



Social Media Year in Review

January 2021 – December 2021

TPO Social Media Comprehensive Report
Prepared by Infinite Source Communications Group

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Overview

This report provides a summary of the Miami-Dade Transportation Planning Organization social media highlights and services for 2021. These services included brand positioning and brand guideline development, strategic planning, creative content development, multimedia production and performance reporting.

This year's strategy aimed to establish a reputable social media presence by informing the public about Miami-Dade TPO news and activities and providing the latest partner agency updates.

Atkins and Infinite Source Communications were responsible for social media coordination, project management, social media deployment, and reporting results on a monthly basis. The development of deliverables included generating a current state assessment and social media plan, as well as creative content and graphics development.

Included in this report is an annual overview of work performed from January 2021 to December 2021.



Social Platforms



Facebook
@miamidadetpo



Twitter
@miamidadetpo



Instagram
@miamidadetpo



YouTube
@Miami-Dade TPO



LinkedIn
Miami-Dade Transportation Planning
Organization



SlideShare
@Miami-Dade Transportation Planning



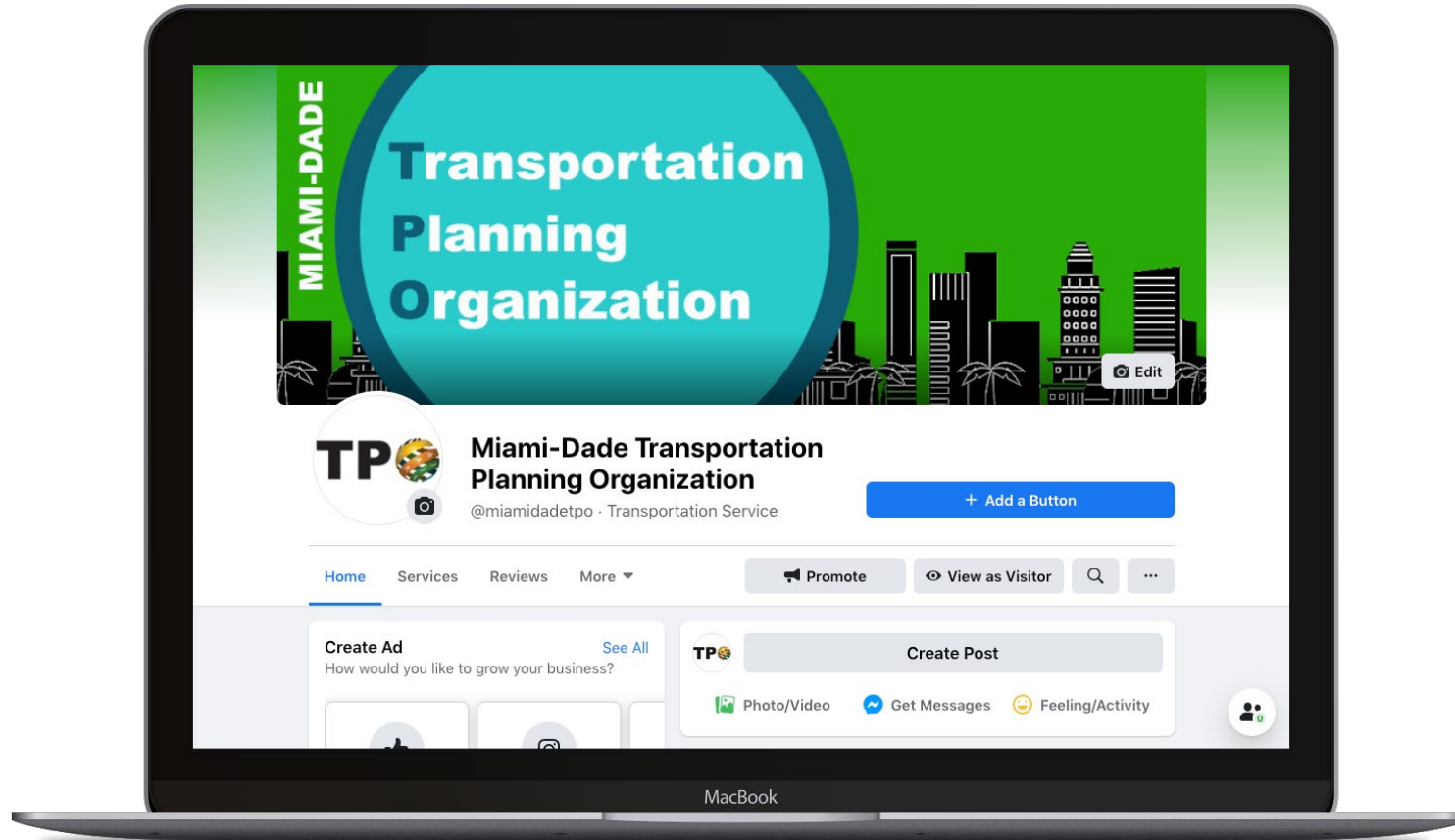
Annual Report

January 2021 – December 2021



Facebook

Aesthetics: The graphic design remained consistent.




