

MIAMI-DADE

Transportation Planning Organization

SOCIAL MEDIA YEAR IN REVIEW

March 2019 – March 2020

TPO Social Media Comprehensive Report
Prepared by Infinite Source Communications Group

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OVERVIEW

The purpose of this work was to provide a full spectrum of social media services that included brand positioning and brand guideline development, strategic planning, creative content development, and performance reporting. This effort was aimed at educating the Miami-Dade County citizenry about how they can become involved in the Miami-Dade TPO's transportation planning process.

Atkins and Infinite Source Communications were responsible for social media coordination, project management, social media deployment, and reporting results on a monthly basis. The development of deliverables included generating a current state assessment and social media plan, as well as creative content and graphics development.

Included in this report is an annual overview of work performed from March 2019 to March 2020.

SOCIAL PLATFORMS



Facebook
@miamidadetpo



Instagram
@miamidadetpo



LinkedIn
Miami-Dade
Transportation Planning
Organization



Twitter
@miamidadetpo

ANNUAL REPORT

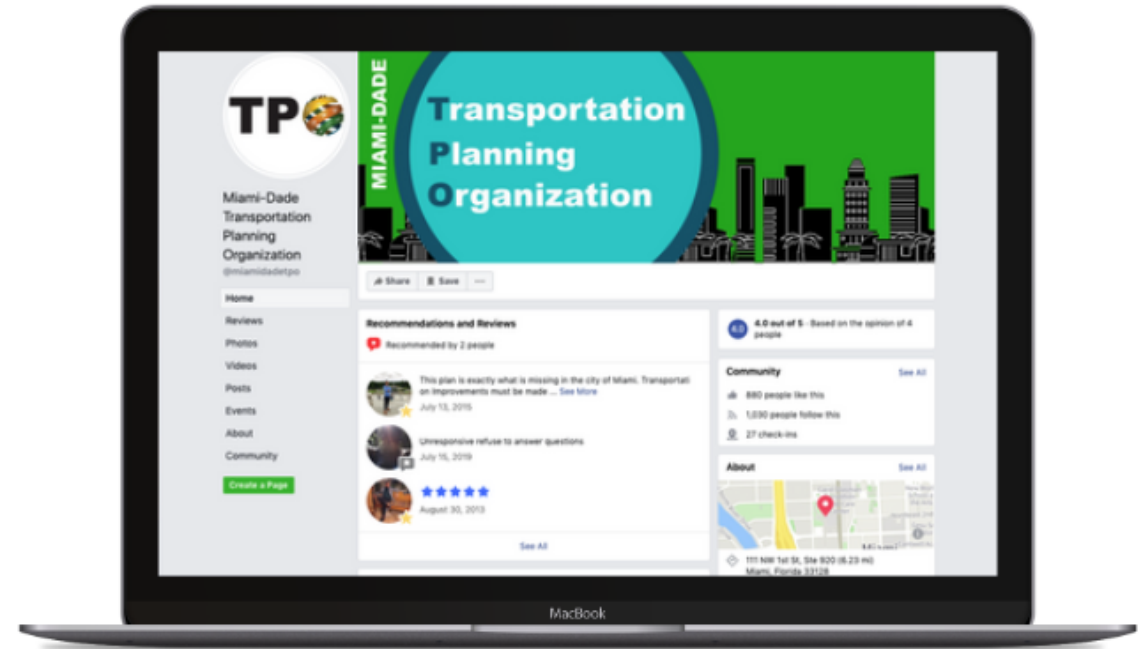
March 2019 – March 2020

FACEBOOK

Aesthetics: The overall look of the platform redesigned



March 2019



March 2020

FACEBOOK

Analytics: Top post and followers

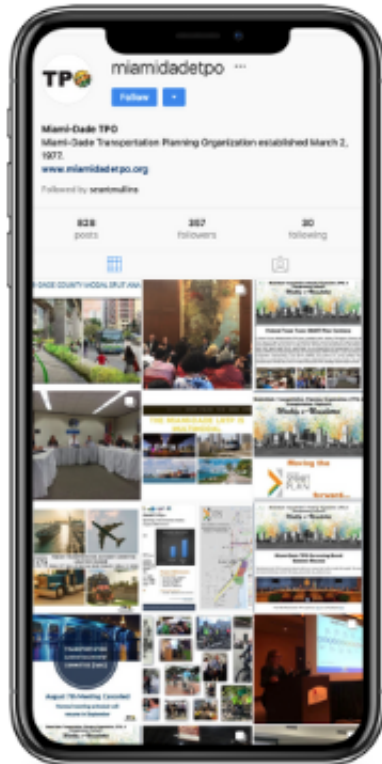


- Top Post of the Year
 - Reached 2,405 people
 - 44 Comments
 - 216 Reactions (Shares, Likes, Loves)
 - 144 Post clicks

