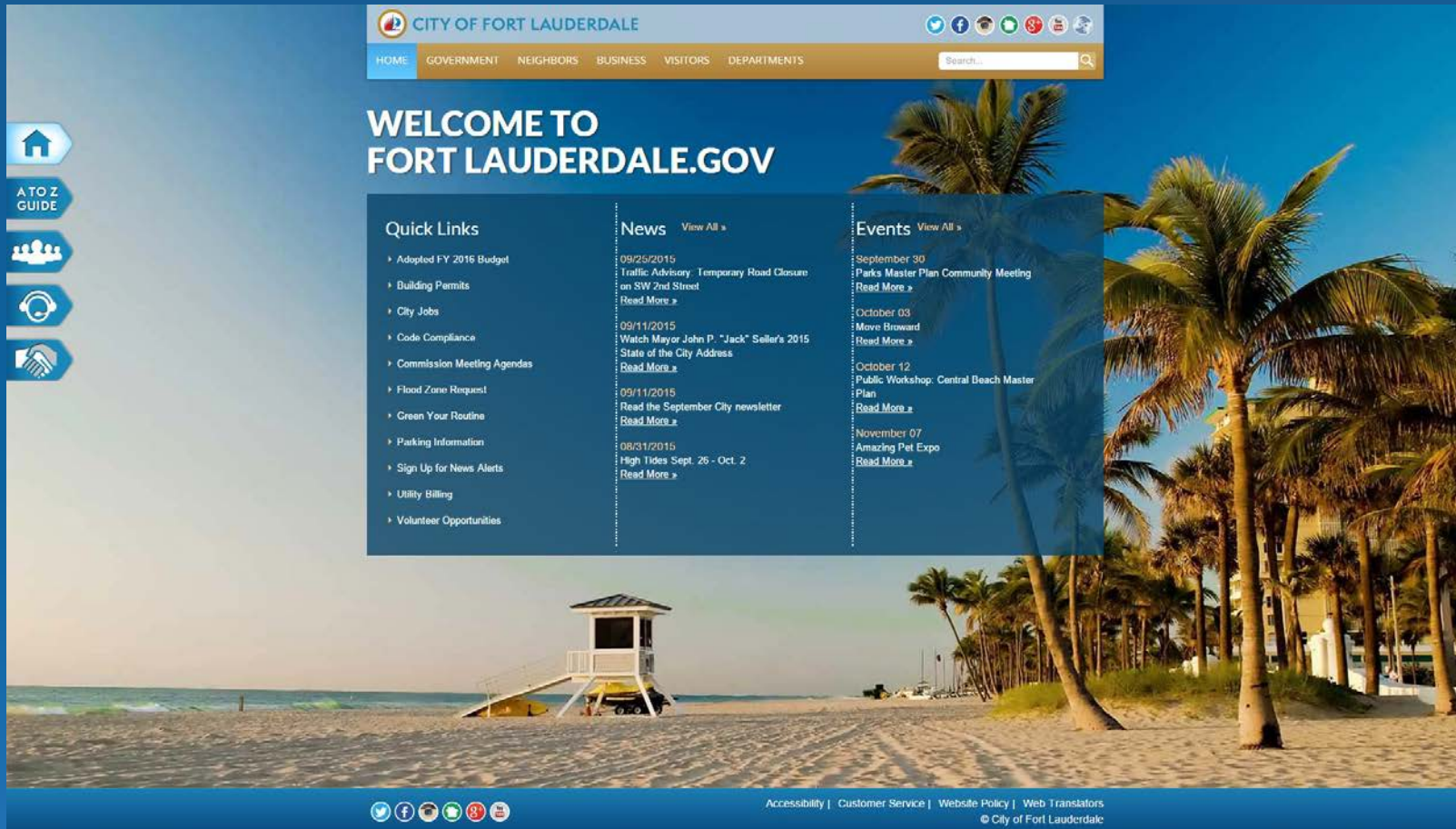




CITY OF FORT LAUDERDALE
PUBLIC AFFAIRS OFFICE

City Wins Best of the Web Award



CITY OF FORT LAUDERDALE
PUBLIC AFFAIRS OFFICE

2015 Best of the Web Award

FORTLAUDERDALE.GOV was recognized for:

“...a modern look and feel, increased opportunities for engagement and improved navigation.”