January 2021 - December 2021

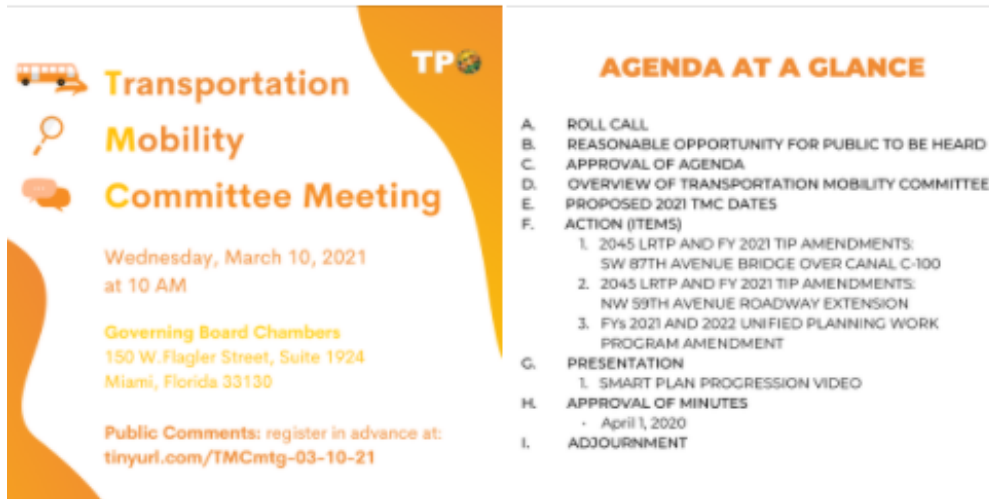


Facebook

Analytics: Top post and followers.

 **Miami-Dade Transportation Planning Organization** ...
Published by Elizabeth Rockwell · March 5, 2021 ·

The Miami-Dade TPO Transportation Mobility Committee (TMC) will hold their March 10, 2021 meeting at 10 am. Watch it at www.miamidade.gov/webcasting Public Comments: Register to join live via Zoom Webinar at <https://tinyurl.com/TMCMtg-03-10-21> View the agenda <https://tinyurl.com/ybzqm5c9> #MiamiSMARTPlan



Transportation Mobility Committee Meeting

Wednesday, March 10, 2021 at 10 AM

Governing Board Chambers
150 W. Flagler Street, Suite 1924
Miami, Florida 33130

Public Comments: register in advance at: tinyurl.com/TMCMtg-03-10-21

AGENDA AT A GLANCE

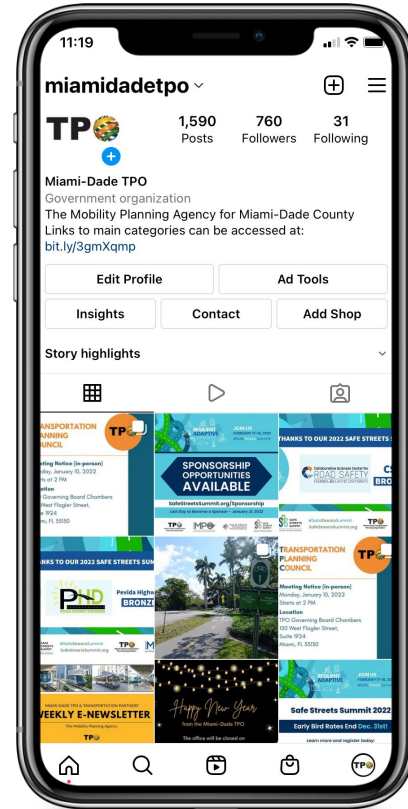
- A. ROLL CALL
- B. REASONABLE OPPORTUNITY FOR PUBLIC TO BE HEARD
- C. APPROVAL OF AGENDA
- D. OVERVIEW OF TRANSPORTATION MOBILITY COMMITTEE
- E. PROPOSED 2021 TMC DATES
- F. ACTION (ITEMS)
 - 1. 2045 LRTP AND FY 2021 TIP AMENDMENTS: SW 87TH AVENUE BRIDGE OVER CANAL C-100
 - 2. 2045 LRTP AND FY 2021 TIP AMENDMENTS: NW 59TH AVENUE ROADWAY EXTENSION
 - 3. FYs 2021 AND 2022 UNIFIED PLANNING WORK PROGRAM AMENDMENT
- G. PRESENTATION
 - 1. SMART PLAN PROGRESSION VIDEO
- H. APPROVAL OF MINUTES
 - April 1, 2020
- I. ADJOURNMENT

- **Top Post of the Year**
 - Reached 1,833 people
 - 2 Comments
 - 36 Reactions (Shares, Likes, Loves)
 - 108 Post clicks
- **Followers:**
 - Start: Jan. 2021 = 1,113
 - End: Dec. 2021 = 1,199



Instagram

Aesthetics: Uniform visual identity.



January 2021 - December 2021



Instagram

Analytics: Top post and followers.



● Top Post of the Year

- 249 Impressions
- 134 Reaches
- 0 Hashtags
- 17 Reactions (Comments, Likes, Saves)
- 4 Profile visits

● Followers

- Start: Jan. 2021 = 576
- End: Dec. 2021 = 757



Twitter

Aesthetics: Consistent overall design.



