



# Doing Things!

**Marketing and Communications**

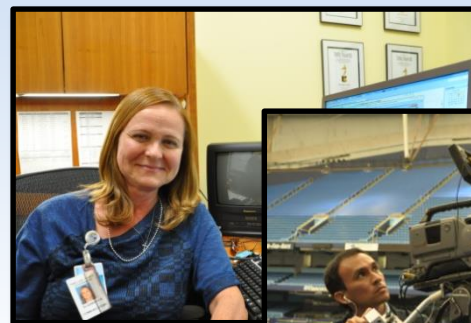
**February 13, 2018**



# Who We Are

26.0 FTE, 1.3% of County Administrator Workforce

- Public Information
- Marketing
- Customer Service
- Graphic and Digital Design
- Audio and Video Production
- Public Meeting Broadcasting



# What We Do

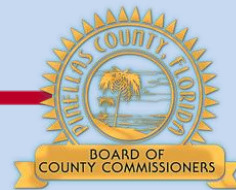
- Emergency Notifications & On-call PIO Response
- Media Relations
- Public Education Campaigns
- Community Outreach & Events
- Social Media Management
- Public Meetings
- Information Desk



# What We Do

- LiveChat
- Main County Phone Lines
- Printed and Digital Graphics
- Web Content Management
- 3-D Animation
- Audio and Video Productions
- PCC-TV Operations
- Photography





# Things Done



- Penny for Pinellas public education campaign
  - **83%** voter approval; **27%** voter turnout
  - More than **500,000** social media impressions
  - More than **10,000** in-person interactions
  - More than **150** media mentions/placements
  - **140** community events



Source: <http://enr.votepinellas.com/FL/Pinellas/71891/191120/en/summary.html>

# Things Done



- Hurricane Irma Public Information Response
  - More than **400** news updates and preparedness tips
  - More than **50** news releases sent
  - **5** press conferences
  - **5** multilingual videos – English, Spanish, ASL
- 6 Citizen Information Center on the Road events
  - Dozens of residents served at locations throughout the county

# Things Done



- Launched Doing Things TV
  - 12 episodes
  - Dozens of citizen and partner testimonials
- Completed audio system upgrades in BCC 5<sup>th</sup> Floor Meeting Room
- Upgraded PIO, graphics and video field response equipment and capabilities



# Things Done



- Hosted first fully bilingual community event, “United in Support / Unidos en Apoyo”
  - Event marketing, graphics and video production
  - Web page creation
  - Hurricane evacuee clinics-promotions and PSA
  - Participant testimonials



# Things Done



- Launched Pinellas Promise
  - Coordinated participation by 5 county departments
  - Approx. 50 children reached
- Marketed dozens of county events
  - Veterans Purple Heart County Dedication
  - Coast to Coast Trail Ribbon Cutting
  - Keller Water Treatment Plant Ribbon Cutting
  - Eco Fun Fest
  - Farmshare
  - Wastewater Stormwater Task Force