-Center for Digital Government



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2014 Neighbor Survey Results

FORTLAUDERDALE.GOV ranks as the community's #1 go-to source for City information. Higher than:

- Television news
- Major newspapers
- HOA newsletters
- City newsletter
- Community newspapers
- HOA meetings
- Radio
- Email subscriptions
- Customer service line
- Facebook
- TV - Channel 78
- Twitter



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Growing Social Media

- Twitter – Up 700% with 5,000 Followers
- YouTube – Up 396%
- Google Plus – Up 340%
- Nextdoor – 6,000 users
- Telephone Town Hall Meetings
 - Reached over 53,801 neighbors



Top media Tweet earned 1,952 impressions

Vice Mayor McKinzie & son w/ a few of
[@FLPD411](#) finest leading off [#FTLFunRide](#)
from Carter Park. Wow! What a turnout.
pic.twitter.com/NQgF4AQoOU



5

[View Tweet activity](#)

[View all Tweet activity](#)

**Vice Mayor
McKinzie earns
Top Media Tweet
for June with
1,952
impressions**



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City of Fort Lauderdale - City News

Published by Chaz Adams [?] · May 23 · 🌐

Fort Lauderdale gives a shout out to 2011 Walk of Fame Inductee Marcia Pinder, the Girls Varsity Basketball Coach at Dillard High and the all-time winningest basketball coach in the state of Florida!



29,168 people reached

Boost Post



Like



Comment



Share

Coach Pinder's Photo Scores! 29,000 people reached on Facebook!



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Recent Projects

- King Tides
- ESMS
- Park (ing) Day
- Vision Zero
- A Guide to the Budget
- State of City
- U.S. Customs Opening
- Climate 101 Training
- Cybersecurity Training
- National Night Out
- ISO 9001
- Greeter Program
- Neighbor Ambassadors
- Code Compliance Materials
- HHW Events
- Telephone Town Hall Meetings
- Benefits Updates
- Tire Disposal
- SummerJamz Concert
- Stormwater Education



Upcoming Events

- Make A Difference Day
- International Boat Show
- Open Streets
- Veterans Day
- Big Toy and Truck
- Citizens Recognition Awards
- Turkey Trot and Paddle
- Family Fun Ride & Moonlight Movie
- ACE Awards
- Light Up Lauderdale
- Light Up the Beach
- Light Up Sistrunk
- Winterfest Boat Parade
- Downtown Countdown



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Upcoming Projects

- Lauderserv enhancements
- Livestreaming major events
- Adding Periscope to Twitter
- City in :60
- Bus bench advertising
- More video programming for Ch 78
- Citywide digital signage program
- Website background images
- Profile in Executive SF Magazine



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Website: www.fortlauderdale.gov



Facebook: [/cityoffortlauderdale](https://www.facebook.com/cityoffortlauderdale)



Twitter: [@FTLCityNews](https://twitter.com/FTLCityNews)



Instagram: [/cityoffortlauderdale](https://www.instagram.com/cityoffortlauderdale)



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City E-news: www.fortlauderdale.gov/citynews



Lauderserv: www.fortlauderdale.gov/lauderserv



Next Door: www.nextdoor.com



Interactive website: www.webuildcommunityftl.com



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City Newsletter: www.fortlauderdale.gov/currents



Emergency Notifications: www.fortlauderdale.gov/codered



Government Access Channel: www.fortlauderdale.gov/fltv



**CITY OF FORT LAUDERDALE
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THANK YOU!



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