January 2021 - December 2021



Twitter

Analytics: Top tweet and followers.



Miami-Dade TPO @miamida... · 12/9/21 · · ·

Did you know there is an 18.6-mile path along Krome Avenue called the “Krome Path” that runs between SW 8th Street to SW 296th Street that is maintained by [@MyFDOT_Miami](#)? See the map at tinyurl.com/kromepath. You can read about this Monthly Trail Tale at tinyurl.com/tpoenewsletter



🗨️ 1 ↻ 4 ❤️ 17 ↗ ||

• Top Tweet of the Year

- 2,620K Impressions
- 87 Engagements
- 4 Re-tweets
- 17 Likes
- 25 Profile clicks

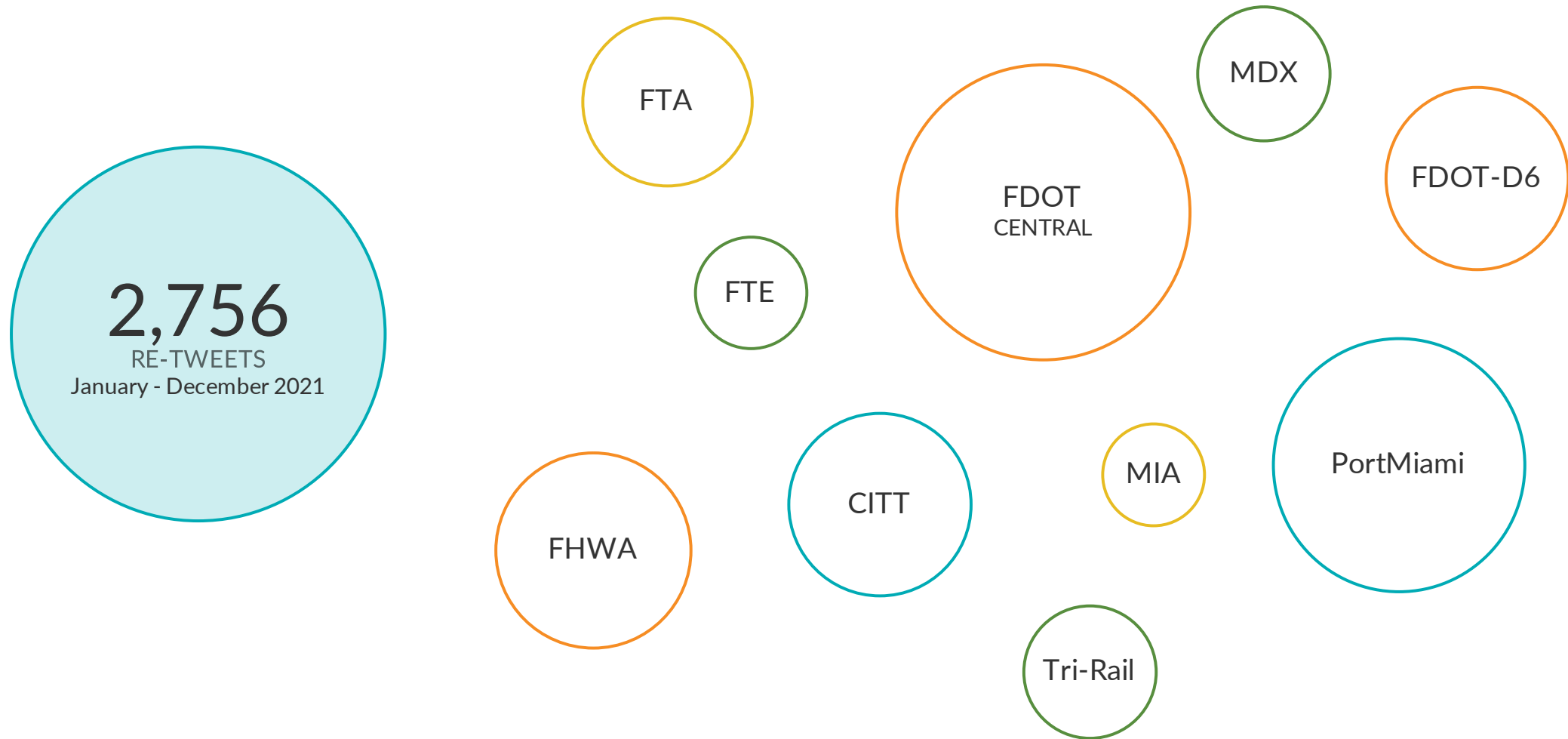
• Followers

- Start: Jan. 2021 = 2,299
- End: Dec. 2021 = 2,518



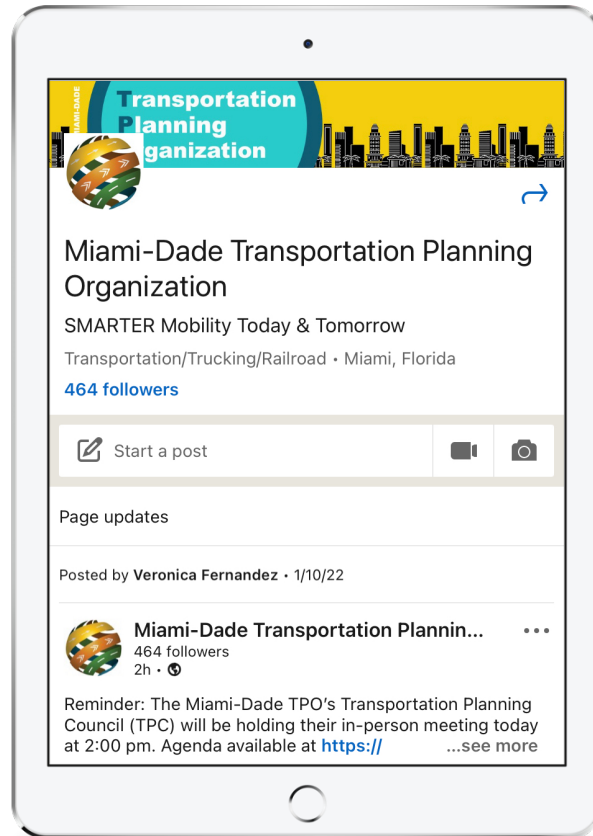
Agency Partner Re-tweets

As part of our social media outreach, we re-tweeted our agency partners' up-to-date information, event announcements, and meeting information to our audience.



