



Communication Strategy



Communications & Community Affairs

INTRODUCTION

In recent times, the media landscape has changed in many ways. As populations and their needs change—through aging, movement, family structure change, and more—the communication channels at our disposal have also changed. For an entity to effectively market and communicate itself, that body must understand the needs of the present while keeping what is to come close in mind.

DEPARTMENT MISSION & GOALS

The Town of Miami Lakes publishes content using its many platforms and channels. The goal of these communication efforts is simple: to inform, update, and involve residents, to attract potential business and residential interests, and to portray the Town cohesively and in accordance with its founding values and principles.

Clear, concise, and attractive publications allow us to do this. This is achieved through purposeful and curated communications channels that prioritize quality over quantity in a world of trends and algorithms, though it is important to also keep in mind that social media must be part of a larger communications effort.

The Communications and Community Affairs Department mission is to provide pertinent information for all people who **live, work, visit** and **play** in Miami Lakes. This is guided by its experience and watchful eye to determine the content to be distributed and the most effective methods of doing so. Social media postings, print media distribution, email blasts directly to residents: these are some of the ways the Town looks to stay in contact with residents when and where they seek out that information.



Whether it be through more traditional means of media communication or through the ever-evolving digital media world, few things change when it comes to what residents need to know and want to see:

1

UPDATES FROM THE MIAMI LAKES TOWN COUNCIL

Updating our Town calendar for upcoming meetings, posting Council meeting recordings to our social media sites, and informing residents of pressing and important changes and resolutions, aided through coordination with the Office of the Town Clerk.

2

UPDATES FROM TOWN ADMINISTRATION AND DEPARTMENTS

Informing residents on the things affecting Miami Lakes; financial information and Town-wide initiatives, youth and adult programming, capital improvement and infrastructure projects, tree canopy care and so much more.

3

HOW THE TOWN ACHIEVES ITS MISSIONS AND GOALS

The way services and initiatives are funded and procured; through taxpayer means or funding sought through our Grants Department, the Town emphasizes transparency and open discussion related to how progress is made, including through our [Transparent Miami Lakes](#) dashboard.

4

HOW THE TOWN RESPONDS TO THE NEEDS OF RESIDENTS

Communications that use a direct and conversational—rather than broadcasting—tone allows for residents to ensure that their concerns are addressed directly. Being accessible by a number of platforms, including social media, email and phone lines, public inquiry forms, and more makes it so no voice goes unheard.

