high disposable income, indicative of their access to computers and smart phones.



There is only one major publication in the area that is, The Miami Laker making Social Media and Town's Website primary access to information for



64% population between 18-65 years old. This age group is the majority of the user base in the Town and also replicates the majority of the users on our social platforms (see next page).



Audience Insights



Our fans are mainly women on both Facebook & Twitter.

On Facebook, our female fans are aged 25-54 (56%), followed by men aged 25-54 (23%).

TML Facebook Fans:

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

69%
Your Fans

Men

30%
Your Fans

0.107%

13-17

0.124%

3%

18-24

2%

18%

25-34

7%

23%

35-44

9%

15%

45-54

7%

6%

55-64

3%

4%

65+

2%

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,333	Miami, FL	2,157	English (US)	5,038
Brazil	25	Miami Lakes, FL	1,283	Spanish	357
Colombia	20	Hialeah, FL	393	Spanish (Spain)	83
Puerto Rico	19	Pembroke Pines, FL	127	English (UK)	71

TML Twitter Fans:

OVERVIEW

Top interest
Business and news

DEMOGRAPHICS

Top language
English

LIFESTYLE

Top lifestyle type
Online buyers

CONSUMER BEHAVIOR

Top buying style
Premium brands

MOBILE FOOTPRINT

Top wireless carrier
AT&T

Gender



Male

46%

Female

54%

Home ownership



Home owner

77%

Home renter

23%

Household income categories

Income category	% of audience
\$75,000 - \$99,999	18%
\$60,000 - \$74,999	14%
\$100,000 - \$124,999	13%
\$150,000 - \$199,999	11%
\$125,000 - \$149,999	8%



WHERE DO WE WANT TO GO?

Use social media & new technologies to service current and potential residents more effectively.



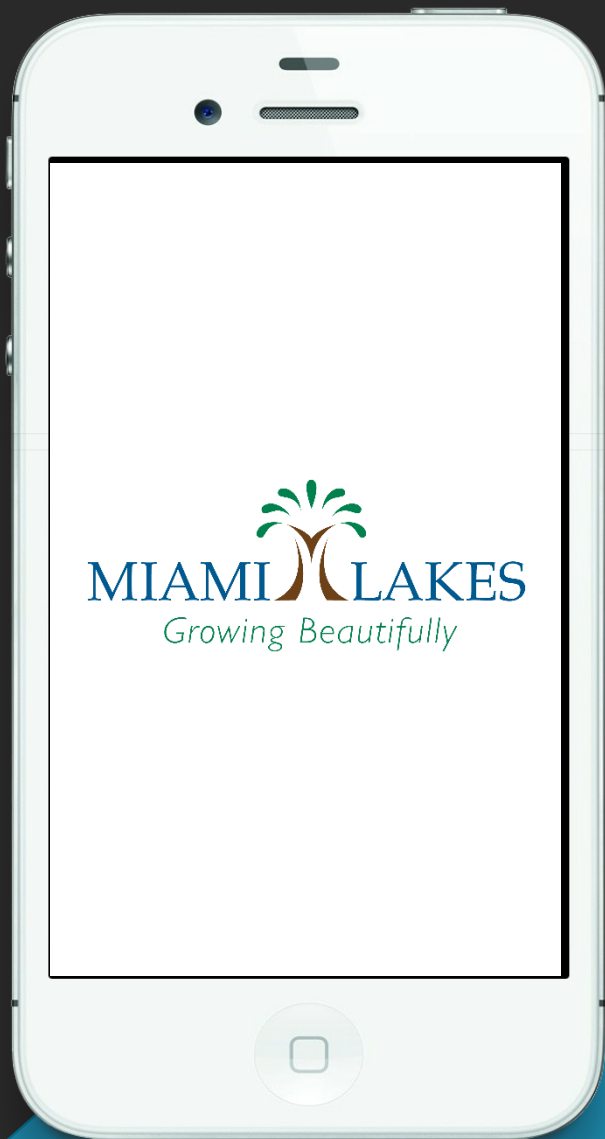
SOCIAL MEDIA OBJECTIVES



**Implement the 6 Pillars of
Strategic Action Plan 2015-
2025 of the Town of Miami
Lakes**

6 Pillars of Strategic Action Plan

The SIX goals of Social Media Strategy are to implement the SIX overall pillars of the Strategic Action Plan.



01

Unique Entity
Widespread understanding of Town of Miami Lakes as unique, separate entity from surrounding areas

02

Enhanced Mobility Leader
Widespread understanding and acknowledgement of Town’s leading efforts to enhance mobility – easier vehicular and non-vehicular transportation, as outlined in Town Strategic Plan

03

Signature Beauty and Parks Landscape
Widespread understanding and acknowledgement of Town’s efforts to Enhance Signature Beauty & Park Landscape as outlined in Town’s Strategic Plan

04

Economic Development Driver
Broad-based understanding and acknowledgement of Town’s efforts to enhance economic development and community HUBS, as outlined in Strategic Plan.