LinkedIn

Aesthetics: Professional and modern design.



January 2021 - December 2021



LinkedIn

Analytics: Top post and followers.



Miami-Dade Transportation Plannin... ...

464 followers

3w · 🌐

Did you know there is a 15.4-mile trail called the "Atlantic Trail" from Golden Beach to South Miami Beach that runs alongside the Atlantic Ocean and is [...see more](#)



● Top Post of the Year

- 1,375 Impressions
- 195 Post clicks
- 27 Reactions (Shares, Likes, Comments)

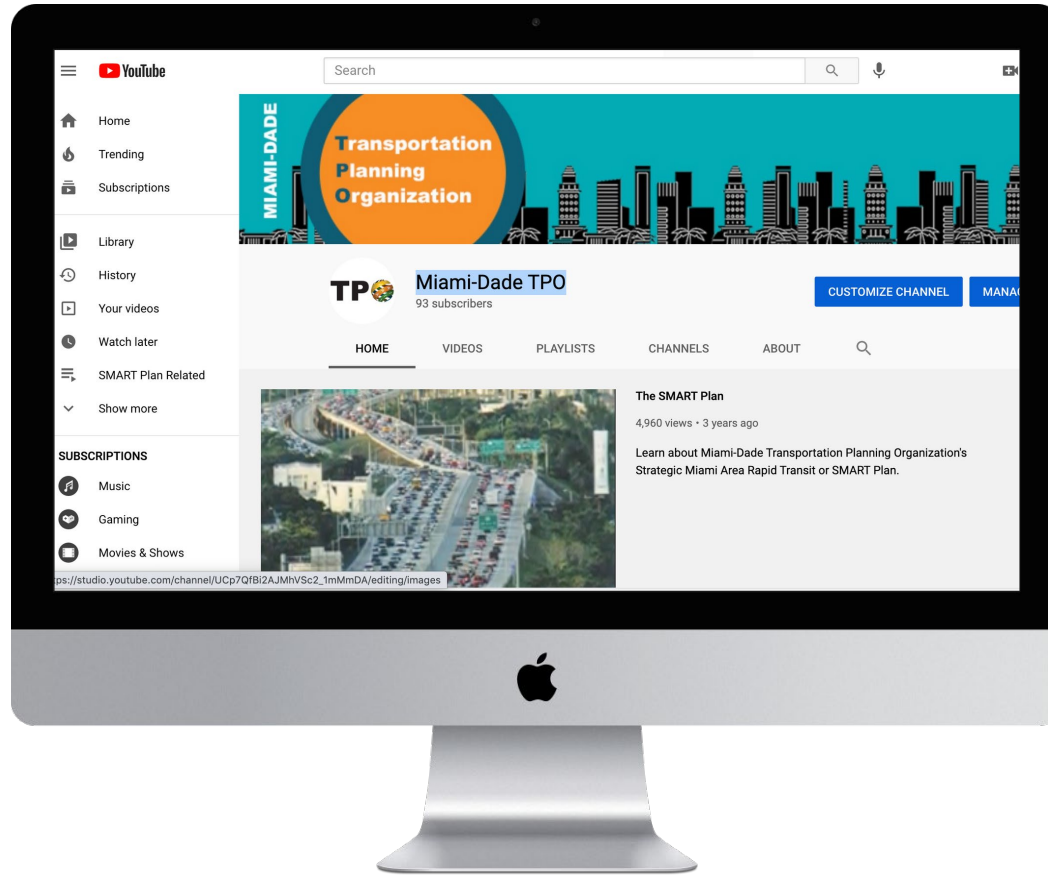
● Followers

- Start: January 2021 = 315
- End: December 2021 = 458



YouTube

Aesthetics: Cohesive design that aligns with other TPO's social media accounts.



January 2021 - December 2021



YouTube

Analytics: Most viewed and subscribers.