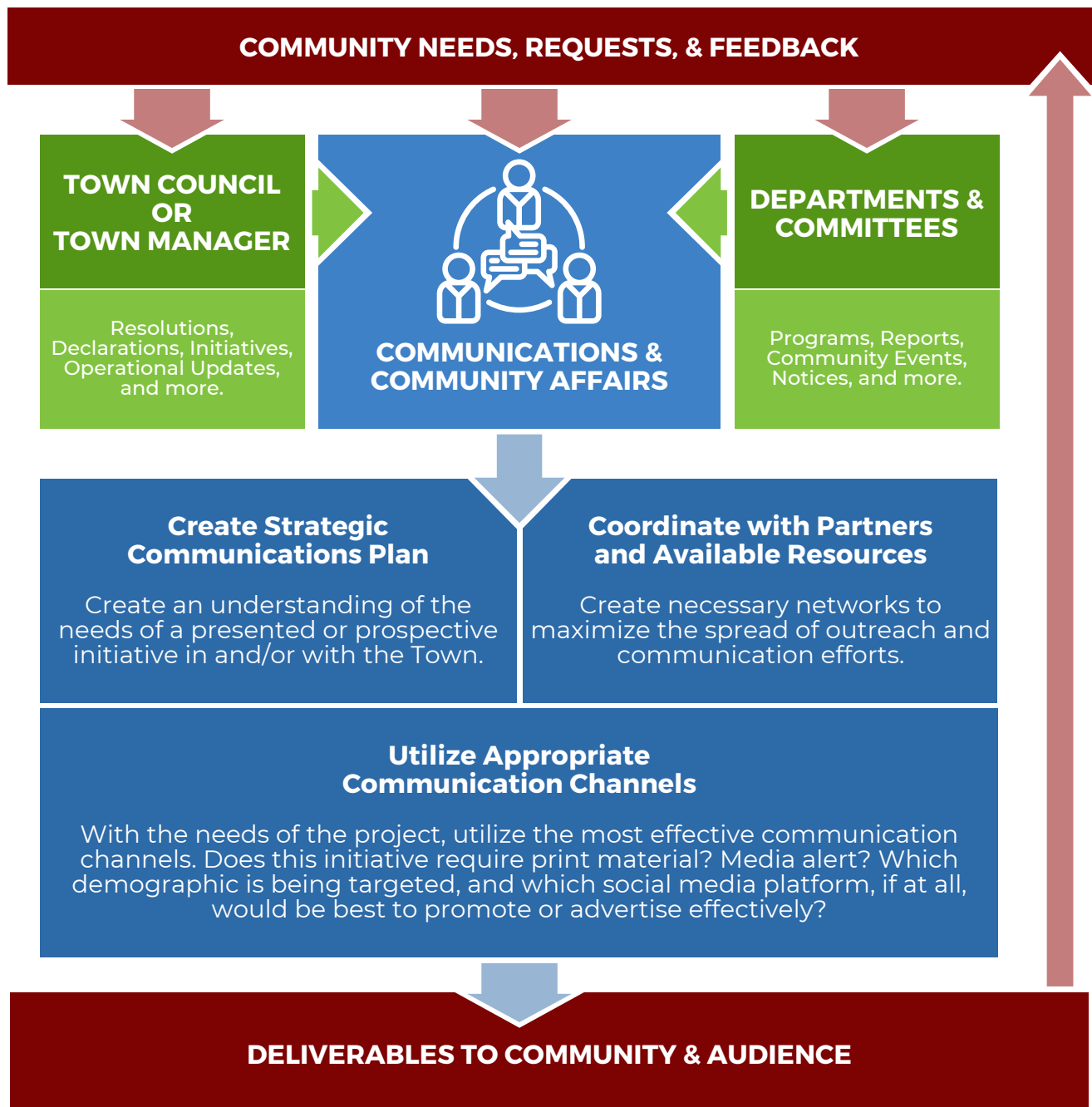
5

PROMOTING AND HIGHLIGHTING EVENTS IN THE TOWN

Utilizing social media, print media, and traditional news outlets, the Town uses outlined channels in order to contact audiences based on their interests. Utilizing these channels, alongside efforts of Town Committees and intergovernmental outlets, we are able to ensure that no stone is left unturned when it comes to attracting audiences to events, new and traditional.

COMMUNICATION PLANNING PROCESS

See below the process in which the Communications & Community Affairs Department intakes ideas and initiatives to develop effective and engaging communications efforts for residents of the Town of Miami Lakes. This process is constantly guiding and informing the Town and allows it to keep the community appropriately informed, involved, and interested in the happenings in and around Miami Lakes.



HOW THE TOWN COMMUNICATES

The Town utilizes a variety of both traditional and nontraditional communication tools to reach its many audiences—current and prospective—which includes residents, business owners, developers, and others. The Town relies on our targeted audiences to seek out the tools that they prefer to use to get details on news, events, programs and more, aided by our Communication Matrix. Whether it is a subscription to our monthly eNewsletter, following our Facebook page, or frequenting the Town calendar on the website. In short, please use and peruse the tools at your disposal to find the information you need, when you need it!

