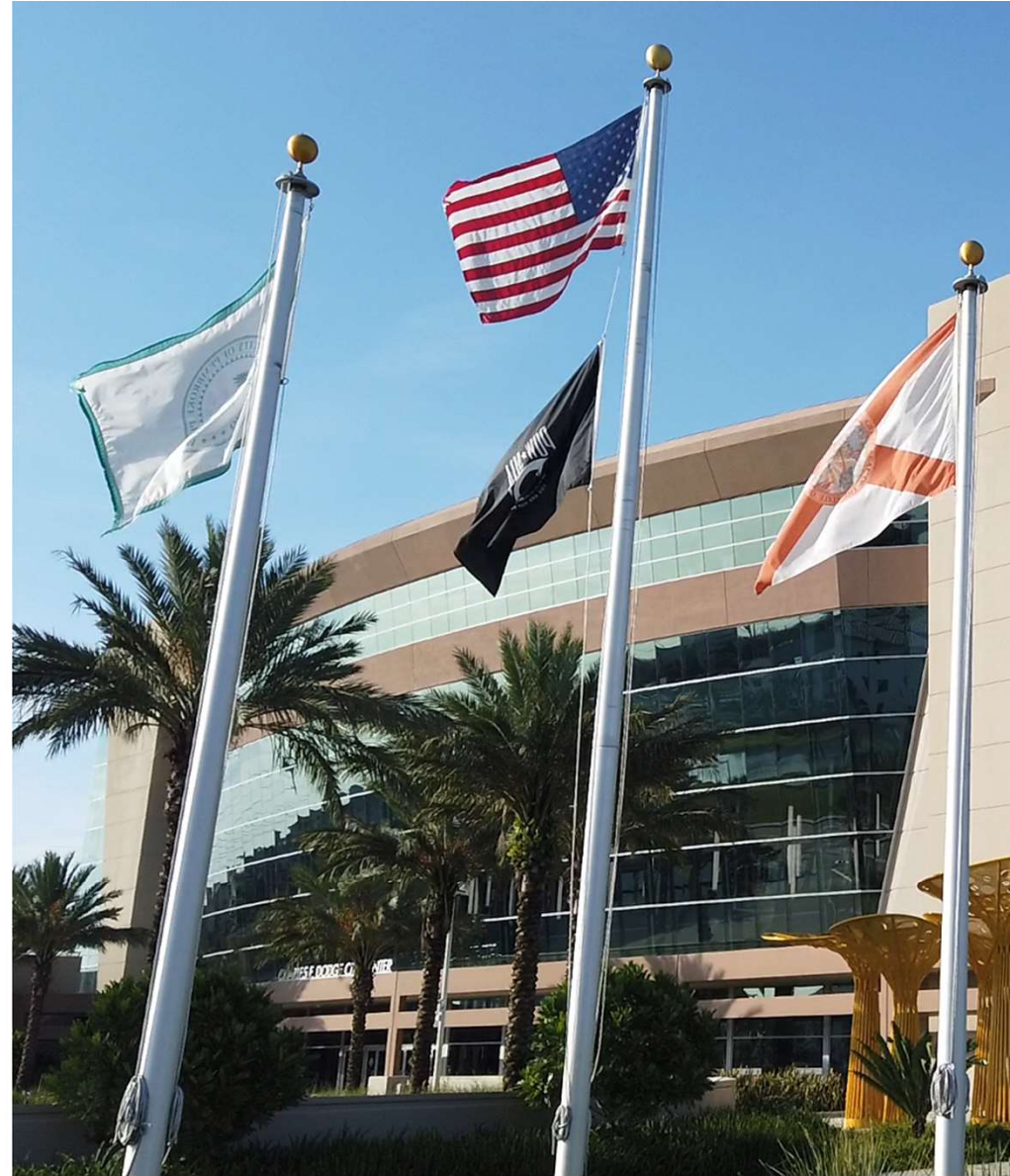


The City of Pembroke Pines

# Communications Workshop



2025



# Communications Strategic Plan

- ▶ Effective communication bridges the gap between our residents/businesses and our city.
- ▶ The Pembroke Pines Communications Strategic Plan (addressing internal and external communication) sets the foundation in achieving this goal.





## **Living document – first created in 2012, updated each year**

- 2015 Communications Plan
- Vice Mayor's Proposed Plan
- 2024 Public Communications Plan (brief version) which is posted on the website.
- A 2020 Communications Report -- insight into continued growth
- Staff Information



# Communication Platforms

- Social Media
- YouTube
- Website
- City Connect
- Newsflash
- PEG TV
- Digital Signs
- Media relations



# YouTube Channel

- Subscribers vs Viewers
- Pembroke Pines Media has grown significantly
- Upcoming videos
- Live Stream tool for Commission and Board/Advisory Meetings.