- Most Viewed of the Year

- 1,808 Impressions
- 73 Views
- 9.1 (hrs) Watch Time
- 1.1% Click Rate

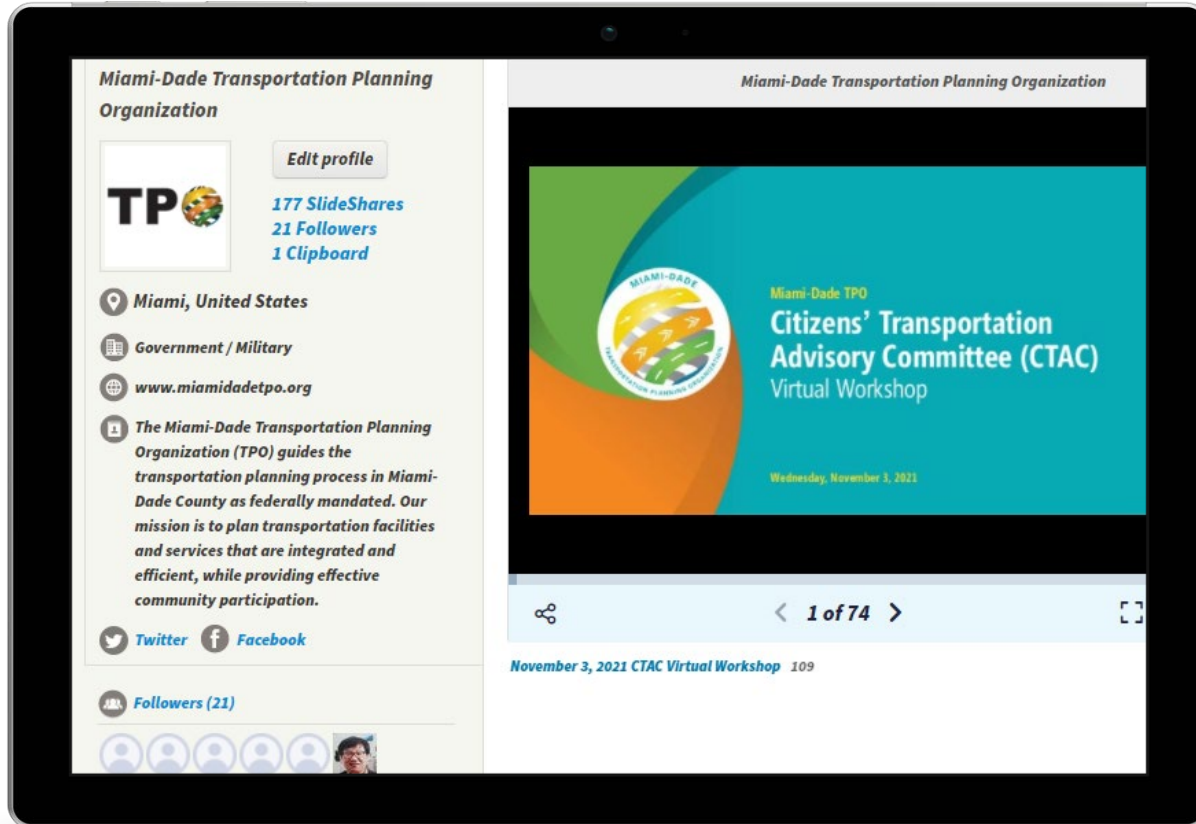
- Subscribers

- Start: Jan. 2021 = 92
- End: Dec. 2021 = 124



Slideshare

Aesthetics: Design aligns with the rest of the TPO social media platforms.



January 2021 - December 2021



Slideshare

Analytics: Top slide deck and annual viewership.



- **Most Viewed of the Year**
 - 108 Total views on SlideShare
 - 1 Direct clicks to site
 - 0 Clicks from social
- **Views for the Year**
 - SlideShare Actions (comments, downloads, likes) in 2021 = 148
 - Total Views in 2021 = 6.3K



New Video Content

TPO On The Go!



TPO On The Go!

Aesthetics: Custom animated graphics.



- Tailored Original Content
 - Documenting community outreach efforts
 - Video production and editing
 - 4K video footage and photography



TPO On The Go!

Showcased TPO's Public Outreach.



Miami-Dade College
Medical Campus Safety Fair



Miami-Dade College
North Campus Safety Fair



Miami-Dade College
Wolfson Campus Safety Fair



Barry University
Veterans Resource Fair



Florida Department of Transportation
District 6, Destinations Between

Graphics

Year in Review:

Announcements/Event/Banners



TRANSPORTATION AESTHETICS REVIEW COMMITTEE



Meeting Notice:
Wednesday, February 6, 2021
Starts at 4 PM

Location:
Stephen P. Clark Center
10th Floor, CITT Conference Room 1011
111 NW 1st Street, Miami, Florida 33128



Fiscal Priorities Committee



Meeting Notice:
Wednesday, March 10, 2021
at 2 PM

Governing Board Chambers
150 West Flagler Street
Suite 1924
Miami, Florida 33130

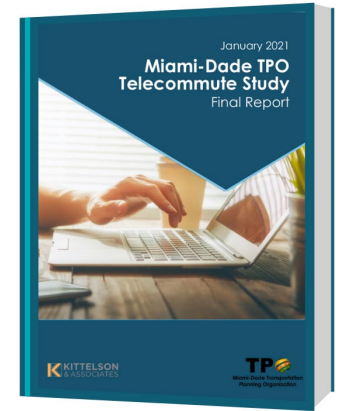
CITIZENS' TRANSPORTATION ADVISORY COMMITTEE



VIRTUAL WORKSHOP NOTICE

Wednesday, February 3, 2021
Starts at 5:30 PM

NOW AVAILABLE!