05

Environmental Sustainability Champion
Broad-based understanding and acknowledgement of Town’s efforts to achieve universal environmental sustainability in public and private environments, operations and infrastructure

06

Innovative Model Town
Achieve national recognition as a "Model Town" for creativity, education, innovation and use of technology.

6 Goals of Social Media Work Plan



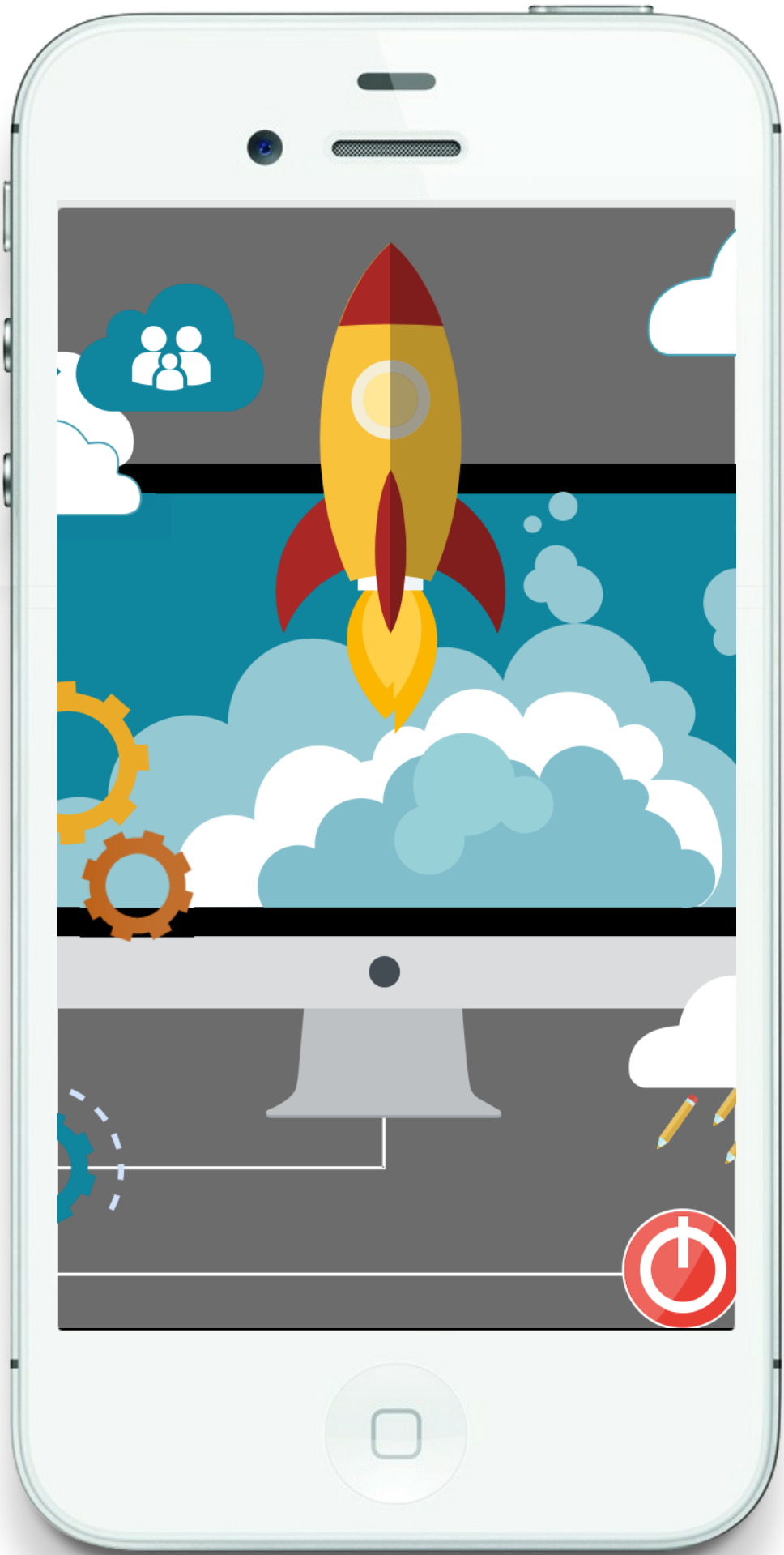
Citizen Engagement



Citizen Feedback



Amplify Message of
Town, Mayor & Council



Highlight
Accomplishments



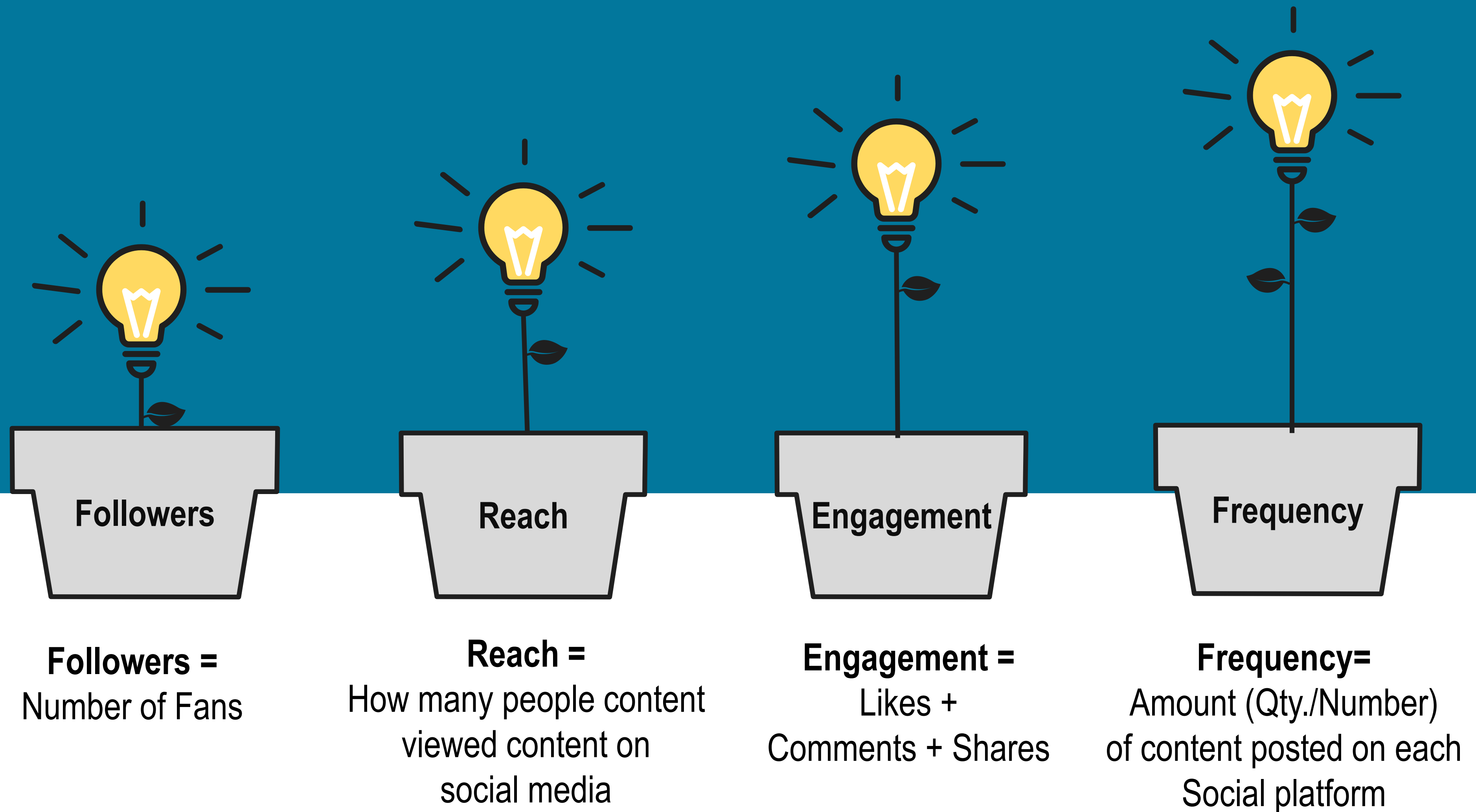
Crisis Response
Communications



Trust & Transparency



KPIs - Increase...

