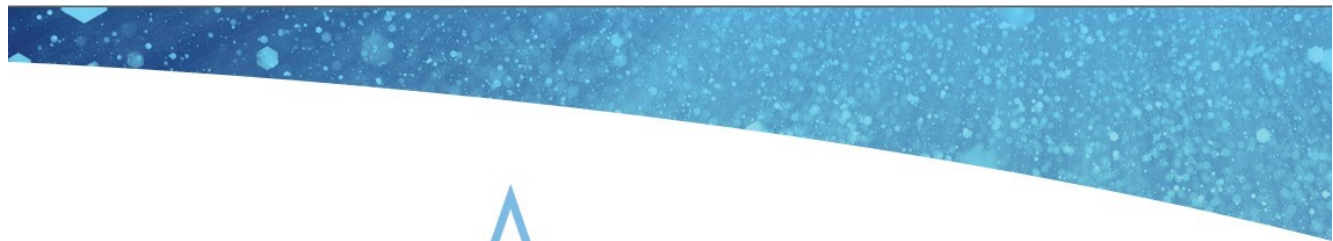


FMCA Outstanding Awards: Best Use of Social Media Entry Form 22-23



Category Description

Communication between the public and a local government, local government department, or local government event on social media.

Name of Individual Submitting Entry

Lizzy	Kelley
First	Last

Affiliation (Municipality/Organization)

City of Tallahassee

Primary Contact Email

Lizzy.Kelley@talgov.com

Primary Contact Phone

(850) 879-2178

Entry Title

Quick Questions, Short Answers

Jurisdiction (City/Town/Village/Other)

City of Tallahassee

Population

198371

Social Media Platform Handle (use comma to separate between platforms/handles)

@CityofTLH (everywhere)

Supporting Documentation

FCMA Supporting Documentation for Best Use of Social Media - City of Tallahassee.docx

*Suggestions: Up to five posts used to achieve a stated goal (across different platforms).***What are the goals and objectives of your entity’s social media presence (include reference to your social media policy)?**

The City of Tallahassee’s mission is to be the national leader in the delivery of public service, and as stated in our social media policy, “the City is committed to continuously enhancing communications methods to reach a broad audience. Social networking in government serves to directly communicate and deliver information to citizens.” With these guideposts, the City’s Communications Department continually reviews its social media approach and emerging trends, platforms, etc.

Insights from Sprout Social (a company that offers social media management/intelligence tools) showed that “customers consider short-form video content to be 2.5x more engaging than long-form video content. Plus, two-thirds of customers also agree that short-form video content is the most engaging type of content, over images, live videos, GIFs, memes and more.” While they did not provide demographic information for who these customers were, other online sources shared similar insights about today’s consumers in general. Short-form videos are typically mobile-friendly, vertical and less than 60 seconds.

Seeing the sharp rise of short-form video content over the last couple years, the City’s Communications team knew it needed to incorporate this approach into its offerings. Several platforms were considered, including YouTube Shorts, Tik Tok and Instagram Reels. The team was already actively implementing changes to strengthen its YouTube presence, so YouTube Shorts seemed like a natural extension of that effort. Additionally, an analysis from YouTube posted in July 2022 showed faster audience growth for channels that posted both shorts and long-form content, which could help achieve the team’s 2022 objectives – (1) reach 5,000 subscribers and (2) receive more than 200,000 video views on the City’s YouTube channel.

Using examples, describe the strategies your entity uses to manage social media to foster engagement.

As with the City's overarching social media approach, the team aimed to use YouTube Shorts to educate and inform audiences about City services in an engaging way. Each video focuses on a single topic/question, such as the smell of natural gas or recycling plastic bags. Topics/questions are gathered from a variety of sources including social media, City departments and word of mouth (friends, family, people at events, etc.).

The team uses two production strategies to create this additional high-quality, short-form content.

The first strategy leverages video productions being filmed for long-form content. While the team is out filming for a long-form video, we simply ask a few extra questions that will be used for shorts. The shorts created feature City employees as subject matter experts answering quick questions, such as when to plant trees in Florida and if you really need to stop on the white line at a signalized intersection.

The second strategy was to develop a stand-alone series centered on recycling. Sustainability is a major focus for the City, and each Saturday, Communications shares a sustainability tip on social media (Facebook and Twitter). Developing this series would provide more rich-media content into the posting schedule and expand message platforms. Additionally, it would provide needed education in a more engaging way about what can be recycled in residential curbside collection bins, a continual challenge for the City's Waste Management division. The series is rooted in a vaudeville, trivia-like presentation.

By featuring timely topics (cold hardy plant recommendations in winter) and answers to those general curiosities we all have (can you recycle a pizza box?), the team is using shorts to foster engagement.

Describe the supporting documentation submitted with this entry.

