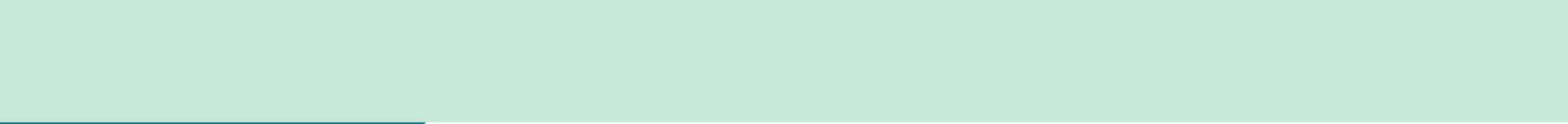





Social Media Outreach Strategy

Prepared for Collier MPO

10/02/19



Facebook

- There are around 165,481 Facebook page followers throughout Collier County. These pages gain followers daily.
- There are four steps to post on the Community Group's Facebook page:
 1. Type out "Envision a Better Commute, and Help Us Create It".
 2. Copy and paste the direct link to the survey:
<http://www.colliermpo.org/collier-mpo-long-range-transportation-plan/>
 3. Choose who can view the post.
 4. Click "Post".

Facebook

- If you follow these steps, your post will look like this image; with the 2045 logo automatically attaching.



- If you want the post to have this ENVISION 2045 logo instead, follow these four steps:
 1. Type out “Envision a Better Commute, and Help Us Create It”.
 2. Copy and paste:
<http://www.colliermpo.org/collier-mpo-long-range-transportation-plan/>
 3. Insert ENVISION 2045 Logo.
 4. Choose who can view your post.
 5. Click “Post”.



Twitter

- There are around 11,387 Twitter followers throughout Collier County and the City of Marco Island. To post on the Twitter page, follow these steps:
 1. Type out “Envision a Better Commute, and Help Us Create It”.
 2. Copy and paste the direct link to the survey:
<http://www.colliermopo.org/collier-mpo-long-range-transportation-plan/>
 3. Trim the image the way you want it to look.
 4. Click “Post”.



Icons to Use on Future Posts



Potential Social Media Outlets - County

Group	Number of Followers	Social Media Contact	Reason for Outreach
Collier County			
Collier County Public School District	12,469	Leanne Zinser-Communications Director 239-377-0180 Communications@collierschools.com	Outreach to a broad group of Collier County citizens, particularly those with children.
Collier County Facebook Followers	25,794		Outreach to a broad group of Collier County citizens.
Collier County Twitter Followers	7,992		Outreach to a broad group of Collier County citizens.
Collier County Public Library	2,400	Rose LaBarge-Marketing, Senior Librarian 239-252-7385 Rosemary.labarge@colliercountyfl.gov	Outreach to a broad group of Collier County citizens.
Collier County Parks & Recreation FB	12,280	239-252-4000	Outreach to a broad group of Collier County citizens.
Collier County Museums FB	3,500	239-252-8383 museums@colliergov.net	They have 5 museums in Collier County and appeal to a broad range of audiences

Potential Social Media Outlets - Cities

Group	Number of Followers	Social Media Contact	Reason for Outreach
Municipalities			
City of Naples FB	5,406	Stephanie Sassi-Executive Assistant/FB Contact ssassi@naplesgov.com 239-213-1000	Outreach to citizens in Naples
City of Marco Island Twitter Page	3,395	Social Media Contact 239-389-5000	Outreach to citizens in Marco Island
City of Marco Island FB	7,846	Social Media Contact 239-389-5000	Outreach to citizens in Marco Island
Everglades City FB	1,267	City Clerk 239-695-4558	Outreach to citizens in Everglades City

Potential Social Media Outlets – Community

Group	Number of Followers	Social Media Contact	Reason for Outreach
Community			
Go-CAT FB Followers	703	CAT Admin office/FB Contact 239-252-7777	Outreach to potentially transit-dependent or low-income population
Golden Gate Estates FB Page	97	N/A	Outreach to a large Collier County community
Pelican Bay FB	1959	Pelican Bay Staff 239-597-8081	Outreach to North Naples
Pelican Bay Naples FB	503	Pelican Bay Staff 239-597-8081	Outreach to North Naples
East Naples Florida Neighborhood FB	500	N/A	Community Redevelopment Area
Immokalee Bulletin FB	1,780	Dale Conyers-News & Advertising Services dconyers@newszap.com	Newspaper that serves northeastern Collier County, particularly Immokalee residents.