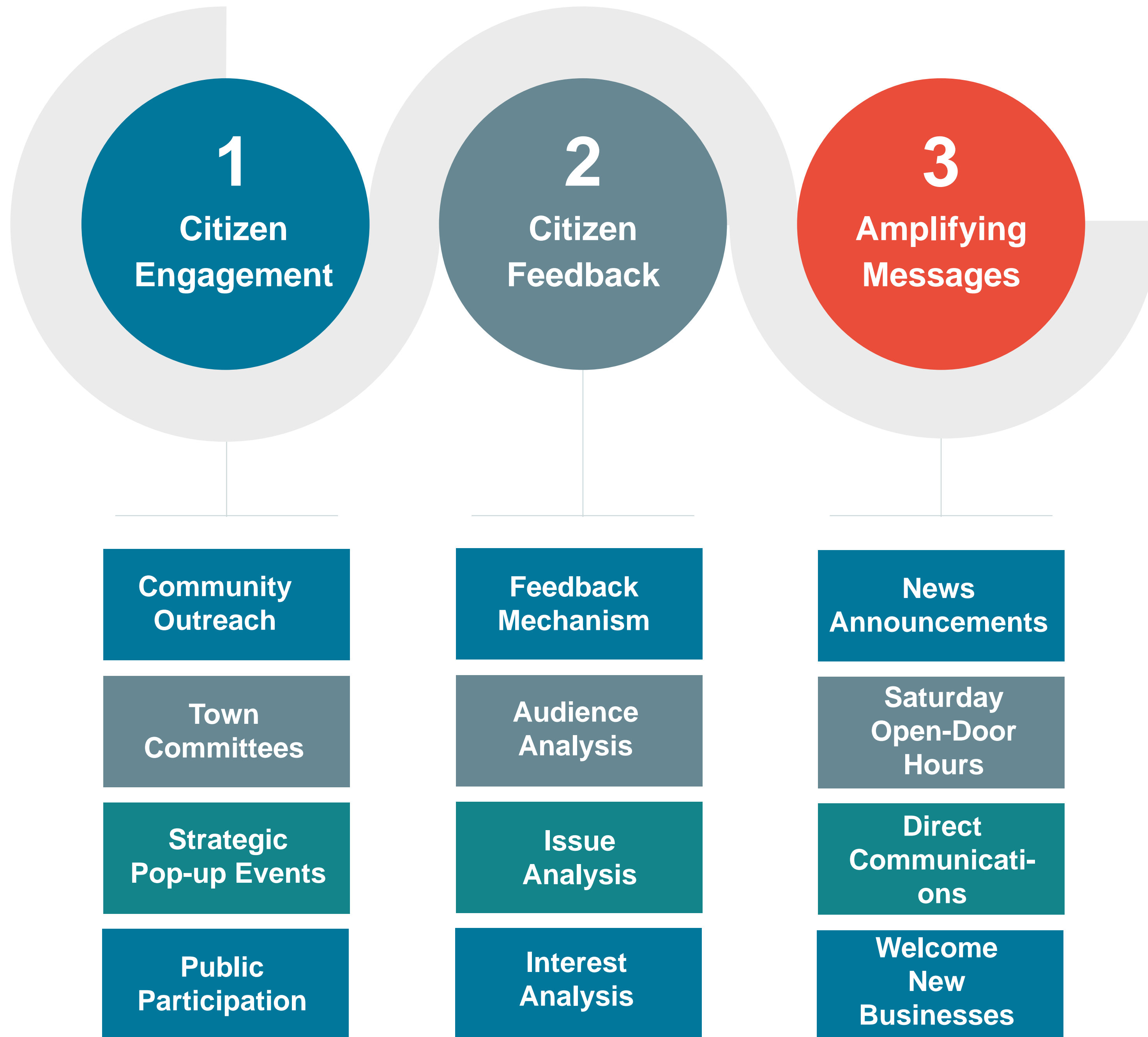


Key Performance Indicators



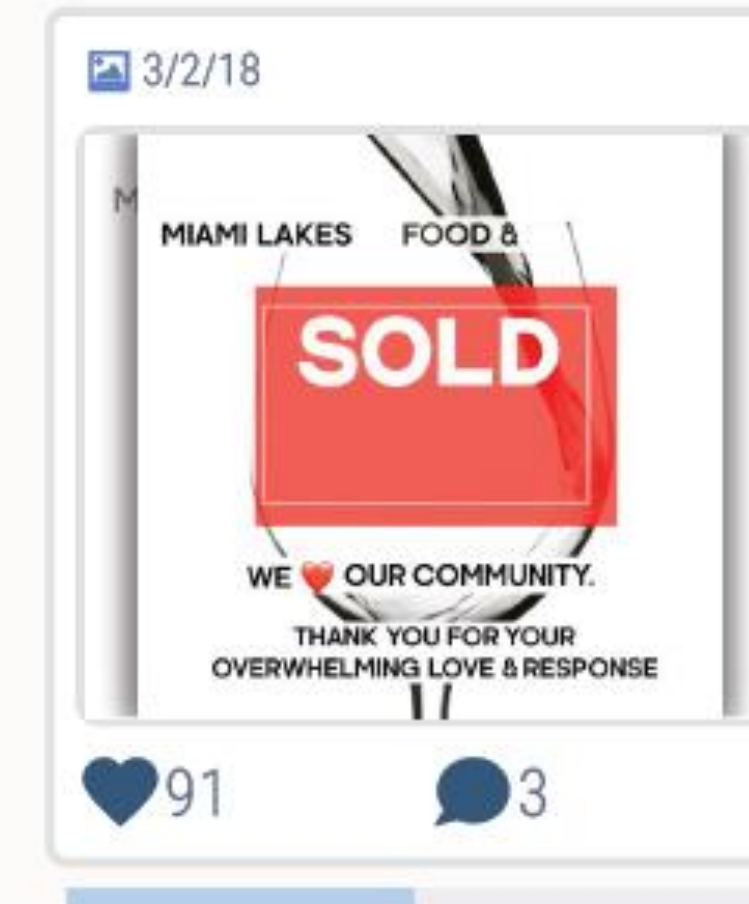
HOW WILL WE GET THERE?

