

The top half of the image features a stylized city skyline in black and white against an orange background. A large teal circle with a dark blue border is centered in the upper half. The text 'Transportation Planning Organization' is written in white inside this circle. The word 'MIAMI-DADE' is written vertically in white on the left side of the circle.

MIAMI-DADE

Transportation Planning Organization

SOCIAL MEDIA YEAR IN REVIEW

January 2020 – December 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. Due to unforeseen circumstances, this year's efforts were aimed at providing up-to-date pandemic information, reopening announcements, partner agency information and educating the Miami-Dade County citizenry about how they can become involved virtually 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 current to pandemic procedures.

Included in this report is an annual overview of work performed from January 2020 to December 2020.



SOCIAL PLATFORMS



Facebook
@miamidadetpo



Twitter
@miamidadetpo



Instagram
@miamidadetpo



YouTube
@Miami-Dade TPO



LinkedIn
Miami-Dade Transportation Planning
Organization



SlideShare
@Miami-Dade Transportation Planning



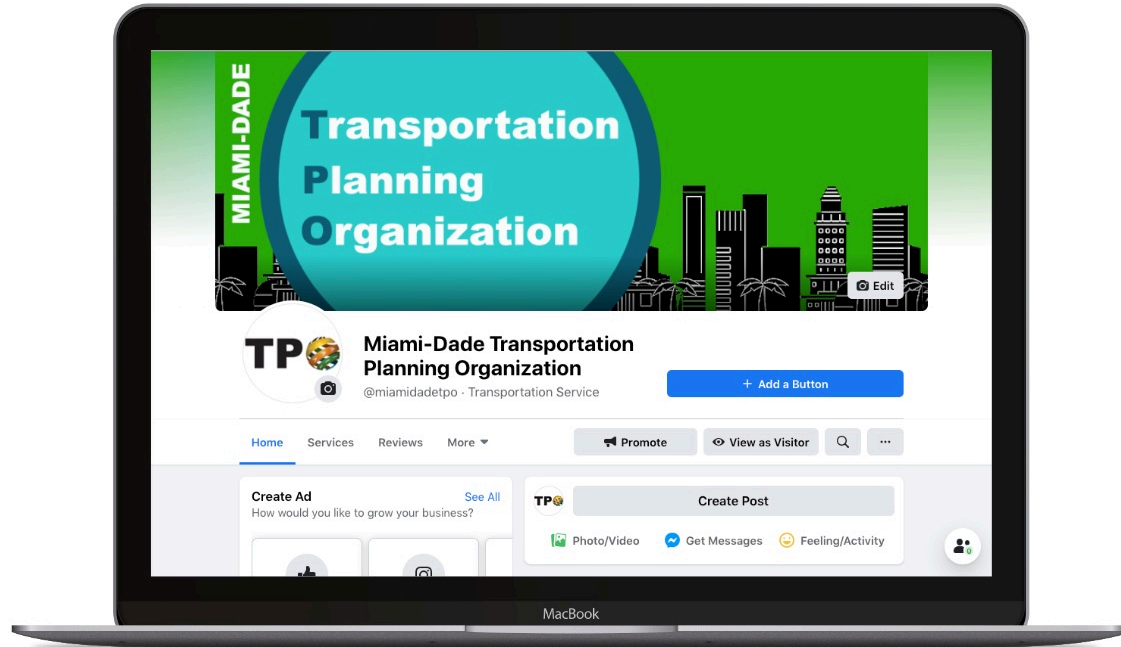
ANNUAL REPORT

January 2020 – December 2020



FACEBOOK

Aesthetics: The overall look stayed consistent.



January 2020 - December 2020



FACEBOOK

Analytics: Top post and followers.



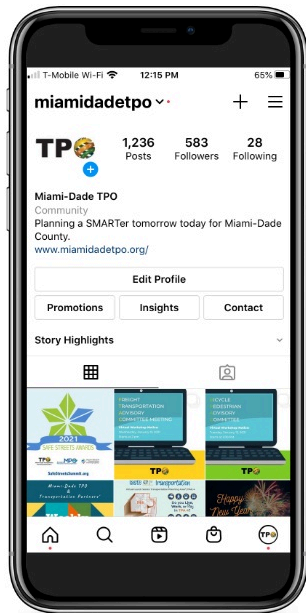
- Top Post of the Year
 - Reached 1,974 people
 - 5 Comments
 - 77 Reactions (Shares, Likes, Loves)
 - 46 Post clicks

- Followers:
 - Start: Jan. 2020 = 1,030
 - End: Dec. 2020 = 1,113



INSTAGRAM

Aesthetics: Uniform visual identity.



