

it's  
**RIGHT  
HERE**  
in MIRAMAR...

## OFFICE OF MARKETING AND PUBLIC RELATIONS SOCIAL MEDIA CAMPAIGN IT'S RIGHT HERE IN MIRAMAR (IRHIM) FACEBOOK PAGE

The City Manager's Office of Marketing and Public Relations (OMPR) was established in October 2014 to expand the City's presence and marketing capabilities. Its purpose, to create, launch and implement a brand that is synonymous with innovation, culture, arts and entertainment. The City of Miramar It's Right Here In Miramar brand was introduced to showcase Miramar as a global destination for businesses, residents and visitors to live, work, play and prosper.

The **objective** for this particular Social Media Campaign is to increase community engagement.

**Strategy #1:** Consistently produce and disseminate quality content with attention-grabbing graphics that is of high interest to the Miramar community. Subsequently, the IRHIM Facebook Page entices users to frequent the page for information, as well as providing for an open medium to engage in dialogue with the City. The page features posts regarding City events and activities, such as, ground breakings, ribbon cuttings, youth sporting events, etc.

**Strategy #2:** Community Engagement

- Launching day: engaged the community through a social media **selfie contest** during the city's Holiday Lighting event. Attendees were encouraged to first like the IRHIM FB Page, upload a selfie with #HolidayLighting in the comments. Two winners were randomly chosen and received a \$100 gift card.
- Community Events and Activities: promote City events (MLK Celebration, Relay for Life, Career Fairs, etc.).

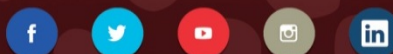
The **results** were outstanding! OMPR received approximately 200 likes within the first couple of hours and have a 5 out of 5 star rating to date!

- Launched: December 6, 2014
- Total **Organic Likes within the first couple of hours:** 197, Total **Organic Likes within the first week:** 216
- Total **Organic Reach within the first couple of hours:** 1,285, Total **Organic Reach within the first week:** 1,889
- Total likes as of 2/13/2015: 303
- As of 2/13/2015: 5 out of 5 Star Rating



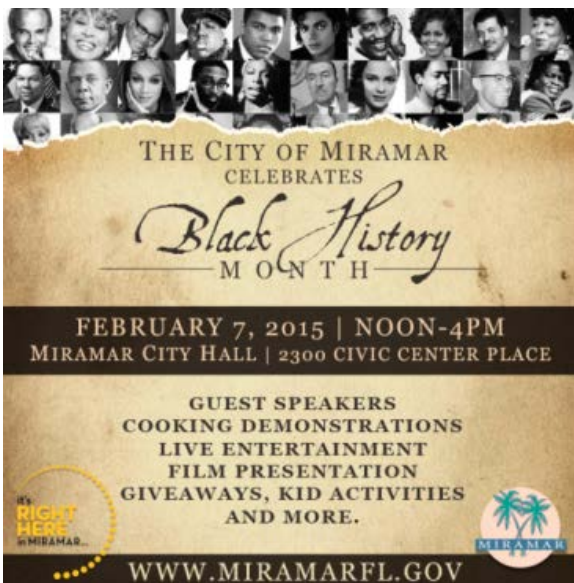
BEAUTY AND PROGRESS  
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[www.miramarfl.gov](http://www.miramarfl.gov)



## EXAMPLES OF COMMUNITY POST RESULTS

02/01/2015 7:10 pm		EMPLOYMENT OPPORTUNITY: #OurMiramar hosts the Pirtle Construction Career Fair   FEB 12			475	
02/07/2015 11:15 pm		You're invited to the #RelayForLife of #OurMiramar Kickoff Party!! FEB 12 @ 6:30   2400 Civic Center			242	
02/05/2015 10:05 pm		You're invited to the #RelayForLife of #OurMiramar Kickoff Party!! FEB 12 @ 6:30   2400 Civic Center			136	
01/08/2015 7:44 pm		Check out the new #Miramar Today! #ItsRightHereInMiramar!			133	
01/13/2015 6:23 pm		#ItsRightHereInMiramar! Our Miramar Community Garden has RARE heirloom tomato seedlings just			121	
01/30/2015 9:00 pm		#OurMiramar celebrates #BlackHistory month on FEB 7th   City Hall   12-4PM. Speakers, Live Music,			120	
02/11/2015 9:51 am		Help us fight cancer! Join our team or donate today: relayforlife.org/miramarfl   Kickoff Party on			108	
12/06/2014 2:56 pm		Join us for a night of free family fun! Holiday Lighting Celebration at Shirley Branca Park   6PM -			106	



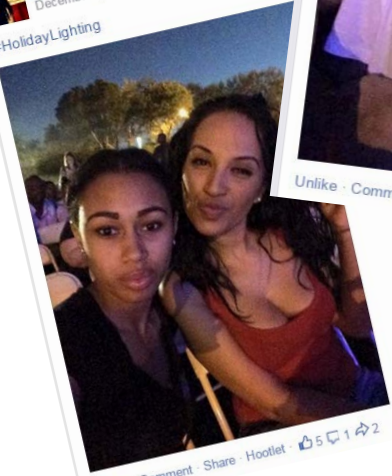


# COMMUNITY ENGAGEMENT

Jami Wells ▶ It's Right Here In Miramar  
December 6, 2014 · 🌐



Gilliane Chrisphonte ▶ It's Right Here In  
December 6, 2014 · 🌐



Jackie Pagan ▶ It's Right Here In Miramar  
December 6, 2014 · 🌐



Collette Richardson ▶ It's Right Here In Miramar  
January 19 at 1:25pm · 🌐



Mary Smith-York ▶ It's Right Here In Miramar  
January 19 at 2:18pm · 🌐



Collette Richardson ▶ It's Right Here In Miramar  
January 19 at 6:23pm · 🌐



Natasha Hampton-Clayton added a new photo to It's Right Here In Miramar's timeline — with Lori Moseley.  
January 29 at 6:07pm · 🌐



Natasha Hampton-Clayton ▶ It's Right Here In Miramar  
December 28, 2014 · 🌐

Here in the City of Miramar Florida we create viable partnerships and lasting memories! Alonzo Mourning thanks Miramar for hosting Zo's Winter Groove 5K Run/Walk and the 450 participants at Zo's Comed Groove #thegrooveisback! #OurMiramar #MiramarRegionalPark #ItsRightHereInMiramar



You were mentioned in a post.  
Natasha Hampton-Clayton added 7 new photos.  
January 8 · 🌐

Everyone knows It's Right Here In Miramar and so is the annual Tour de Broward happening Sunday, Feb. 22, 2015 at Miramar Regional Park benefiting Joe DiMaggio Children's Hospital! Kick-off celebration tonight at Alligator Ron Salon.



Like · Comment · Share · Hootlet  
Mark O'Loughlin, Ana Cooper, David Roth and 7 others like this.