Implement 6 Goals in alignment with 6 Pillars of the Town's
Strategic Action Plan





Top Trending Content – Instagram (2017 – 2018)



What's trending helps to understand the pulse of the community, interests of residents and create programs and policies to benefit them.


Residents are not just interested in Events!

City of Doral City of Hialeah - M... 2 more Jan 1, 2018 - Mar 27, 2018 Export

Top Posts, by Reactions


Even Public Work posts trend on social media

Post Reactions Comments Shares




Town of Miami Lakes- Municipal Government

Share and tag your photos #MiamiLakesWine #IHeartMiamiLakes




793 85 15

(Post) March 05, 2018 3:16 pm




Town of Miami Lakes- Municipal Government

SINKHOLE ALERT on 6600 Block and Miami Lakes Dr E. near the traffic light on NW 154th Street next to Publix. Please note that a sinkhole is developing in this location. Public Works Inspector is on site and Miami-Dade Water & Sewer Department has been informed. No traffic blockages or lane closures have been reported at this time. We will keep you updated with the situation.




235 136 194

(Post) March 21, 2018 3:40 pm



Town of Miami Lakes- Municipal Government








235 136 194

(Post) March 21, 2018 3:40 pm

Keeping a tab on what and how much other cities post!

Stats by Page

Facebook Page	Messages Sent	Messages Received	Post Breakdown	Engagements	Engagements per Post
 Competitor Average	237	–	T 22 📷 158 🎥 57	4,716	20
 Town of Miami Lakes- Municipal Government	320	7	T 159 📷 28 🎥 133	10,271	32
 City of Doral	212	–	T 18 📷 145 🎥 49	4,225	20
 City of Hialeah - Municipal Government	141	–	T 18 📷 83 🎥 40	2,976	21
 City of Miami Beach Government	357	–	T 30 📷 245 🎥 82	6,947	19

Who is our advocate in the Community?

We can also find out who are our advocates, supporters and people who help us amplify our message.
(Please Refer to Trends Report – Social Media Strategy Report 2018 Attachment No. 11)

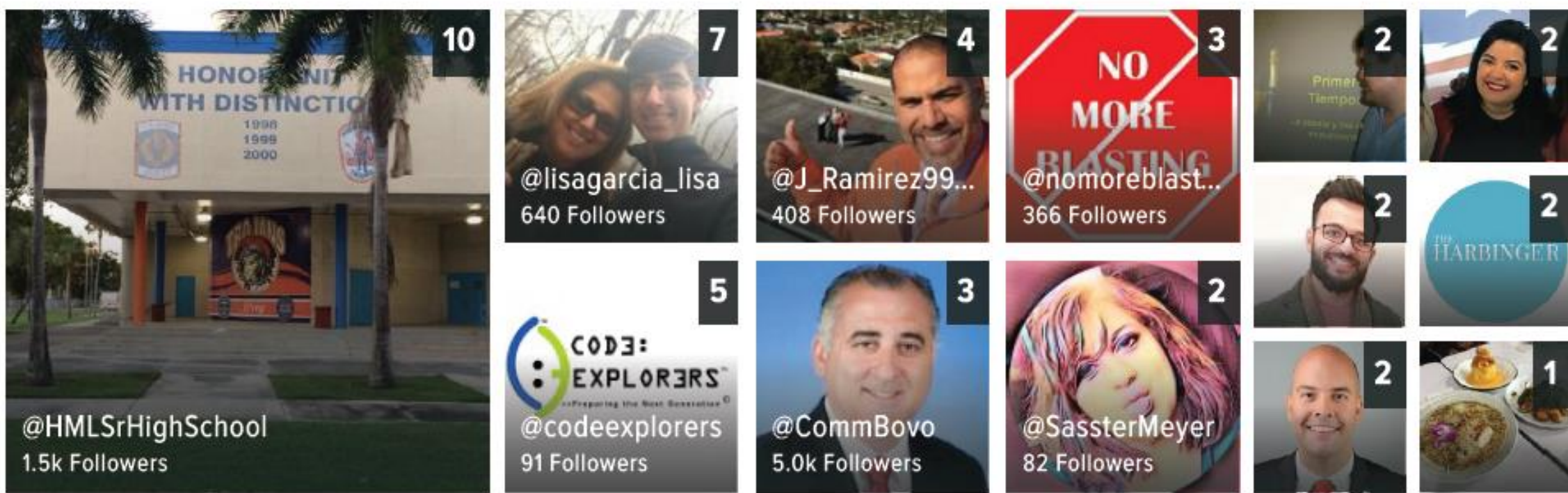
PEOPLE and BRANDS FREQUENTLY TALKING ABOUT @MiamiLakesNews



