

CITY OF CORAL GABLES

--MEMORANDUM--



*The City Beautiful*

**To: Honorable Members of the Commission  
Cathy Swanson-Rivenbark, City Manager  
Craig E. Leen, City Attorney**

**Date: July 28, 2015**

**From: Commissioner Vince Lago**

**Subject: Social Media Marketing Campaign,  
Mobile App Outreach**

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Technology encourages citizens to become engaged within the community and offers a variety of public outreach opportunities such as social media, which is presently one of most effective tools in communicating with residents. It allows cities to share information with its stakeholders and enables government to form a cohesive relationship with citizens by facilitating direct communication. To this end, it would be lucrative for the City to invest its resources in launching a social media marketing campaign and develop strategies to improve it's overall social media presence.

In conjunction with social media initiatives and improving public outreach by way of technology, there should also be an increased effort to promote the Coral Gables mobile app. Since it's launching in 2014, it has come to my attention that there has been a decline in promoting the app. To date, there have been approximately 1800 app downloads, however, with proper outreach, I am confident this number could rise.

In working towards a social media campaign and marketing the mobile app, the following questions should be considered:

- 1) Is the City actively promoting the mobile app and other key projects on relevant social media channels like Facebook, Twitter, or YouTube?
- 2) Does the City have a strategy going forward on how it will engage the public via relevant social media channels?
- 3) Are City departments actively participating in keeping their content within the app relevant and up to date?

As we strive to create an efficient and transparent form of government, social media and technologies like the mobile app make possible for a higher level of transparency and accountability. If public outreach methods are improved, citizen participation will increase allowing us to gain better understanding of any issues that may be present at large. I would like to see the City working toward this initiative and would like to be updated accordingly.

Respectfully,

Vince Lago

CC: IT Department  
Economic Development Department  
Communications Department