- Followers:
 - Start: March 2019 = 787
 - End: March 2020 = 1034

INSTAGRAM

Aesthetics: The posts created a uniform visual identity



March 2019



March 2020

INSTAGRAM

Analytics: Top post and followers



- Top Post of the Year

- 361 Impressions
- 208 Reaches
- 6 Hashtags
- 18 Reactions
(Comments, Likes, Saves)
- 2 Profile visits

- Followers

- Start: March 2019 = 322
- End: March 2020 = 439

TWITTER

Aesthetics: The overall look of the platform redesigned



March 2019



March 2020

TWITTER

Analytics: Top tweet and followers



- Top Tweet of the Year

- 11,220 Impressions
- 28 Engagements
- 2 Re-tweets
- 3 Likes
- 1 Profile clicks

- Followers

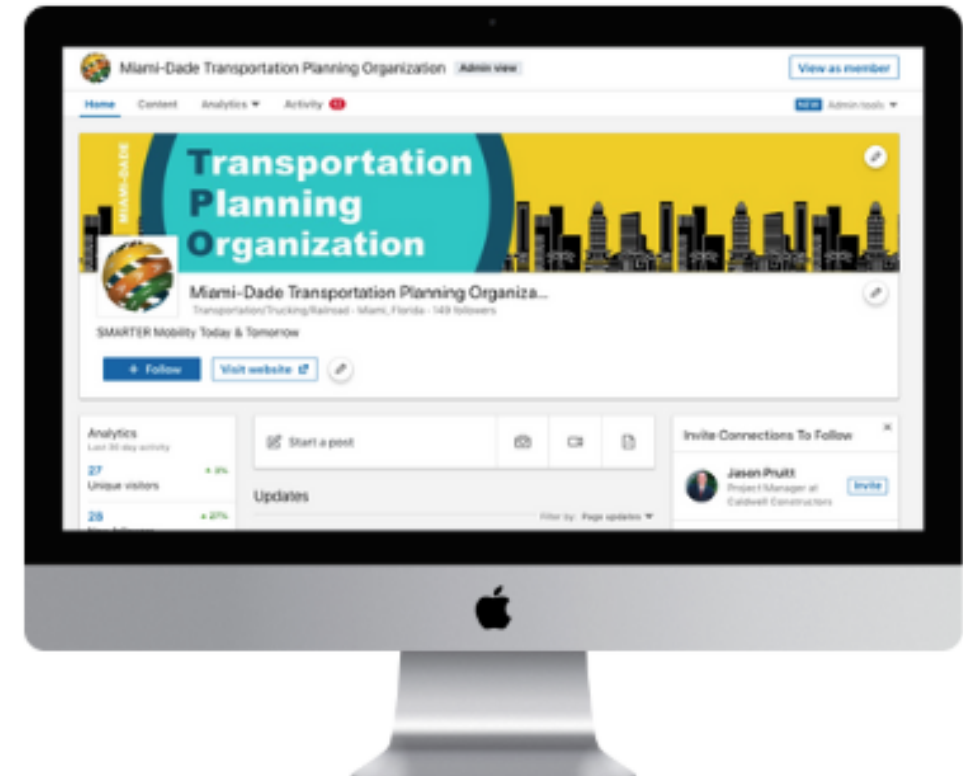
- Start: March 2019 = 1867
- End: March 2020 = 2118

LINKEDIN

Aesthetics: New account creation and redesign of the platform



Added in June 2019



March 2020

LINKEDIN

Analytics: Top post and followers



- Top Post of the Year
 - 2,674 Impressions
 - 1,069 Post clicks
 - 67 Reactions (Shares, Likes, Comments)

- Followers
 - Start: June 2019 = 0
 - End: March 2020 = 218

VISUALS

Year in Review:

Graphics/Event photos before and after.

TP Miami-Dade Transportation Planning Organization
August 8 at 10:42 AM · 🌐

Meeting Notice: The Miami-Dade TPO's Freight Transportation Advisory Committee (FTAC) will meet Wednesday, August 14th at 2 p.m. ***Please note the location change***



TP Miami-Dade Transportation Planning Organization
August 20 at 11:40 AM · 🌐

Read our Weekly (August 19th) e-Newsletter now. Sign up, too!
<http://miamidadetpo.org/enewsletter.asp> #MiamiSMARTPlan



Federal Team Tours SMART Plan Corridors

A Federal Transit Administration (FTA) team, headed by Keith Melton, FTA Region 4 Director of Planning and Program Development, visited Miami-Dade County to discuss the implementation of the SMART Plan. During their 2 1/2 day visit the FTA team met with officials from the Miami-Dade TPO, Miami-Dade County, Miami-Dade County Department of Transportation & Public Works (DTPW), the Florida Department of Transportation (FDOT) District 6, and the Citizens' Independent Transportation Trust (CITT). Together they toured the various SMART Plan corridors to understand, first-hand, the unique characteristics and needs of each. The visit wrapped up on the last day with an in-depth discussion of the funding needs for each corridor.



