



35th Annual
National Conference
Orlando, FL

2019 Professional Practices Program

Miami-Dade County Elections Social Media Revitalization

Miami-Dade County, Florida

Submitted by:

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2019 Election Center Entry

The Miami-Dade County Elections Department social media program has evolved from a platform for occasional posts to an integral part of the department's daily public education efforts. The Elections Department took a strategic approach to evaluate and revitalize all of its messaging on Facebook, Instagram and Twitter. The Government Affairs Division is responsible for the Elections Department's social media program.

The first step to re-energize the Elections Department's social media program was to analyze the frequency and content of posts. Staff evaluated how often messages were being posted, which was two to three times a week. Staff also examined the relevance and importance of the messaging: Was it resonating with the public? Was the information helpful? The number of followers and engagement was also assessed. Twitter is the platform with the highest number of followers, posts and direct messages, followed by Facebook and Instagram.

After the completion of the aforementioned analysis, the Elections Department developed an editorial calendar. See supporting document, "Editorial Calendar." Each day of the week is dedicated to a particular theme and if an election is taking place additional posts are created for that election cycle. Additionally, trending days and holidays are integrated into election messaging when feasible including Memorial Day, Independence Day and National Voter Registration Day, among others.

For example, every Wednesday is Poll Worker Wednesday. The Elections Department's Poll Worker Recruitment and Training Division develops content and produces graphics for its weekly post. The objective is to increase awareness of poll worker opportunities for registered voters in Miami-Dade County. See supporting document, "Poll Worker Wednesday."

Every Saturday is dedicated to Online Voter Registration and/or updating voter information online. This allows the Elections Department to speak to audiences who are interested in technology and the environment, since it saves paper. See supporting document, "Online Voter Registration."

If a countywide or municipal election is taking place, a series of messaging is developed to create awareness of important dates including: last day to register to vote, last day to request a vote-by-mail ballot, be on the lookout for vote-by-mail ballot arrival in the mail, early voting schedule, Election Day reminders and election result posts. See supporting document, "Election Cycle."

The success of the Elections Department's social media program is evident in the growth of followers and engagement in the past year and a half. Facebook has increased by 121% to 1,553 followers and Instagram by 114% to 768 followers. While Twitter's growth has remained flat with 3,235 followers, a surge of new followers occurs during countywide, gubernatorial and presidential elections.

One of the benefits of working with social media platforms is that it allows the Elections Department to be in constant communication with the public. From answering questions to solving issues, the public has real-time access to elections staff. Moving forward, the Elections Department's social media program will continue to evolve based on the public's feedback and technology improvements. A robust and responsive social media program instills confidence and fosters transparency in the Elections Department's processes.

MIAMI-DADE COUNTY ELECTIONS DEPARTMENT



2019

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 Amendment 4 FAQ	2 Upcoming Elections reminders	3 Poll Worker Wednesday	4 Request VBM ballot reminders	5 Fun Facts/Election Facts Friday	6 Online Voter Registration Post
7	8 Amendment 4 FAQ	9 Coral Gables General Biennial Election and Miami Shores Village Council Election	10 Poll Worker Wednesday	11 Request VBM ballot reminders	12 Fun Facts/Election Facts Friday	13 Online Voter Registration Post
14	15 Amendment 4 FAQ	16 Upcoming Elections reminders	17 Poll Worker Wednesday	18 Request VBM ballot reminders	19 Fun Facts/Election Facts Friday	20 Online Voter Registration Post
21	22 Amendment 4 FAQ	23 Coral Gables Run-Off Election	24 Poll Worker Wednesday & Admin Professionals Day	25 Request VBM ballot reminders	26 Fun Facts/Election Facts Friday	27 Online Voter Registration Post
28	29 Amendment 4 FAQ	30 Miami Shores Village Council Run-Off Election	1	2	3	4
5	6	NOTES:				



MIAMI-DADE COUNTY ELECTIONS DEPARTMENT


POLL WORKER WEDNESDAY





MIAMI-DADE COUNTY ELECTIONS DEPARTMENT


POLL WORKER WEDNESDAY




**WHAT WOULD MOTIVATE YOU TO SERVE
AS AN ELECTION DAY POLL WORKER?**

(please share your answers with us in the "comments" below)

- **Making a Difference**
- **Serving Your Community**
- **Building Your Resume**
- **Pay/Stipend**
- **Learning a New Skill**
- **Meeting New People**
- **Other (please specify)**





Miami-Dade County Elections Department
Like This Page · February 27 ·

We appreciate your comments on what motivates you to be a #ProudPollWorker for #OurCounty. #MarketResearch #RecruitmentCampaign #PollWorkerWednesday

3 2 Shares

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MIAMI-DADE COUNTY ELECTIONS DEPARTMENT

TWITTER:



FACEBOOK:



INSTAGRAM:





MIAMI-DADE COUNTY ELECTIONS DEPARTMENT

SAMPLES

- Election Alert



- Election Results Are In



- Vote-By-Mail Ballot Opening



- Election Run-Off (Due to results)



- Precincts Are Open