PEOPLE and BRANDS FREQUENTLY MENTIONED WITH @MiamiLakesNews



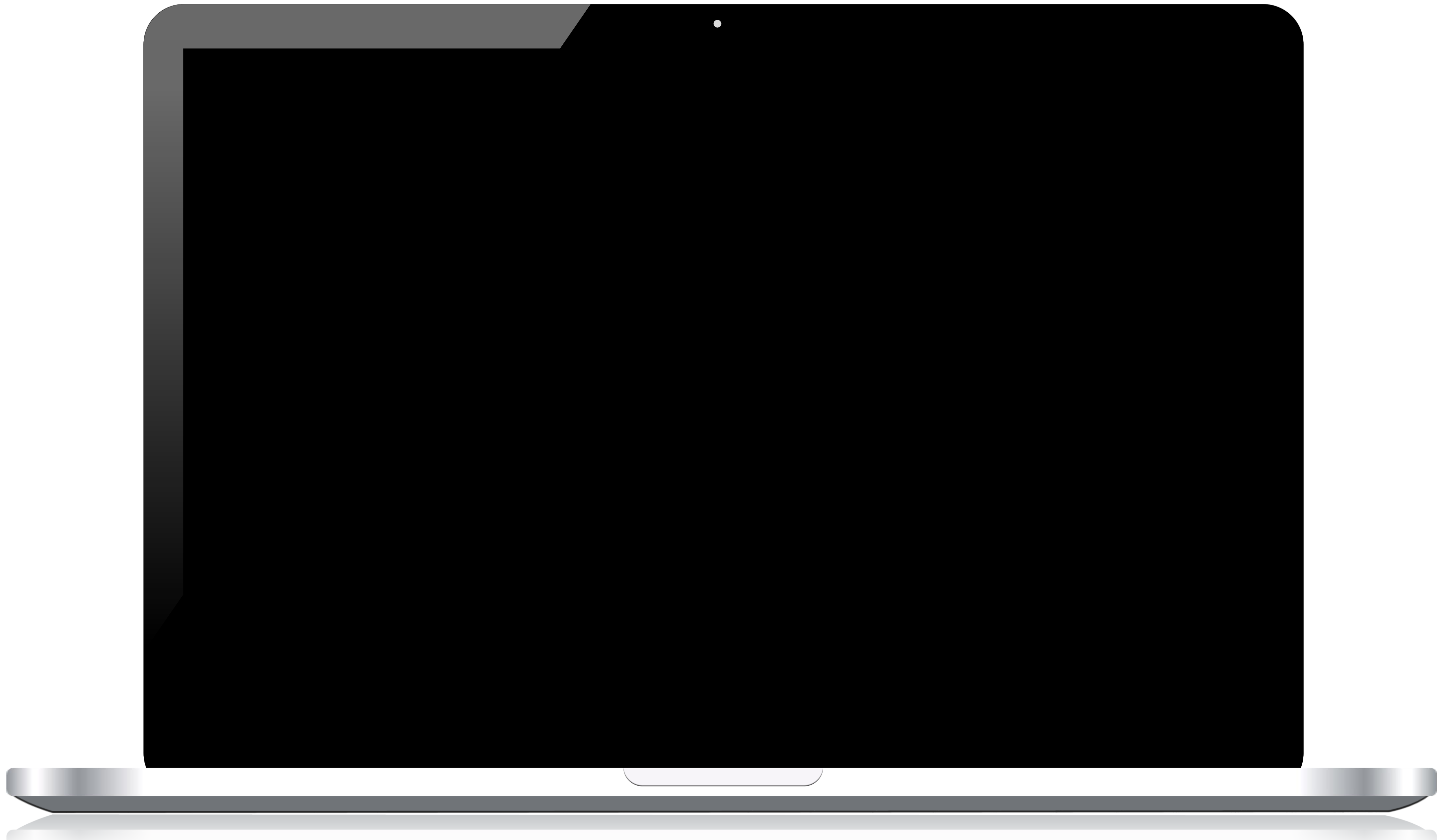
PEOPLE and BRANDS FREQUENTLY TALKING ABOUT @MiamiLakesNews