Potential Social Media Outlets – Disadvantaged Populations

Group	Number of Followers	Social Media Contact	Reason for Outreach
Environmental Justice			
First Haitian Baptist Church of Naples FB	140	239-417-5100	Outreach to Haitian community
Collier Child Care Resources, Inc.	2,900	Suzette Smith 239-643-3908 Suzettes@collierchildcare.org	A private, non-profit organization that focuses on the education of young children and preparing teachers, through professional development services, that work with children ages 0-5. They have four different programs in Collier County since 2008.
Coalition of Immokalee Workers	21,706	239-657-8311 workers@ciw-online.org	Nonprofit community organization; reach out to low-income/agricultural population
Immokalee Foundation FB	1,485	239-430-9122	Founded in 1991. Operates programs serving Immokalee's students from kindergarten to career.
Naples Haitian Church of Nazarene	143	239-793-0003	Outreach to Haitian community

Potential Social Media Outlets – Publications

Group	Number of Followers	Social Media Contact	Reason for Outreach
Publications			
Naples Daily News FB	97,375	239-213-6000	Outreach to a broad group of Collier County citizens and possibly to those that commute
Florida Weekly (Naples Edition)	9,985	239-325-1960	Outreach to a broad group of Collier County citizens and possibly to those that commute
News Press (Ft Myers)	118,474	239-335-0200	Outreach to a broad group that possibly commutes to Collier County
Haiti News FB Page	4,021	239-400-3333	Outreach to Haitian community
Vista Semanal FB	833	239-263-4785	Weekly newspaper that serves the South Florida Hispanic community
Immokalee Bulletin FB	1,780	Dale Conyers-News & Advertising Services dconyers@newszap.com	Newspaper that serves northeastern Collier County, particularly Immokalee residents.

For consideration

Publication	Distribution - free
Collier Citizen, Art and Leisure	Golden Gate Estates; Golden Gate; North Naples; East Naples; Naples
ACE Adult and Community Education	Collier County Schools program
El Mensajero de SWFL	SWFL
Downtown Naples	Bayfront; Crayton Cove; Design District; Fifth Ave S; 3 rd Street S; Tin City
Nuevos Ecos	
Beyond the Gates	
Must Do Visitor Guides	

CAC Comments Received 9/30/2019

Facebook Page	Facebook Link
Everglades City	https://www.facebook.com/EvergladesCityStrong/
Coconut Wellness Center	
Collier County South Regional Library	https://www.facebook.com/sregionallibrary/
Coastal Breeze News	https://www.facebook.com/CoastalBreezeNews/
East Naples Civic Association	https://www.facebook.com/EastNaplesCivic/
Golden Gates Estates Civic Association	https://www.facebook.com/groups/401621263346691/about/ and https://www.facebook.com/theestatescommunitynaplesflorida/
Bayshore Arts District Naples	https://www.facebook.com/bayshoreartsdistrictnaples/?_tn=%2Cd%2CP-R&eid=ARCKRMPXxmKZup8efiq9-IAih6HpKCILpvDKkxQtv4rAPpqW8OqfJNVVRBNBN6dcnWcCc0UvUvqew2z1
Healthy Life Center at Coconut Point	https://www.facebook.com/pages/Healthy-Life-Center-at-Coconut-Point/1039862936084514
The Mullet Rapper	https://www.facebook.com/evergladescitynews/?_tn=%2Cd%2CP-R&eid=ARBnk2RgfVSVIZ3jx97MWCZ8eNB0m5m4mu5g7L6oV1gTnZzNZA_5enMJWhb5oCB7JkiV3xhHetjxCqyD