January 2020 - December 2020



INSTAGRAM

Analytics: Top post and followers.



- Top Post of the Year
 - 217 Impressions
 - 156 Reaches
 - 0 Hashtags
 - 20 Reactions (Comments, Likes, Saves)
 - 2 Profile visits

- Followers
 - Start: Jan. 2020 = 423
 - End: Dec. 2020 = 576



TWITTER

Aesthetics: Overall look stayed consistent.



January 2020 - December 2020



TWITTER

Analytics: Top tweet and followers.

Top Tweet earned 3,049 impressions

Reminder: You can watch live today's 2 pm Miami-Dade TPO Governing Board virtual meeting at miamidade.gov/webcasting.

[#MiamiSMARTPlan](https://twitter.com/eRlutSSvaa)

pic.twitter.com/eRlutSSvaa



- Top Tweet of the Year

- 4.2K Impressions
- 61 Engagements
- 5 Re-tweets
- 5 Likes
- 2 Profile clicks

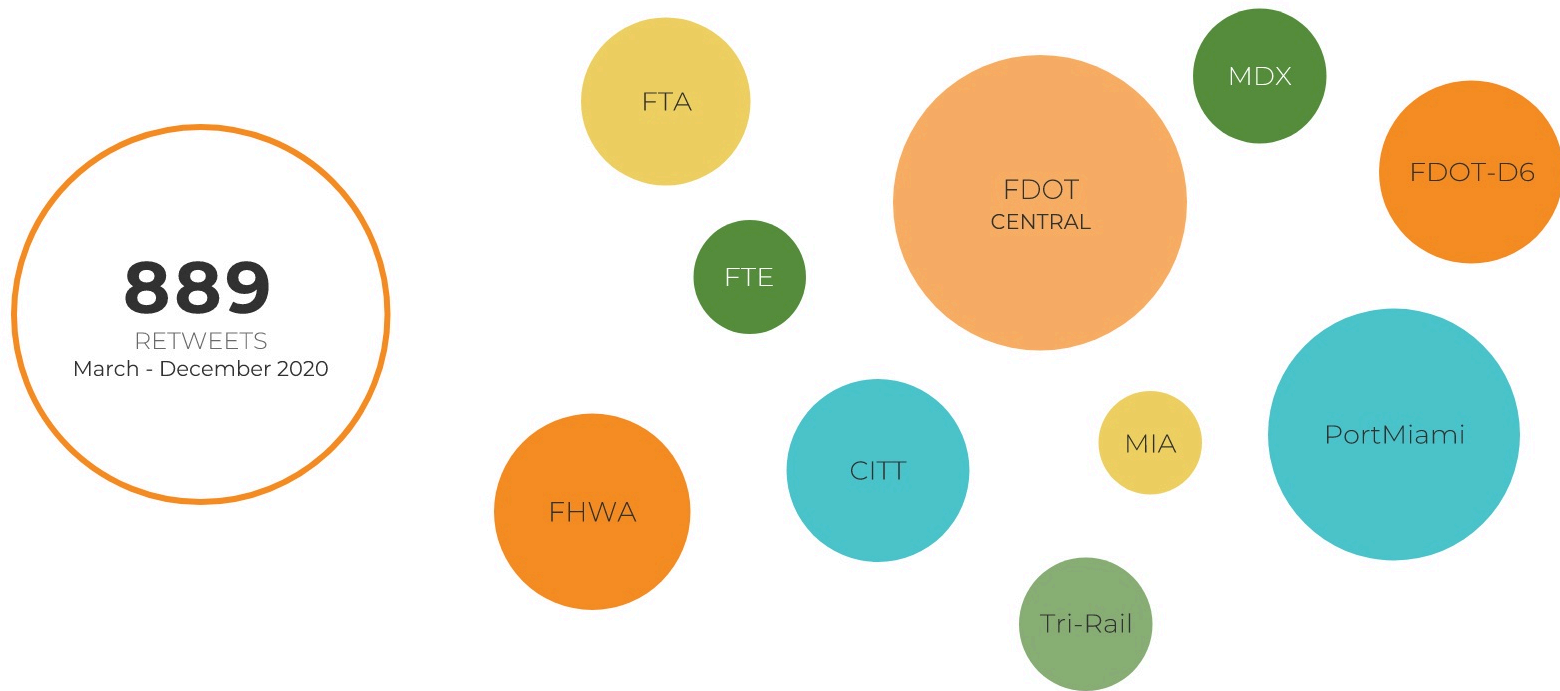
- Followers

- Start: Jan. 2020 = 2,061
- End: Dec. 2020 = 2,299



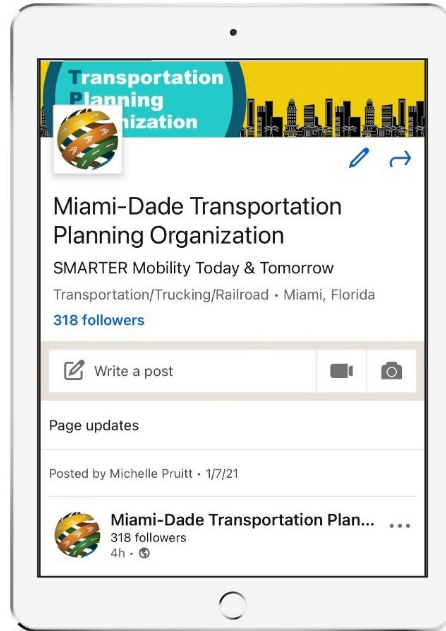
AGENCY PARTNER RETWEETS

As part of our social media outreach during the pandemic, we retweeted our agency partners' up-to-date COVID-19 information, reopening announcements, and virtual meeting information to the general public.



LINKEDIN

Aesthetics: Fastest growing platform.



January 2020 - December 2020



LINKEDIN

Analytics: Top post and followers.



- Top Post of the Year

- 1,276 Impressions
- 267 Post clicks
- 32 Reactions (Shares, Likes, Comments)

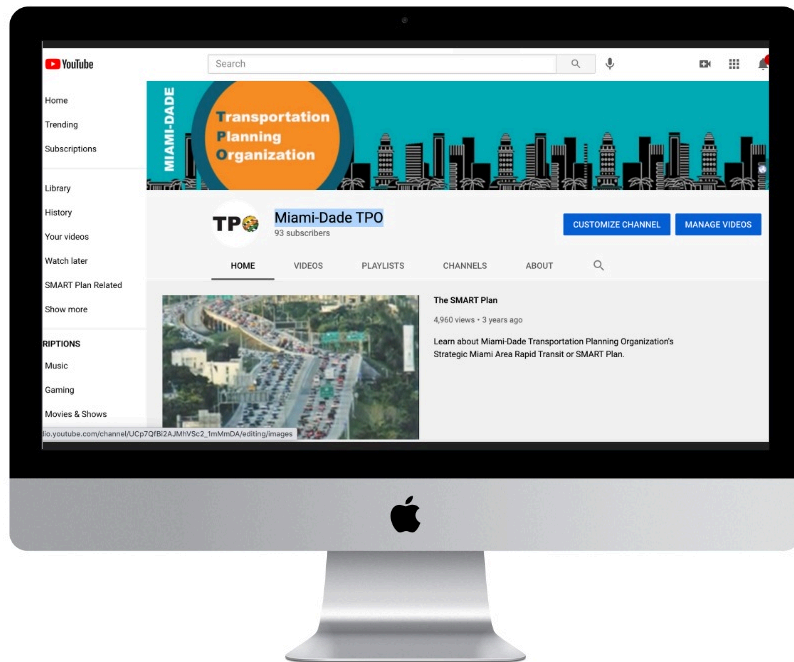
- Followers

- Start: Jan. 2020 = 149
- End: Dec. 2020 = 315



YOUTUBE

Aesthetics: Cohesive look with the rest of the platforms.