Transportation Planning Council

Meeting Notice:
Monday, February 8, 2021 at 2 PM

Stephen P. Clark Center
111 NW First Street, 18th Floor
Conference Room 3
Miami, Florida 33128

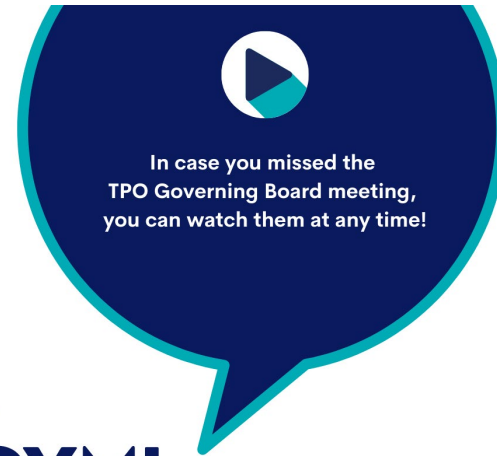


Miami-Dade TPO & Transportation Partners!

WEEKLY E-NEWSLETTER



SMART Mobility for Today & Tomorrow



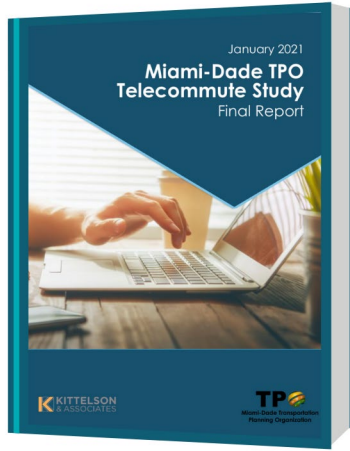
...
ICYMI



The Miami-Dade TPO
office will be closed
February 15, 2021
in observance of

PRESIDENTS' DAY

NOW AVAILABLE!



NOW AVAILABLE!



FREIGHT
TRANSPORTATION
ADVISORY
COMMITTEE



VIRTUAL
WORKSHOP NOTICE

Wednesday, February 10, 2021
Starts at 2 PM

30
Days Left!

To review the
draft TIP and
provide feedback



TIP FY 2022-26 Transportation Improvement Plan



TRANSPORTATION
PLANNING
COUNCIL



VIRTUAL
WORKSHOP NOTICE

Monday, April 12, 2021
Starts at 2 PM



Transportation
Mobility
Committee Meeting



Wednesday, May 12, 2021
at 10 AM

Governing Board Chambers
150 W. Flagler Street, Suite 1924
Miami, Florida 33130

Public Comments: register in advance at:
tinyurl.com/44wh36ns

MIAMI-DADE COUNTY TRANSPORTATION DISADVANTAGED

LOCAL
COORDINATING
BOARD



Meeting Notice:
Wednesday, March 17, 2021
Starts at 1:30 pm

Location:
150 West Flagler Street
Suite 1924
Miami, FL 33130

20
Days Left!

To review the
draft TIP and
provide feedback



TIP FY 2022-26 Transportation Improvement Plan

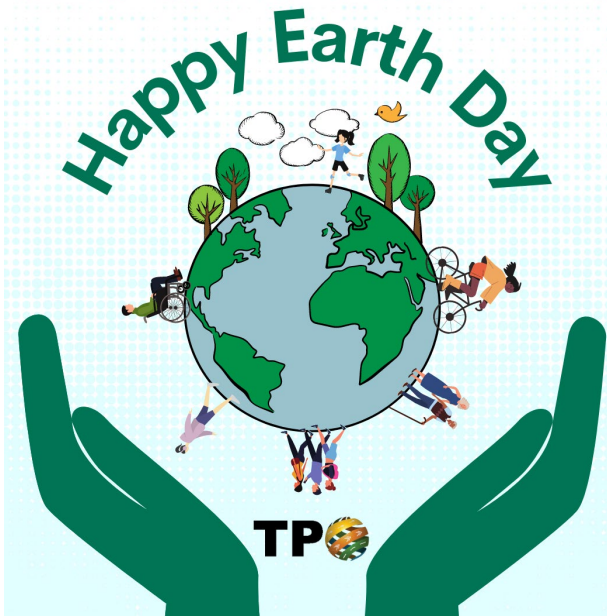


10 Days Left!

To review the draft TIP and provide feedback



TIP FY 2022-26 Transportation Improvement Plan





The Miami-Dade
TPO office
will be **closed**
on Thursday,
November 11, 2021
in observance of

VETERANS DAY

Thank you
for your service



ICYMI

In case you missed the Taste of Transportation
Special Edition: Multimodal Journey, you can
now watch it at any time!