# Communications Resources

- Website
- PEG TV
- Digital Signs



## Communications Resources (cont.)

- City Connect
- Newsflash
- Spotlight
- Media Relations





# Internal Communications

- Share file – photo archive
- Event or Program Talking Points/Preparation for Elected Officials
- Re-visit clipping service
- The flow of communication







# SOCIAL MEDIA

The City of Pembroke Pines - How We Use Social Media



# INTRO: SOCIAL MEDIA



## WHY IT MATTERS:

Social media is how we meet residents where they are—keeping our community informed, connected, and engaged.

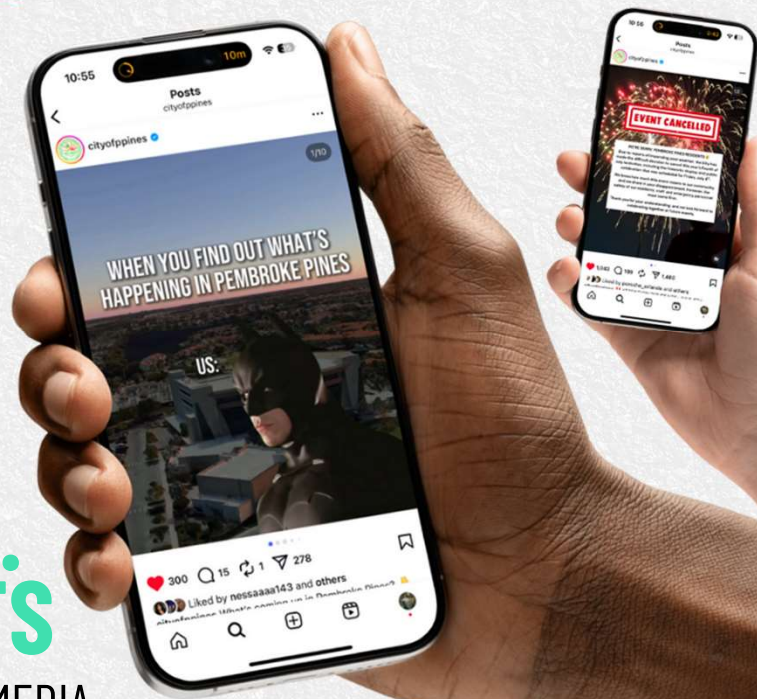
## OUR CHALLENGE:

To deliver important updates without spamming people and do it in a way the algorithm favors.

*If the algorithm doesn't like it,  
people won't see it.*

54% OF U.S.  
ADULTS

USE SOCIAL MEDIA  
TO GET THEIR NEWS.





# ALGORITHM: FRIEND OR FOE?

## WHAT IS IT?

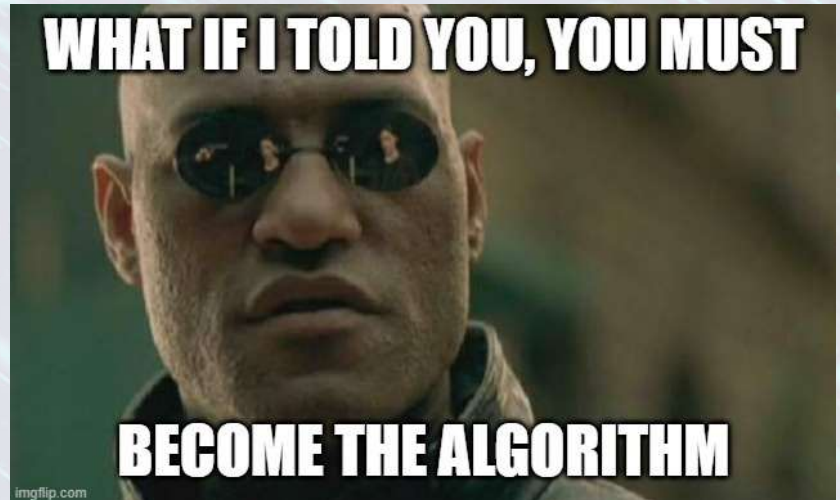
The algorithm is the code that decides what people see on social media. It looks at thousands of posts and chooses which ones to push out based on how engaging it thinks they'll be.