January 2020 - December 2020



YOUTUBE

Analytics: Most viewed and subscribers.

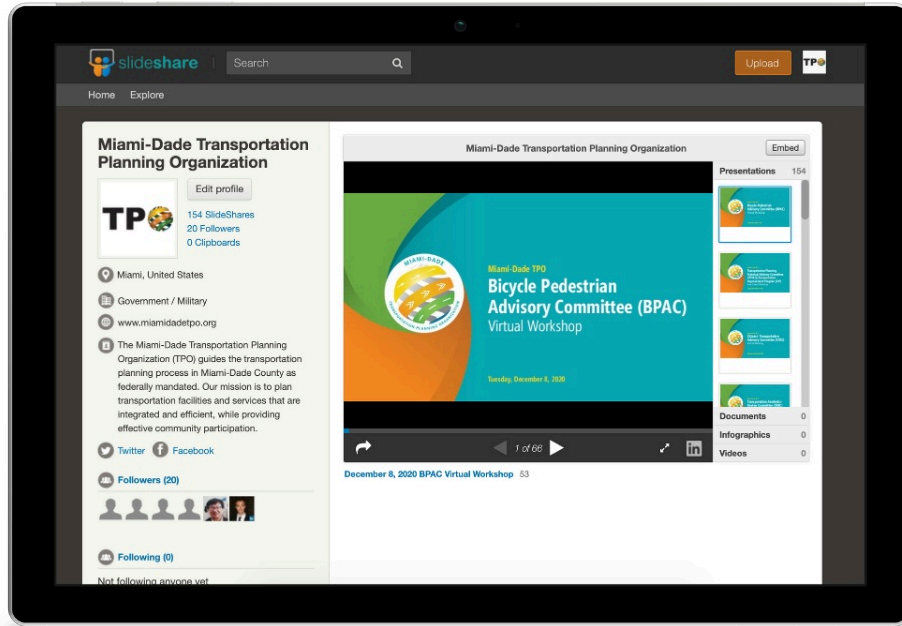


- Most Viewed of the Year
 - 2,676 Impressions
 - 806 Views
 - 21 (hrs) Watch Time
 - 4.3% Click Rate
- Subscribers
 - Start: Jan. 2020 = 80
 - End: Dec. 2020 = 92



SLIDESHARE

Aesthetics: Cohesive look with the rest of the platforms.



January 2020 - December 2020



SLIDESHARE

Analytics: Top slide deck and viewers.



- Most Viewed of the Year
 - 197 Total views on SlideShare
 - 43 Direct clicks to site
 - 41 Clicks from social
- Views for the Year
 - SlideShare Actions (comments, downloads, likes) in 2020 = 548
 - Total Views in 2020 = 6.6K

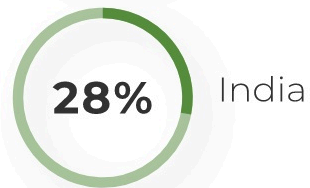


INTERNATIONAL INTEREST

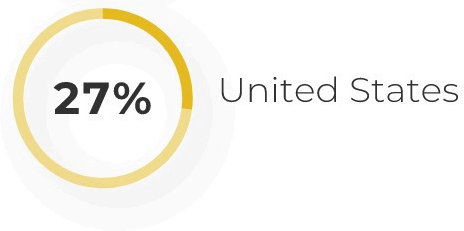
Countries who view our SlideShares!



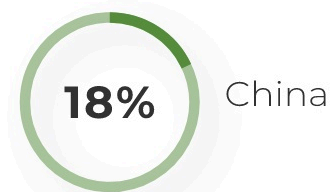
Pakistan



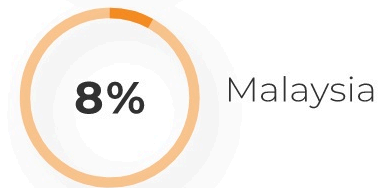
India



United States



China



Malaysia



VISUALS

Year in Review:

Graphics/Event/Banners



Transportation Planning Council

Virtual Meeting Notice:

Tuesday,
October 13, 2020
at 2 PM

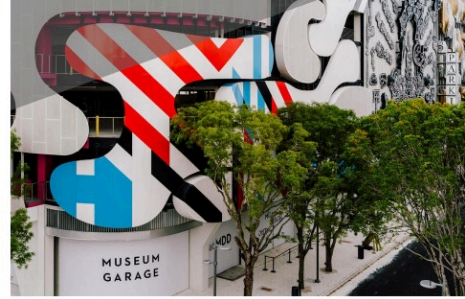


BICYCLE PEDESTRIAN ADVISORY COMMITTEE MEETING

Virtual Meeting Notice:
Tuesday, October 13, 2020
Starts at 5:30 PM

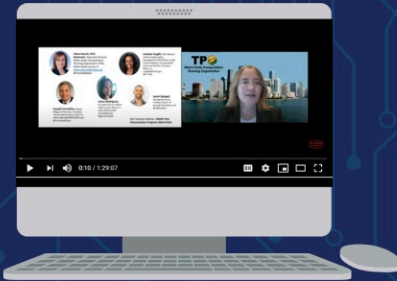


Miami-Dade County Parking Cost Study



ICYMI:

In case you missed the Rail-Volution Webinar
you can watch it at any time!



*Miami-Dade TPO
&
Transportation Partners'*

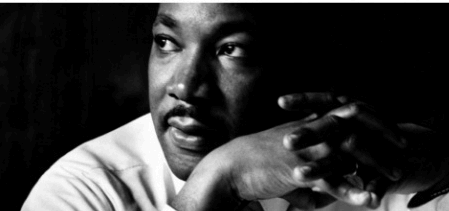
Weekly e-Newsletter

SMART Mobility Today & Tomorrow

Miami-Dade TPO Governing Board

Meeting Announcement

Thursday, December 17, 2020
Starts at 2:00 pm



"No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence."

The Miami-Dade TPO office
will be closed January 18, 2021
in observance of

Martin Luther King, Jr. Day



Miami-Dade TPO

Coronavirus (COVID-19)
Webpage Resources
Now Available!

➤ **Emergency Documents**

➤ **TPO Virtual Meetings**

➤ **Virtual Meeting Guides**



Happy Fourth of July!

The Miami-Dade TPO will be closed July 3, 2020 in observance of this holiday.



MIAMI-DADE TPO GOVERNING BOARD APPROVED

FYs 2021 & 2022

**Unified Planning
Work Program
(UPWP)**
for Transportation Planning
Activities



*Congratulations to our newly elected
TPO Chairman & Vice Chairman!*



Chairman
Oliver G. Gilbert III



Vice Chairman
Juan Carlos Bermudez



Miami-Dade TPO Governing Board
&
Advisory Committees

August Recess



Telecommuting Survey



This quick survey lets us know how COVID-19 has affected travel behaviors now and for the future.

Submit your response TODAY!



30 Days left!

To review the
draft TIP and
provide feedback



Transportation Improvement Program

TIP



Fiscal Years 2021 - 2025

2020 CENSUS

*We're
counting
on you!*





Subscribe to our channel to watch
the latest virtual meetings!



The Miami-Dade TPO
office will be **closed** on
Monday,
October 12, 2020
in observance of

Columbus Day



Urban Mobility Task Force

Virtual Meeting Notice:

Thursday,
September 24, 2020
at 12:30 PM



Welcome to our new Miami-Dade TPO
Governing Board Members!



**Danielle Cohen
Higgins**
Commission District 8



René Garcia
Commission District 13



Keon Hardemon
Commission District 3



Rodney Harris
City of Miami Gardens



Kionne L. McGhee
Commission District 9



Raquel A. Regalado
Commission District 7



SMART Call for Ideas...

"Call for SMART Ideas" is open
until January 17, 2020! Submit your
idea(s) that support improving
your commute to the
#MiamiSMARTPlan.

Learn more at www.miamidadetpo.org



Happy Holidays

from the

Miami-Dade TPO

Office will be Closed:
December 25, 2020



ICYMI:
In case you missed the
Taste of Transportation Virtual Lunch series
you can watch it at any time!