**MUNICIPAL
GRANT
PROGRAM**

**APPLICATION DEADLINE
DECEMBER 10, 2021**



The Miami-Dade TPO office
will be closed **November 25 & 26, 2021**

in observance of the

Thanksgiving Holiday

Happy Holidays!



NOW AVAILABLE!

**MIAMI-DADE TPO
DATA COLLECTION AND
SYSTEM ASSESSMENT**

October 2021



Happy Holidays
from the Miami-Dade TPO

The office will be closed on December 23 & 24, 2021.

NOW AVAILABLE!

**Intersection Safety Analysis
Executive Summary**

GPC VIII – Work Order #32



November 2021

Happy New Year
from the Miami-Dade TPO

The office will be closed on
December 30 & 31, 2021.

Newsletter Banners



2021 Banner



2022 Banner



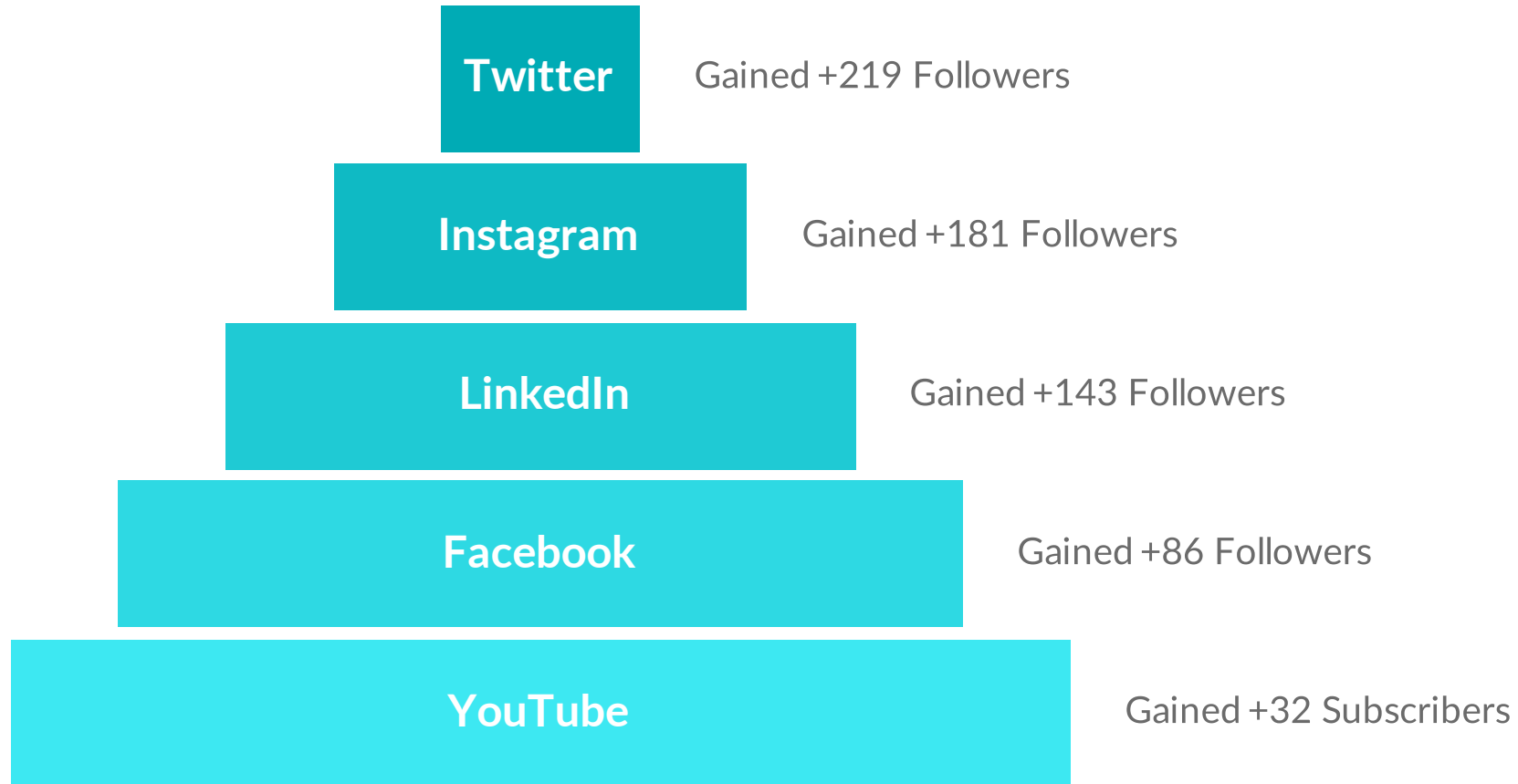
Results

Followers/Statistics/Summary



Followers

Growth of the TPO Audience



1 Audience grew to a total of more than 5K followers and subscribers across all platforms.

2 Impressions reached more than 225,000 collectively.

3 Supported partner agencies by sharing relevant information via 2,756 re-tweets.

4 Implemented innovative strategies by developing unique video content, gaining more than 500 views.

5 Published 138+ TPO Governing Board and committee meeting announcements.



Overall Statistics



Summary



Updated with the latest information and published reports.



