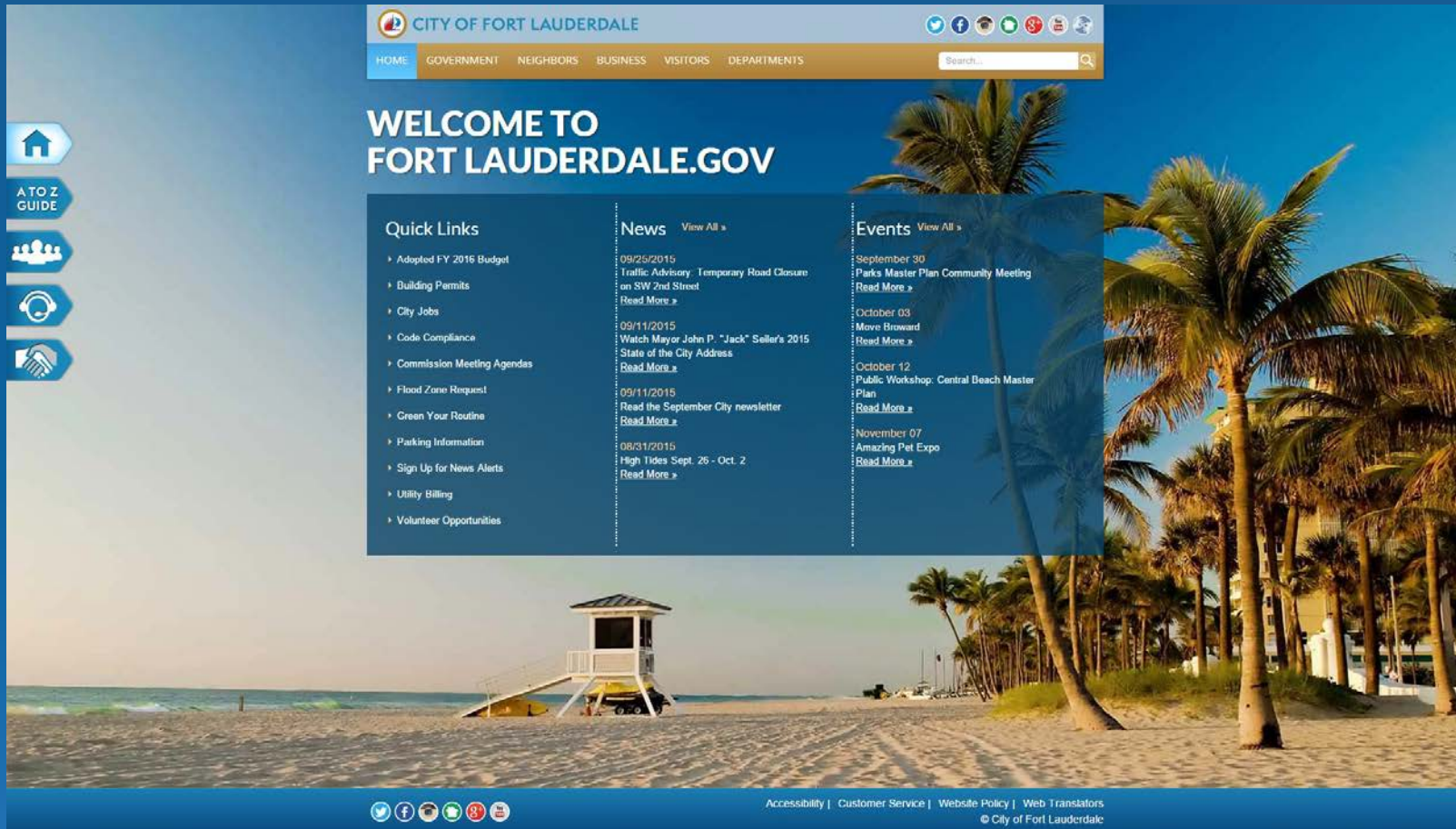




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# City Wins Best of the Web Award



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# 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](https://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



# CONNECT WITH US!



Website: [www.fortlauderdale.gov](http://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](http://www.fortlauderdale.gov/citynews)



**Lauderserv:** [www.fortlauderdale.gov/lauderserv](http://www.fortlauderdale.gov/lauderserv)



**Next Door:** [www.nextdoor.com](http://www.nextdoor.com)



**Interactive website:** [www.webuildcommunityftl.com](http://www.webuildcommunityftl.com)



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**City Newsletter: [www.fortlauderdale.gov/currents](http://www.fortlauderdale.gov/currents)**



**Emergency Notifications: [www.fortlauderdale.gov/codered](http://www.fortlauderdale.gov/codered)**



**Government Access Channel: [www.fortlauderdale.gov/fltv](http://www.fortlauderdale.gov/fltv)**



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# THANK YOU!



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