NEWSLETTER BANNERS



Previous Banner



Current Banner



PLATFORM LOOKS



Facebook Banner



Twitter Banner



LinkedIn Banner



YouTube Banner



VIRTUAL MEETING LOOK



Zoom Background Banner



We've cleaned up and updated the SMART Plan Map and SMART Plan Progress Map.

[illegible]

MIAMI DADE SMART PLAN

NEW SERVICE OPENINGS, CONSTRUCTION, & PROJECT MILESTONES

The SMART Plan

- Existing Metrorail
- Existing Light Rail
- Existing Bus
- Metrorail Metrolink Center
- SMART BusRapid Hub

Rapid Transit Corridors (in development)

- 1 Beach Corridor
- 2 East-West Corridor
- 3 Kendall Corridor
- 4 North Corridor
- 5 Northeast Corridor
- 6 South Dade Transitway

Bus Rapid Transit Corridors (SMART Corridors)

- 1 Flagler Corridor
- 2 S. Miami Dade Express
- 3 S.W. Miami Dade Express
- 4 Florida's Metrolink Express (S)
- 5 Florida's Metrolink Express (N)
- 6 Beach Express North
- 7 Beach Express Central
- 8 Beach Express South

Ways for Smart Service

SMART Plan Demonstration Projects

Phase I Projects

Fixed Route Services

- South Dade Trailway
- Metrolink Connector
- Metrolink BusRapid
- North Bay Village Express
- SW Miami Dade Express

On-Demand Service Areas

- City of Coral Gables
- Town of Cutler Bay
- Village of Palmetto Bay
- Village of Pinecrest
- Metrolink Area

New Facilities

- Metrolink Metrolink Train Station
- Palmetto Bay Transit Station

Phase III Projects

Improved/Expanded Services

- Coral Gables Trailway
- Metrolink Connector
- Metrolink BusRapid
- Palmetto Station Express
- South Beach Trailway
- City of Coral Gables On-Demand

Phase II Projects

Fixed Route Services

- Biscayne Gardens Extension
- Metrolink Metrolink Station to I-75 Metrolink Park & Ride
- Liberty City Trailway
- Palmetto Station to Pinecrest Station Express
- South Beach Trailway
- Town of Miami Lakes to Palmetto Station Express
- Village of Fort Lauderdale

On-Demand Service Areas

- FLU Palmetto Station
- Surfside Park Metrolink Station
- I-75 Metrolink Transfer
- Metrolink Connector
- Metrolink Connector
- Metrolink Connector

New Facilities

- SW 144th Street Park & Ride

NEW PROJECTS

- Metrolink BusRapid
- Metrolink Connector
- Metrolink BusRapid
- Metrolink Connector
- Metrolink BusRapid
- Metrolink Connector