Our Twitter posts were shared 110 times throughout the year.



TPO's creative content maintained a professional and cohesive design.



Our account surpassed 400 connections to date!



Incorporated TPO On The Go!, videos highlighting TPO's public outreach.



Shared presentation decks to keep the audience informed.



What's Next?



Next Steps



- Continue coordination with the TPO team regarding social media/multimedia needs
- Maintain strong social media presence by actively providing the latest information on social media posts.
- Strategically craft messaging consistent with the TPO's brand and mission.
- Develop new graphics, creative content and reports throughout the year that align with the organization's theme.



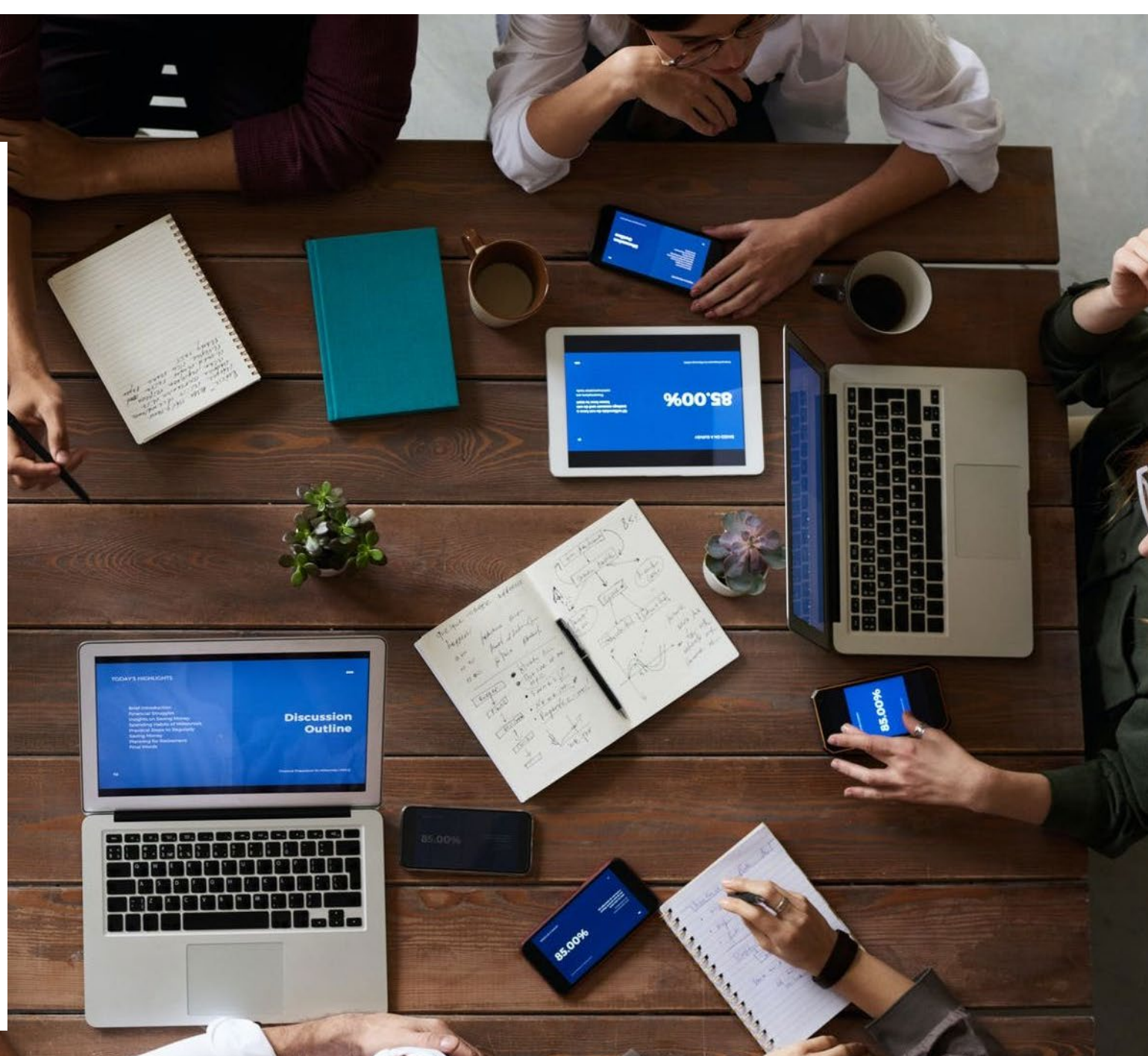


Your Support Team

We aim to work efficiently and in alignment to the Miami-Dade TPO's vision and goals.

It is our duty to adhere to the public's needs visually, and design user friendly educational campaigns to inform on all levels.

This past year we worked together to continue to support the organization and we are grateful for the opportunity to continue serving the Miami-Dade TPO.





THANK
YOU

We would like to thank the Miami-Dade TPO for allowing us to help amplify your social media in 2021!

Over the past year we continued to increase your audiences across all social accounts. We've added video content and provided information to engage the public with how to stay involved with the TPO, both virtually and in-person.

We look forward to another happy year with you in 2022!