Dr. Martin Luther King Jr.

Day of Service

January 21, 2019



FREIGHT TRANSPORTATION ADVISORY COMMITTEE MEETING

Meeting Notice:
Wednesday, March 11, 2020 at 2 PM

Location Change:
Costa Farms Headquarters
21800 SW 162nd Avenue
Miami, FL 33170



Martin Luther King, Jr. Day

Office Closure



“

If you can't fly, then run.
If you can't run, then walk.
If you can't walk, then crawl,
by all means,
keep moving.

”

January 20, 2020

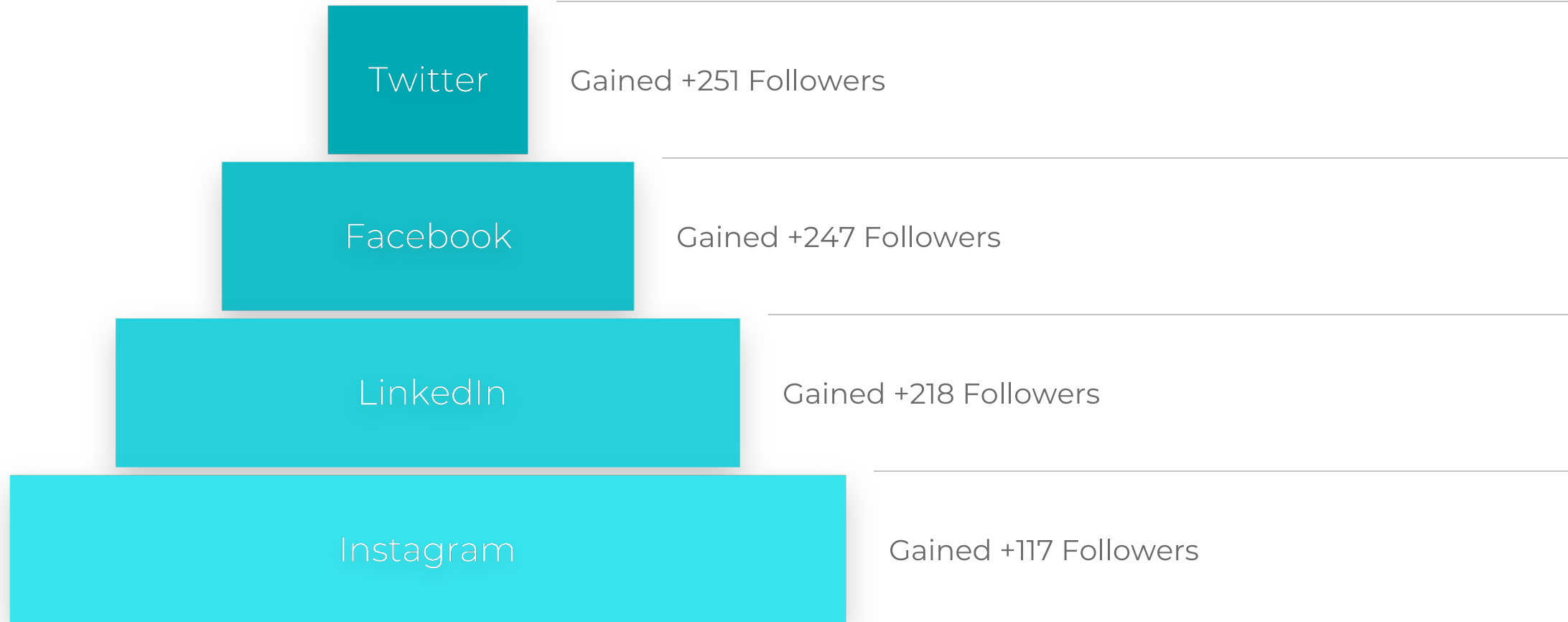


RESULTS

Followers/Statistics/Summary

FOLLOWERS

Growth of the TPO audience



STATISTICS

1 Achieved over 51k impressions collectively across all social media platforms.

2 Photos became more prominent of the TPO brand by adding company logo, and elevating events and public outreach images.

3 Posted over 100 events this year.

4 Visuals became stronger by adding new graphics enhancing the TPO brand.

SUMMARY



We've attended and shared 100 event posts on Facebook!



Our Twitter account gets the most engagement from audiences!



Our Instagram's overall look has enhanced this platform!



Our new platform has grown our audience to almost 200 Followers!

WHAT'S NEXT?

NEXT STEPS



- Continue providing new visuals, alternating with a different look in the second half of the year.
- Continue to provide educational post to engage the audience with up-to-date information of TPO events, plans and documents.
- Continue to strengthen photo quality with new techniques.



**We would like to thank Miami-Dade TPO
for allowing us to help enhance your
social media!**

**Over the past year we have doubled the
audiences across all social accounts,
added a new platform and provided sleek
graphics to aid in the overall aesthetics
and educational content!**

**We look forward to working with you in
2020!**