34K FOLLOWERS



34K VIEWS



## BAD NEWS:

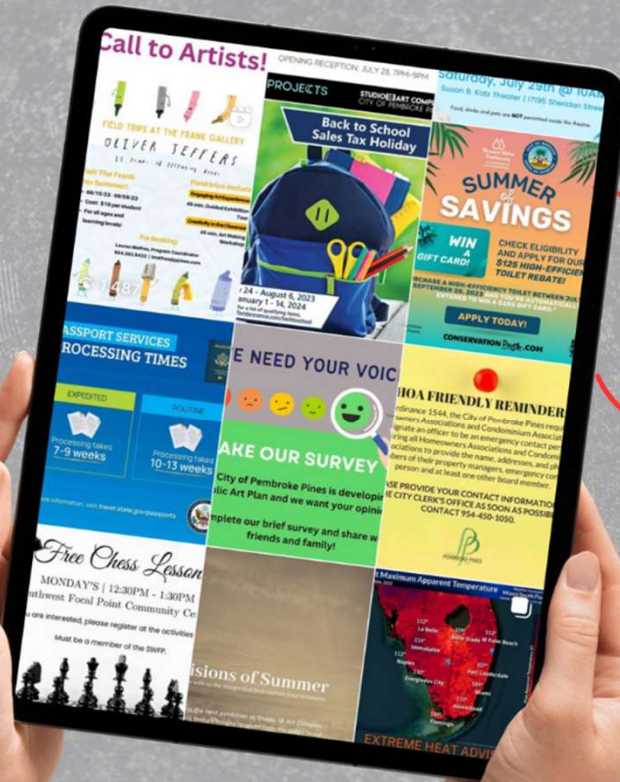
On average, only 2–6% of followers see a post organically—out of every 100 followers, just 2–6 will actually see it.

## GOOD NEWS:

When you work with the algorithm, your post isn't limited to your followers—it can reach beyond and get seen by way more people.

# SOCIAL MEDIA B.C.

*(Before Changing Strategy)*



*Flyers everywhere. Text-Heavy assets. No content-mix.*

*Inconsistent posting  
No replies to messages  
Low Engagement  
Minimal Growth.*

JULY 2022 - JULY 2023

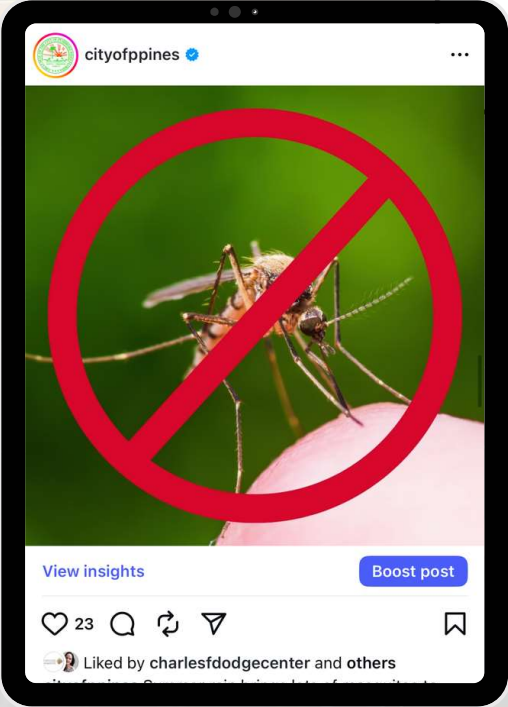
VIEWS	REACH	ENGAGEMENTS	FOLLOWERS
61K	1.9M	81K	35,761

**PERFORMING LOWER THAN INDUSTRY & PLATFORM AVERAGES.**



# CHANGES MADE

JULY 18, 2023



Both posts shared the same mosquito update—but the one with a social-first creative approach took off.

The takeaway? The algorithm only pushes content that captures attention.

JULY 18, 2023		JULY 23, 2024	
VIEWS	106	↑ +1.5M%	1.6M
REACH	103	↑ +515,434%	531K
ENGAGEMENTS	25	↑ +103,900%	26K

JULY 23, 2024



# CURRENT STATE METRICS

JULY 2024 - JULY 2025

VIEWS	REACH	ENGAGEMENTS	FOLLOWERS	TOTAL INBOUND MESSAGES
4.2M	4.1M	200.7k	111.5k	20.5K
↑ + 6,785%	↑ +115.8%	↑ +147.8%	↑ +211.8%	↑ +689.95%

Audience growth rate

-3.04%

new followers

■ INDUSTRY

25.14%

new followers

● YOU

**Way to go, rockstar!** Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community.

[Take the course](#)

Post engagement rate

1.89%

engagement rate

■ INDUSTRY

4.7% ↗ 149%

engagement rate







● YOU

**Nothing but gold stars for you!** Your posts received 2.81% more engagement than your industry average. To get even more interactions, try boosting your best posts

[Find posts to boost](#)



# HOW WE COMPARE

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 <a href="#">cityoffortlauderdale</a> <i>added on Jul 19, 2024</i>	686	2 posts/day	108.8	58,822	 <span>27.71%</span>
 <a href="#">cityofppines</a> <i>your account</i>	291	1 posts/day	50.8	34,106	 <span>29.99%</span>
 <a href="#">coralspringsfl</a> <i>added on May 26, 2024</i>	198	1 posts/day	60.7	27,479	 <span>15.12%</span>

 cityofppines



Type  
 Posts  
 Estimated engagement

 coralspringsfl



Type  
 Posts  
 Estimated engagement

 cityoffortlauderdale



Type  
 Posts  
 Estimated engagement

## Feedback

- ▶ Recommendations
- ▶ Questions