* Extended on evenings and weekends for existing service

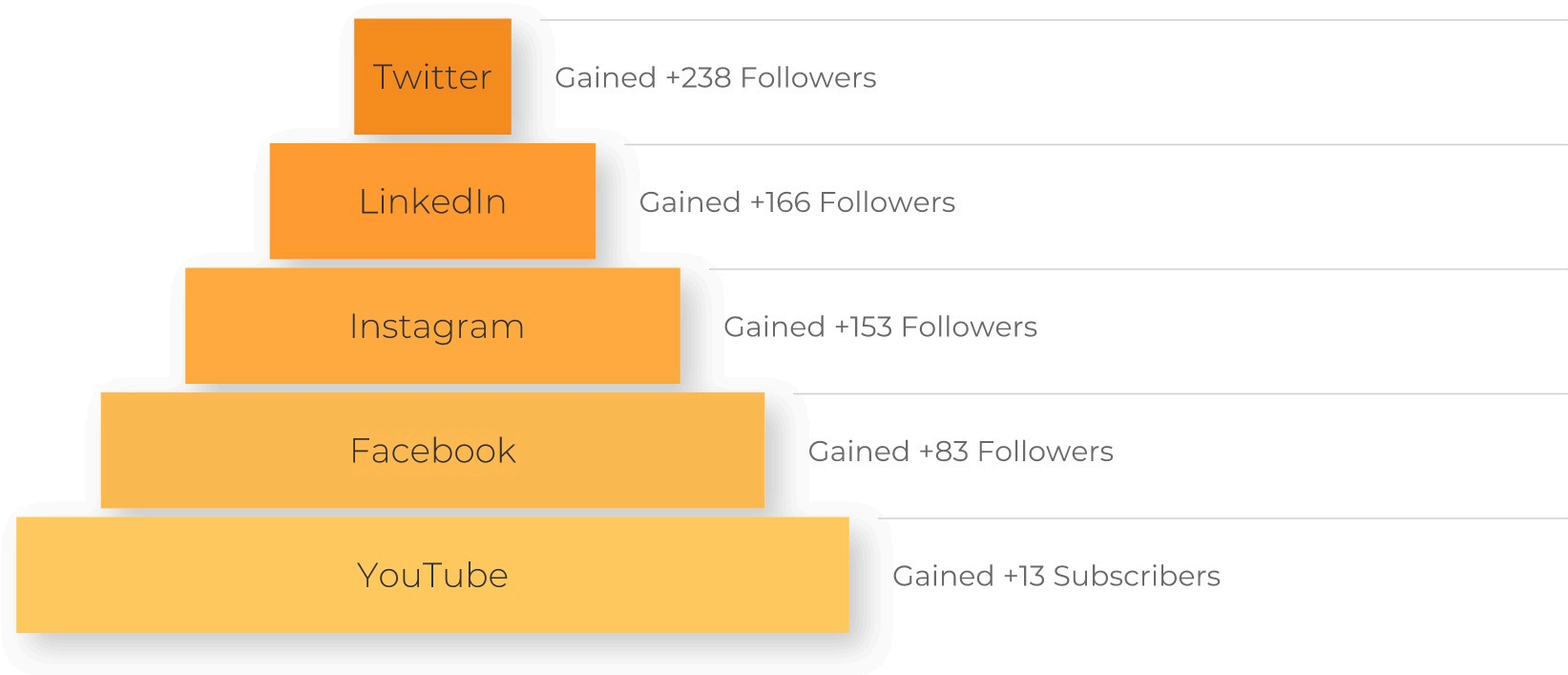
RESULTS

Followers/Statistics/Summary



FOLLOWERS

Growth of the TPO audience



1 Achieved over 200k impressions collectively across all social media platforms.

2 All outreach events, graphics were adjusted to inform and educate the audience for up-to-date pandemic and agency information.

3 Posted over 80 events (both in-person and virtually), uploaded 158 slide decks and generated 3.9K views on YouTube.

4 Messaging was modified to adhere to the current conditions for virtual meetings keeping our audience engaged and safe.



OVERALL STATS



SUMMARY



We've shared, in-person and virtually, 80 events/meetings!



Our Twitter account received the most impressions from audiences!



Our Instagram's overall look is the preferred platform for peek audience engagements!



Our account surpassed 300 Followers to date!



Our YouTube account became the preferred platform to view all virtually held meetings keeping our audiences informed!



Our SlideShare platform went global!



WHAT'S NEXT?



NEXT STEPS



- Maintain on-going coordination for social media/graphic needs
- Continue to provide educational posts to engage the audience with up-to-date information of TPO meetings (virtually and in-person), plans and documents
- Push messaging to the general public with up-to-date COVID-19 information, reopening announcements, and partner agency updates
- Develop new visuals, graphics and reports with a fresh look in the second half of the year





THE UNEXPECTED

Our goal is to work efficiently and swiftly to adjust to unforeseen circumstances. It is our duty to adhere to the public's needs visually, and design user friendly educational campaigns to inform on all levels. This past year we worked together to overcome our obstacles, and we are grateful for the opportunity to continue serving the Miami-Dade TPO.



감사합니다

GRAZIE VINAKA
TERIMA KASIH
THANK YOU
TAKK
merci
謝謝
ありがとう

THANK YOU!

We would like to thank the Miami-Dade TPO for allowing us to help amplify your social media in 2020!

Over the past year we continued to increase your audiences across all social accounts. We've utilized new platforms and provided sleek graphics to educate the public with up-to-date pandemic information and how to stay involved with the TPO, both virtually and in-person.

We look forward to another happy and healthier year with you in 2021!

