



Using Social Media to Connect

City of Hollywood | PEN
Leaders Workshop



CMED

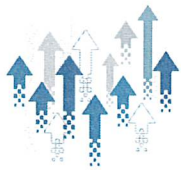
This presentation will provide PEN Leaders with strategies to enhance their outreach through social media. We'll highlight how the City of Hollywood uses its platforms to connect with residents, share important information, and promote events and initiatives.

GOAL: We have been asked to be guest speakers at the next Community Connections workshop, part of the City's Partnership for Engaged Neighborhoods (PEN) program. The workshop is designed to support our civic association leaders by providing practical tools and strategies to help them better engage with their neighbors and communities.

Agenda

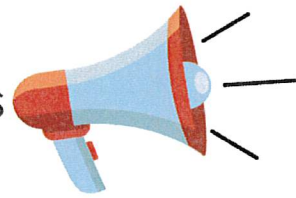
Intro to City of Hollywood Social Media

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- Joshua Martin, Public Relations Marketing & Media Coordinator



Strategies for Better Growth and Engagement

Promoting Events and Initiatives



Outline of today's discussion:

1. Intro to City Social Media – Overview of official accounts and purpose.
2. Strategies for Better Growth and Engagement – Tips on how to build an audience.
3. Promoting Events and Initiatives – How to effectively market events.

City of Hollywood Pages

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



We have several platforms where we connect with residents:

- Facebook is one of our most active spaces for community updates.
- Instagram (@cityofhollywoodfl) showcases compelling visuals and stories.
- X (@CohGov) provides timely news and updates.
- LinkedIn highlights professional initiatives and recruitment.
- YouTube serves as a hub for video storytelling.

How We Communicate on Each Platform



Instagram: Vertical video content and compelling pictures, carousels.



Facebook/X: Community bulletin with information



YouTube: Informative video content



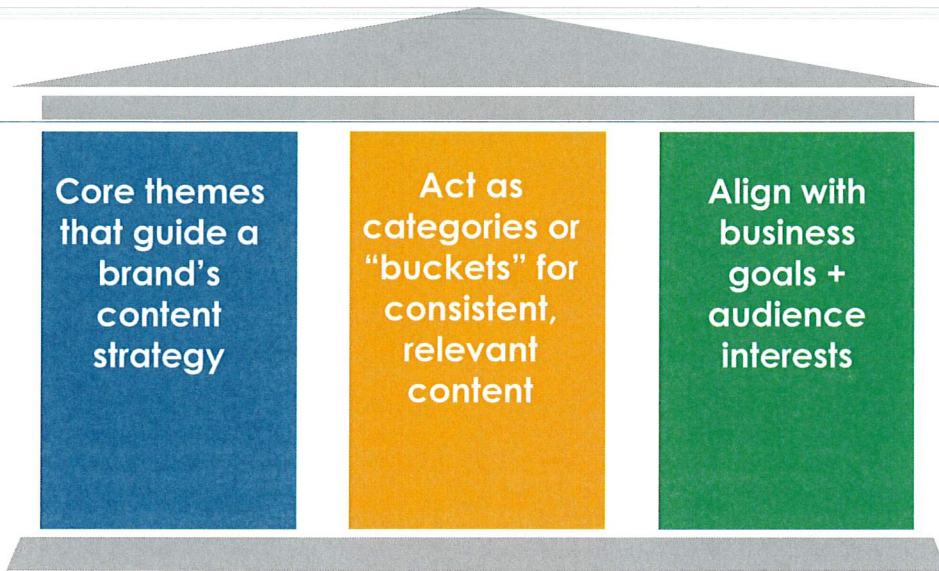
LinkedIn: Professional tone, talent recruitment and business relations

Each platform has its own style and audience:

- Instagram thrives on visual-first content like vertical video and high-quality photos.
- Facebook and X act like digital community bulletin boards.
- YouTube is used for long-form video storytelling and explanations.
- LinkedIn positions the City as professional and forward-thinking.

Key Reflection: If your social media presence was a person, how would they talk, look, and engage with people? This helps define your tone and style.

Content Pillars



Structure & Organization: Framework to organize content

Relevance & Consistency: Every piece ties to a key theme

Strategic Planning: Acts as a menu for content ideas

Audience Engagement: Focus on what resonates → loyalty

Building Authority: Consistent coverage builds trust & credibility

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

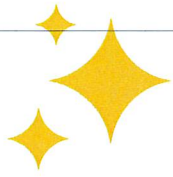
Schedule content at peak times

Promoting events requires planning:

- Start promoting 7–10 days before an event.
- Use a mix of posts, stories, and videos across different platforms.
- Post at peak times when your audience is most active.

The goal is to keep the event top-of-mind without oversaturating

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)

To grow pages:

- Match your content with the platform. For example, use video on Instagram and articles on LinkedIn.
- Create content pillars (regular topics you post about).
- Engage with your community by responding, liking, and sharing.

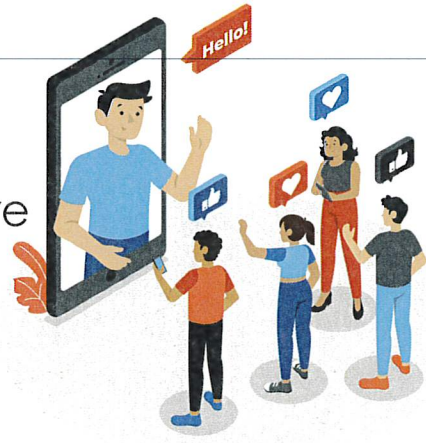
Consistency and interaction are key and be sure to share posts from the City of Hollywood!

How They Work

- Structure & Organization: Framework to organize content
- Relevance & Consistency: Every piece ties to a key theme
- Strategic Planning: Acts as a menu for content ideas
- Audience Engagement: Focus on what resonates → loyalty
- Building Authority: Consistent coverage builds trust & credibility

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!)



Always keep your audience in mind:

- Think about your own social media habits – when do you scroll? What grabs your attention?
- Every post should provide value – whether it's informative, entertaining, or inspiring.
- Don't be afraid to borrow ideas that work for others and make them your own.



QUESTIONS?

Helpful Resources

Canva

CapCut

Google Sheets or
Google
Workspace
(Content
Calendar)