Here is a glimpse at how the Town communicates.



eNewsletters

- Monthly Newsletters: Find out about upcoming events, meetings, and services around Town to 12k subscriber mailing list
- Business Newsletter: Quarterly business-focused news and information



Digital Communications

- www.miamilakes-fl.gov: The Town's website, updated with information for each department and division
- www.miamilakesbiz.net: The Town's economic development online center for business resources and tools



Advertising and Public Relations

- Digital & Print Ads (Meta Suite, flyers, banners, etc.)
- Partner Outreach (Miami-Dade County Public Schools, Great Miami Chamber of Commerce, Miami Lakes Chamber of Commerce, etc.)
- Press Releases (Approx. 10 per month)



In Person

- Police Outreach: PD welcomes each new resident and hosts in-person Walk and Talks in various subdivisions
- Council/Committee Meetings: Meetings are open to public to learn more and share input
- Town Hall: Stop by Town Hall to chat with a staff member



Signage and Outdoor

- Smart Sign updated for events, meetings, etc.
- Community Center bulletins
- Event Banners
- Light-pole Banners/Flags



Social Media

- Social media is the most contemporary and effective means of communication that the Town has. With 48.9k followers, an 8.2% year-on-year increase in following, and a monthly average of 232 posts across the four largest social media platforms, it is important that residents are able to tune in to each respective platform for their own specific needs
- **LinkedIn**: Stay informed on the business and career information that Miami Lakes has to offer, such as job openings and networking events
- **Instagram**:
 - *Town of Miami Lakes*: Celebrate Miami Lakes with highlights, Reels, event recaps, ribbon cuttings, and much more. The natural engagement that occurs and thrives from users seeing real faces is critical to the front-facing aspect of a municipality and its marketing efforts
 - *Shop Miami Lakes*: Take in the sights of local businesses—everything from food to fitness
- **Facebook**: Find out about upcoming events, re-watch Council or Committee meetings, scroll through albums of past events, and hear from the Town regarding updates and official news
- **Twitter**: See what events are on the horizon, find photos and recaps of events, and stay in touch with other Miami Lakers
- **YouTube**: View Committee and Council meetings live and after the fact, watch event recaps and promotions, have fun with YouTube Shorts, and more



SOURCES: DATA FOR FOLLOWING, POSTS, AND CHANGE IN FOLLOWING FROM SPROUT SOCIAL®; DATA FOR NEWSLETTER FROM INTUIT MAILCHIMP®; PRESS RELEASE AVERAGES BASED ON PUBLICATIONS MADE IN 2022 AT WWW.MIAMILAKES-FL.GOV.

COMMUNICATION MATRIX

The Communication Matrix is a resource for both residents and Communications staff. It allows users to identify tools and their use cases for specific needs, projects, and objectives. It is a reference that prioritizes the user's end-goal, as opposed to their demographic or access.

TOOL EFFECTIVENESS COLOR KEY

- Most effective tool(s) for this content
- Potentially effective tools for this content
- Least effective tools for this content

FREQUENCY KEY

- AN - As Needed
- D - Daily
- W - Weekly
- M - Monthly
- Q - Quarterly
- AS - At Project Start
- AE - At Project End

"I AM LOOKING FOR..."

	Town Website, Press Releases (www.miamilakes-fl.gov)	Town Calendar (www.miamilakes-fl.gov/calendar)	Town & Business Newsletters (Monthly & Quarterly, respectively)	Flyer/Poster (Town Hall & Community Centers)	Email Blast (12k subscribers)	Facebook (@townofmiamilakes, @shopmiamilakes)	Instagram (@town_of_miami_lakes, @shopmiamilakes)	Twitter (@MiamiLakesNews)	LinkedIn (Town of Miami Lakes)	YouTube (@MiamiLakesFL)	Smart Sign (at Miami Lakes Dr and NW 77th Ave)	Print Publication (The Miami Laker)
Town News												
Event Information												
Event Recaps & Highlights												
Public Meeting Information												
Town Council Updates												
Parks & Recreation Information												
Public Works Updates												
Other Administrative Updates												

Facebook

@townofmiamilakes
@shopmiamilakes

Overview: Facebook is a staple in the social media world and an originator of ways in which current platforms were derived from. This globally popular site allows users easily connect with other users, based on their shared interests, or likes. Users that follow pages—which can be set up by individuals, businesses, or organizations—are able to receive updates and notifications from those pages, including **event information**, **photo album publications**, **community posts**, and more.