PEOPLE and BRANDS FREQUENTLY MENTIONED WITH @MiamiLakesNews

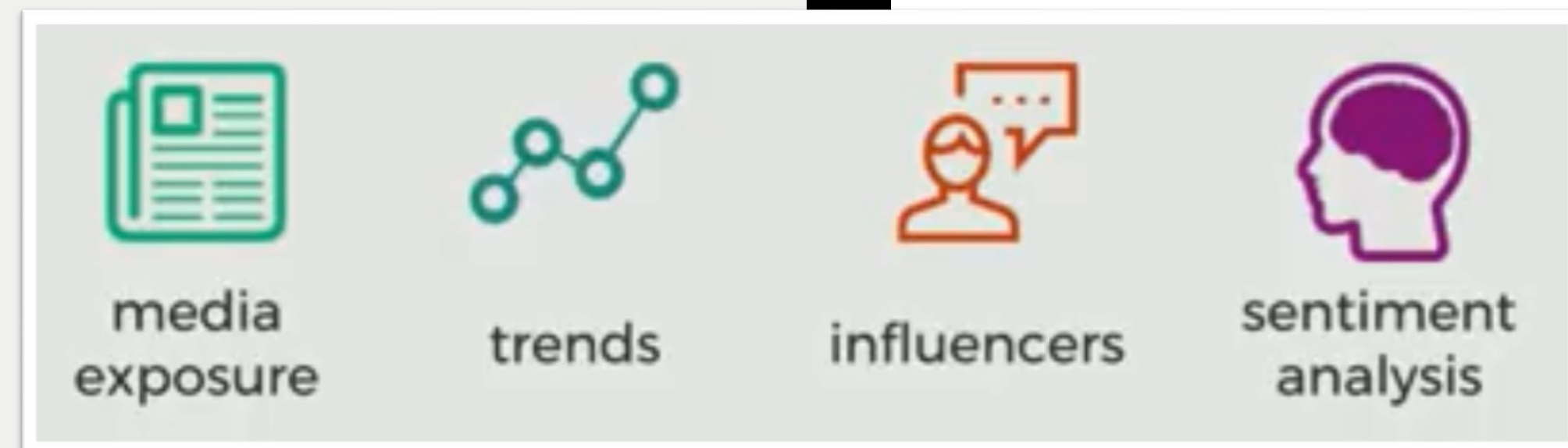
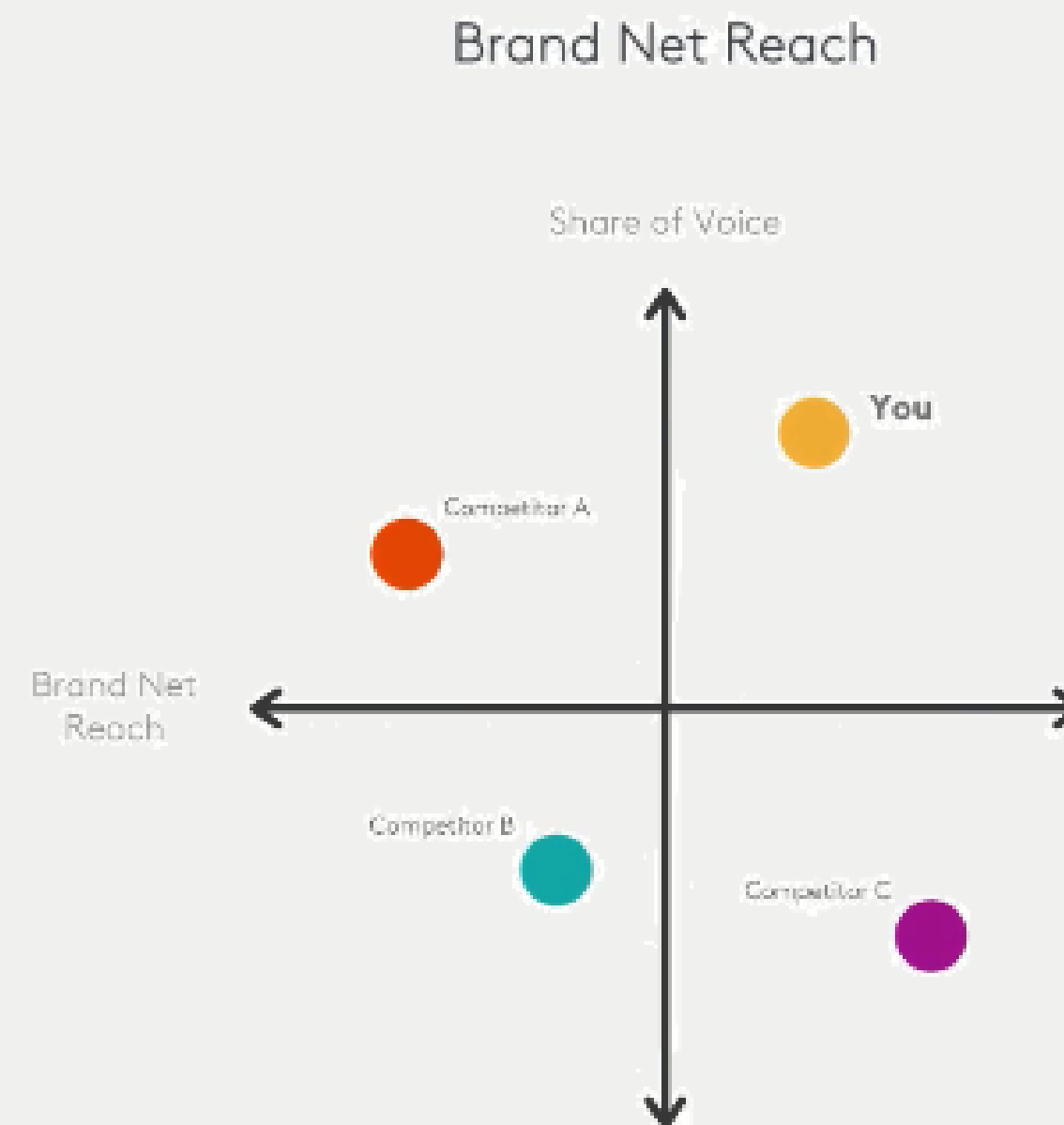


