



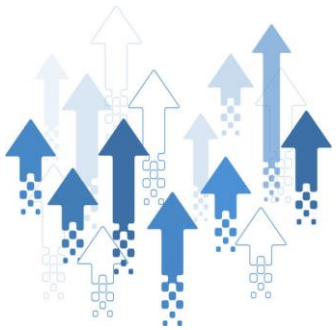
Using Social Media to Connect

City of Hollywood | PEN
Leaders Workshop

Agenda

Intro to City of Hollywood Social Media

- Arlene Borenstein, Communications Manager
- Joshua Martin, Public Relations Marketing & Media Coordinator



Strategies for Better Growth and Engagement

Promoting Events and Initiatives



City of Hollywood Pages

- Facebook
- Instagram: @cityofhollywoodfl
- X (Twitter): @CohGov
- LinkedIn
- YouTube (@HollywoodFLCH78)



How We Communicate on Each Platform



Instagram: Vertical video content and compelling pictures, carousels.



Facebook/X: Community bulletin with information

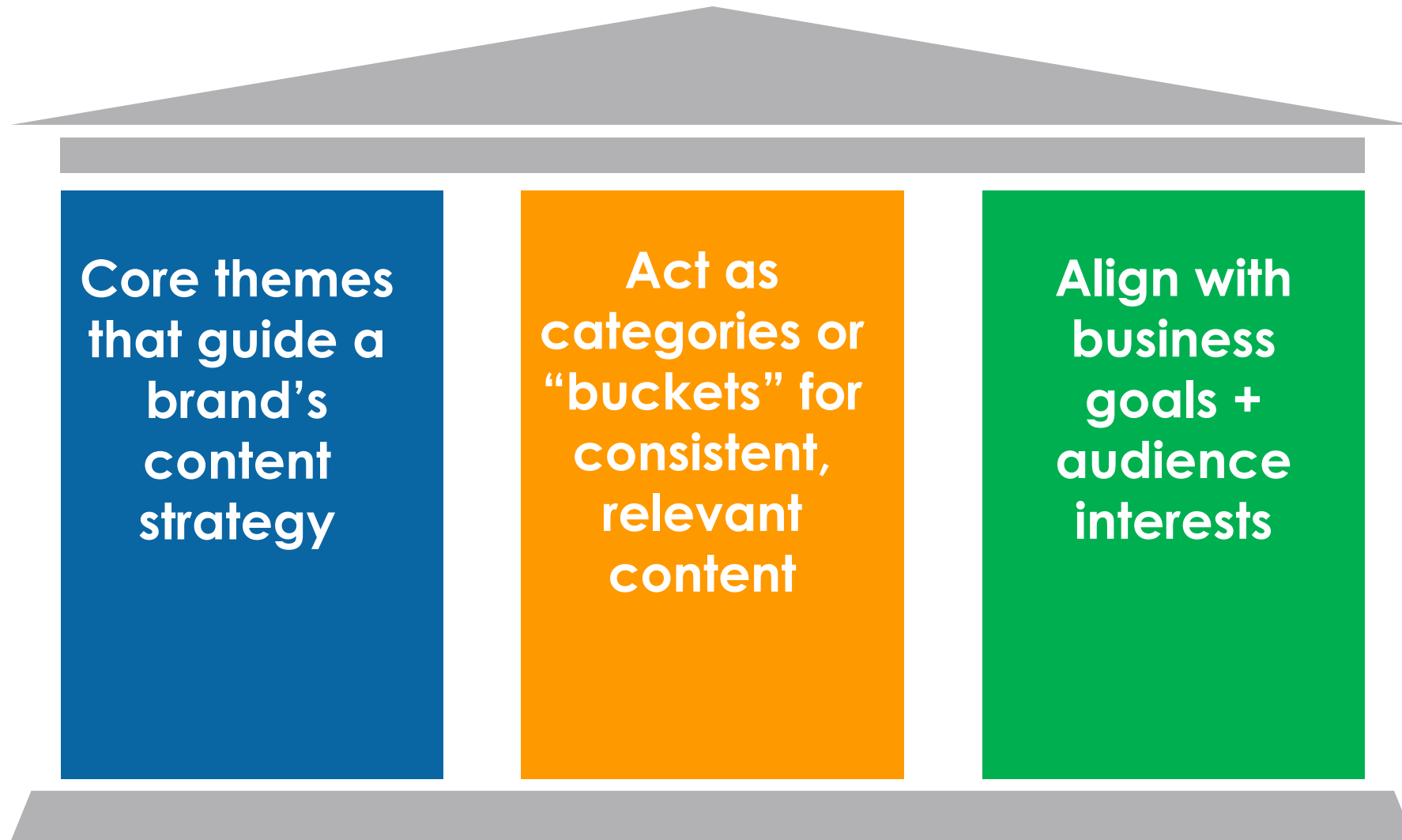


YouTube: Informative video content



LinkedIn: Professional tone, talent recruitment and business relations

Content Pillars