•Example 1 – “True or False: Should you Stop on the White Line?”

(<https://youtube.com/shorts/EvkNt2hEoQs?feature=share>) – This was one of the first Q&A style shorts the team produced. We were already filming with a Traffic Service Technician for a long-form video. The team asked a few additional questions in the hopes we’d have something to test that covered an evergreen topic about traffic/roadway infrastructure. Overnight the short racked up more than 50,000 views! While probably an outlier, this success let us know that curious questions have potential universal appeal.

•Example 2 – In the Bin series

(<https://youtube.com/playlist?list=PLn5WDwYgw5DCqj2YfgqmwZ12kcBHKRAqR>) – This quirky series is a passion project within Communications. When originally launched, we tested combining three shorts into one long-form video, but the team has since moved away from that to let each topic stand on its own. This series is therefore unique among the City’s shorts, as it doesn’t directly correlate to other video content on the channel. This, ideally, encourages subscribers and visitors to our YouTube channel to engage back and forth between long-form and short-form content to not miss anything.

•Example 3 – Cold weather landscaping series (<https://youtube.com/shorts/bJJKQIMvc8k?feature=share>) – This Q&A series provides seasonal landscaping tips and information for winter. This would provide timely tips that people could use during the season in which it was produced and released. For this series, the team was already filming a long-form video with a Horticultural Specialist and prepared a quick list of additional questions. While the long-form video targeted extreme cold snaps, the shorts provided content that would be relevant all winter.

What is new, innovative or creative about your entity’s use of social media?

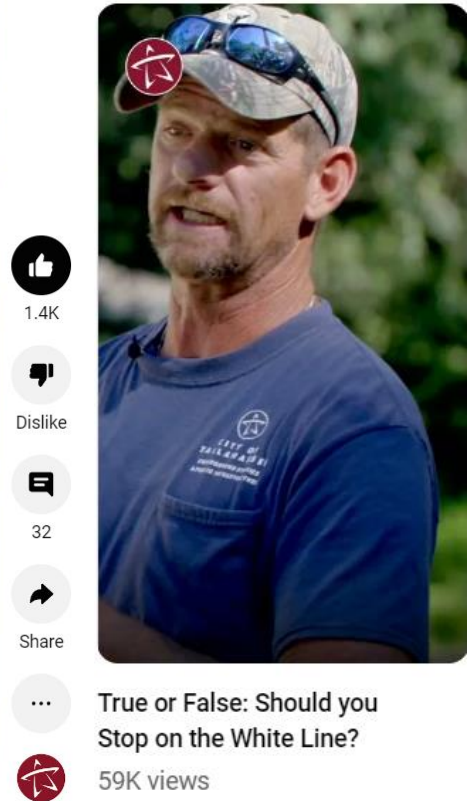
Short-form video continues to grow in popularity. This helps us connect to a wider audience and remain engaged in ways that residents want to be engaged. Additionally, the Q&As have become a good way to get City employees comfortable on camera. It allows their personality to shine while they share their expertise in a less formal, unscripted way. Without shorts, this content wouldn’t have an outlet.

Describe how your entity’s use of social media is successful (include your evaluation process and metrics).

Shorts are driving success on the City of Tallahassee’s YouTube channel and helped achieve the team’s 2022 objectives. We reached 5,142 YouTube subscribers by Dec. 31, 2022, exceeding the goal by 2.84%. In 2022, a huge spike for new subscribers occurred the day the “True or False: Should you Stop on the White Line” short launched. (As reference, the channel had 4,603 subscribers on Jan. 1, 2022. The channel launched in 2007.) In 2022, the City’s YouTube channel received 211,500 views, exceeding the goal by 5.75%. Individual shorts also performed better, on average, than individual regular-length videos posted on the City’s account during this time. For regular-length videos, the view per video average was 1,194. For shorts, the view per video average was 4,400.

FCMA Supporting Documentation for Best Use of Social Media
City of Tallahassee entry: "Quick Questions, Short Answers"

Example 1 – "True or False: Should you Stop on the White Line?"
(<https://youtube.com/shorts/EvkNt2hEoQs?feature=share>)



Example 2 – In the Bin series

(<https://youtube.com/playlist?list=PLn5WDwYgw5DCqj2YfgqmwZ12kcBHKRAqR>)



In the Bin: Can You Recycle a Candy Bucket?

671 views



In the Bin: Can You Recycle a Pumpkin?

459 views



In the Bin: Can You Recycle Styrofoam?

743 views

Example 3 – Cold weather landscaping series
(<https://youtube.com/shorts/bJkQIMvc8k?feature=share>)



4
Dislike
0
Share



What Are Good Plants & Flowers for Cold Weather?
323 views



HELP! My Plants Look Dead After Freezing!
383 views