Approach: The Town utilizes Facebook to enable residents to find out about re-watch streamed Council and/or Committee meetings, scroll through photo albums of past events, hear from the Town regarding updates and official news, and hear about upcoming events thanks to the platform’s own built-in event management abilities. Along with that, the ability to tag other pages creates a natural increase in engagement and another layer of promotional, interactive, and collaborative capabilities.

Our goal with Facebook is for it to be the ‘traditional’ outlet for interacting with members of the community. In a sense, this is meant to act as a modern day bulletin, where event information and official postings can be offered to the public. Demographics for the platform tend to skew towards an older population, which then informs our approach and keeps the language and tone more direct and, again, traditional. Due to the platform’s high volume of users, it is also used as a place to advertise posts, using the Meta Business Suite.

Twitter

@MiamiLakesNews

Overview: Twitter is a **microblogging** and social networking platform, most famous for its **short-form posts**, capped at 280 characters, shared by its users. With hundreds of millions of monthly users and just as many daily posts, Twitter has quickly become a one-stop shop for brief discussions and posts—its short-form nature enabling a **higher output of posts**, or Tweets.

Approach: Twitter for the Town of Miami Lakes shares a few similarities with that of Facebook. Though more limited in its flexibility in posting content (e.g. a maximum of four photos to a post), the ability to tag accounts and post links that embed content allows for a higher level of engagement and interaction, due to the added ease in sharing information and redirecting users.

Our goal with Twitter is to keep information condensed and easily digestible for all demographics and followings, established and prospective. In its current state, Twitter allows for seamless cross-posting between other platforms, including YouTube. This allows us to post videos, such as groundbreaking ceremonies, to follower feeds without disturbing their user experience, driving engagement (as opposed to redirecting the user, negatively affecting their experience). As posts are limited to either four images or a single video, this also allows us to focus and be more have more intent with the content being posted.



LinkedIn

Town of Miami Lakes

Overview: LinkedIn is a **business & professional, networking-oriented** social networking services that allows users, employers and prospective employees, to connect. Users can **connect with individuals and organizations** in similar fields or use the site to expand their network to other fields. The site also features a job search functionality that allows individuals to upload and submit resumes to posted **employment opportunities**.

Approach: LinkedIn allows the Town to post content specifically derived from professional and business related efforts. It also offers the Town a place to post job listings to candidates.

YouTube

@MiamiLakesFL

Overview: YouTube is one of the world's top **video sharing** sites, allows users, individual or organizational, to **upload videos** and **short-form content**, called Shorts, and hold live stream videos. Channels operate on a **subscription basis**, where users can keep up to date with posts from selected accounts.

Approach: YouTube allows the Town to easily share videos of ongoing construction projects, recaps of past events, and stream Committee and Council meetings. Utilizing the playlist features of the site, we are able to house a channel that is easy for our residents to find exactly what they need.

Instagram

@town_of_miami_lakes @shopmiamilakes

Overview: Instagram is a **photo and video sharing** social media platform and networking service in the **Meta Platforms family**, alongside Facebook. Users can share this content by posting **short-form video content**, called Reels, up to ten photos per post in a swipeable carousel, or by going live with built-in **streaming capabilities**. As part of the Meta family, **cross-posting** between Instagram and Facebook allows users the chance to bridge audiences between the two platforms, while also opening doors to promotion through the aforementioned Meta Business Suite.

Approach: With a highly curated social media feed, the Town uses Instagram to put a face to the place that is Miami Lakes. Engagement potential for the Town with this platform is particularly high due to a large and growing following that interacts with these more personable posts. For example, static graphic flyers are often used in a high volume for promotional purposes but come at the cost at an algorithm that seeks out content's relevancy as opposed to volume of posting—quality over quantity.

The use of Stories—posts that last 24 hours on a user's page—as a sort of bulletin has allowed us to shift from a feed filled with repetitive and informative, but unengaging posts to one of a visual showcase for the Town, its events, residents, and vision.