How We Promote Initiatives and Events

Plan Ahead

Allow 7–10 days of lead time for promoting events

Mix It Up

Share initiatives in different formats across platforms

Post Smart

Schedule content at peak times

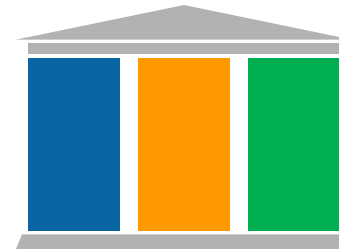
How to Grow Your Pages and Better Connect



Use formatting and content that matches the platform

Make your content shine

Develop Content Pillars

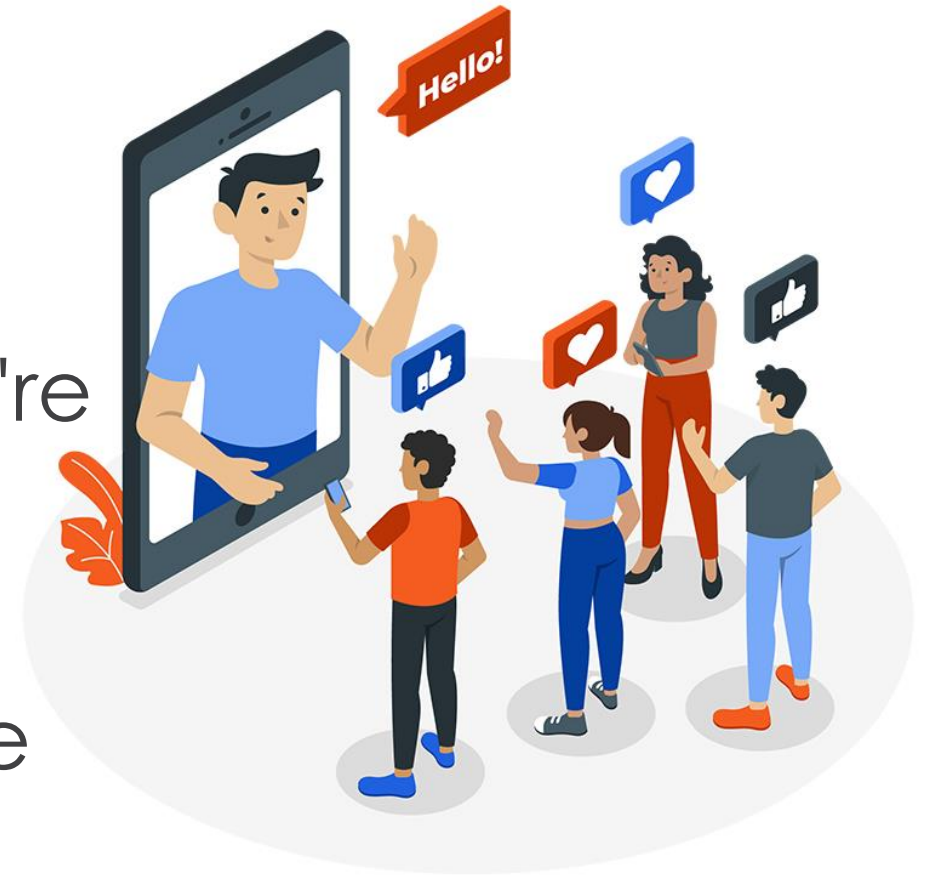


Encourage community engagement
(Tell them what to do)



Know Your Audience

- Think about your habits and how that can apply to your audience
- Always provide value in what you're posting
- Don't be afraid to follow someone else's lead (Borrow the idea!)





QUESTIONS?

Helpful Resources



Canva



CapCut



Google Sheets or
Google
Workspace
(Content
Calendar)