Please Play This Video: <https://vimeo.com/211580967/543fb50eb5>



Using Big Data & Artificial Intelligence

- **Inside Data** = Reporting on what we did in the past
- **Outside Data** = Discovering opportunities and strategies for future



Click here: https://www.youtube.com/watch?time_continue=84&v=MR5yynG5fnw

What this means for TML?



Miami Lakes | Press Coverage

87 results [Back to top](#)

PublicityInsider.com - Mediawebsite.net (19 other sources) • USA • [🔗](#)
Mar 22 • 6:57 am
Stock Review for Banking's Investors -- BankUnited, Citizens Financial, Synovus Financial, and United Bankshares
the link below. www.wallstequities.com/registration BankUnited **Miami Lakes**, Florida headquartered BankUnited Inc.'s stock finished
Reach 185 [Tag](#) • [Translate](#) • [Share](#)

El Nuevo Herald USA • Mar 21 • 7:21 pm [🔗](#)
Por sus actos los conocerán
décadas, para una agencia del gobierno. Por sus actos los conocerán, dice el libro más leído de la historia. Eric Artiles **Miami Lakes**
Reach 550k [Tag](#) • [Translate](#) • [Share](#)

HeraldTimesOnline.com (37 other sources) • USA • Mar 21 • 6:49 pm [🔗](#)
Who's going and who's skipping? Where Fla. lawmakers stand on Saturday's March for Our Lives
Saturday in Diaz-Balart's district, one in Doral and one in **Miami Lakes**. — UNCLEAR: President Donald Trump, Republican: The White House
Reach 30k [Tag](#) • [Translate](#) • [Share](#)

Miami Herald USA • Mar 21 • 6:46 pm [🔗](#)
This player helped Doral Academy defeat Monsignor Pace in baseball
, 2 RBI; Steven Torres 1-1, 2R, RBI. MS: 10-1. • Hialeah-**Miami Lakes** 15, North Miami Beach 9: WP: Yaquiel Aguilera, 3 IP, 3 Ks, 2H; Michael
Reach 5M [Tag](#) • [Translate](#) • [Share](#)

ArcaMax USA • Mar 21 • 6:14 pm [🔗](#)
Who's going and who's skipping? Where Fla. lawmakers stand on Saturday's March for Our Lives
marches happening Saturday in Diaz-Balart's district, one in Doral and one in **Miami Lakes**. ...continued swipe to next page « 1 2 3 » Vie...



BUDGET

Minimum Budget, Maximum Impact and Results

Table of Pricing

SOCIAL ADVERTISING	SOFTWARE	HARDWARE	FEEDBACK SOFTWARE
\$10,000	\$3,500	\$1,700	\$8,500
Social Media Ads	Basic Scheduling & Reporting	Camera	Receive feedback from residents
Geo-targeted Promotion	Analytics and automated reports	Lighting	Ability to spot issues & crime in specific areas
Measurable KPIs	Creative Suite for stock images	Microphone	Reports on trending news on Miami Lakes
Across Facebook, Instagram, Twitter, YouTube	Improve Productivity & Workflow	Miscellaneous	Database of Journalists, measures media effectiveness & reach

Thank You

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Communications & Economic Development Manager

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Tel: (979) 922 4451

Special thanks to:

- Alex Rey, Town Manager
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- Carmen Olazabal, Director CIP, Special Projects
- German Cure, Administrative Manager

Let's Implement!

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