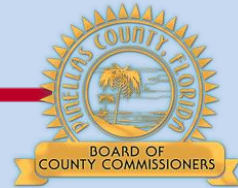
# Things Done



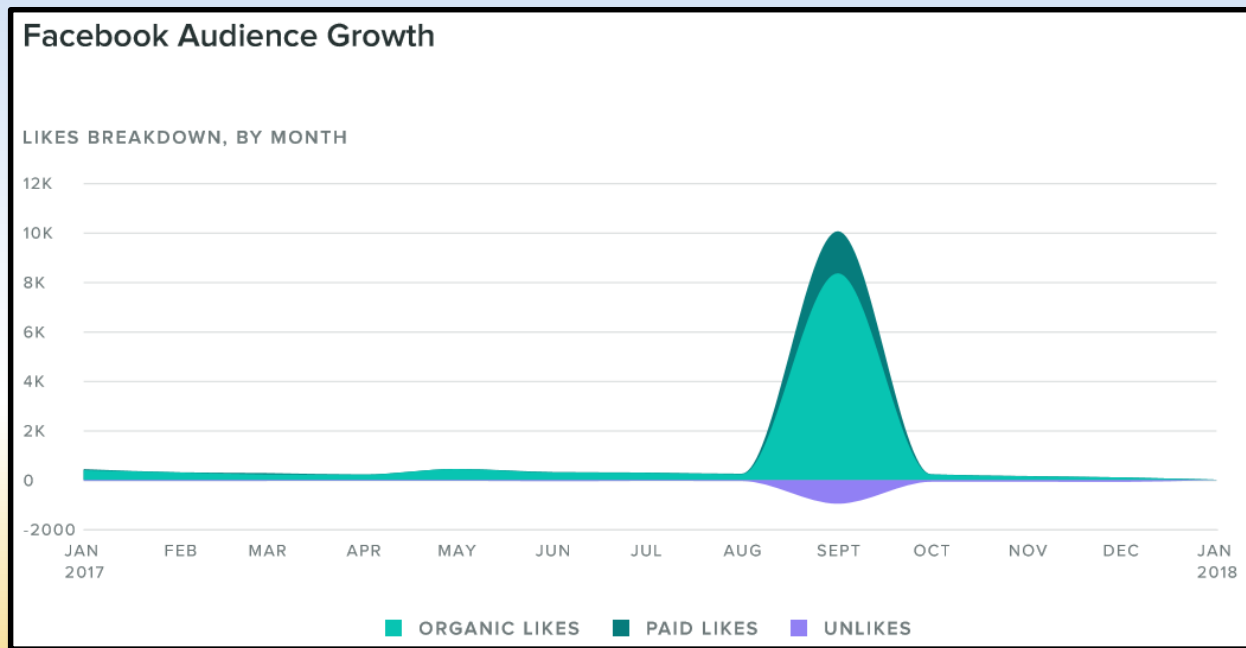
- Increased social media following
  - Facebook: 131%
  - Twitter: 42%
  - Instagram: 42%
- More than 20 million social media impressions

Source: Meltwater

# Things Done



- Implemented social media reporting and trending



Source: Meltwater

# Things Done



- Recognition
  - 2017 Community Relations Prestige Award from the Public Relations Society of America, Tampa Bay Chapter



# Doing Things



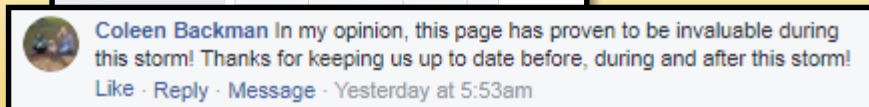
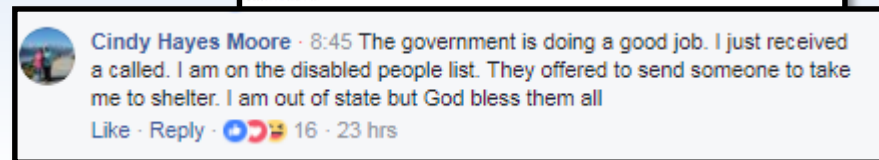
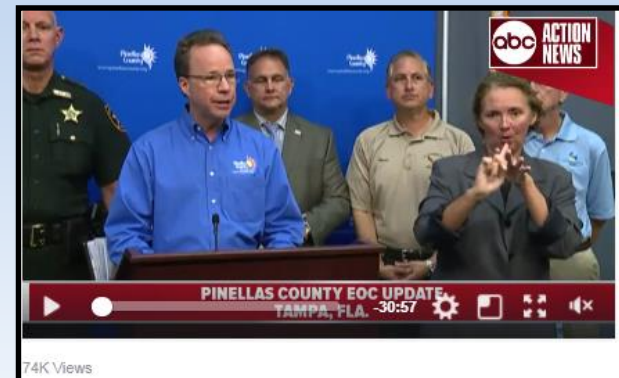
- Departmental marketing and communications plans
- Marketing/Production calendar
- Increased community outreach and engagement
- Increased multilingual communications
- Social media growth plan
- A/V infrastructure upgrades
- New website
  - Age-Friendly approach

# Thank you!

## ■ Citizen Voices

*"The government is doing a good job. I just received a call. I'm on the disabled people list. They offered to send someone to take me to shelter. I am out of state, but God bless them all!"*

- Cindy M.



*"In my opinion, this page has proven to be invaluable during this storm! Thanks for keeping us up to date before, during and after the storm!"*

- Coleen B.