



## Legislation Details (With Text)

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| <b>Enactment date:</b> |   | <b>Enactment #:</b>  |   |                 |  |
| <b>Title:</b>          | Congratulations to the Office of Public Affairs and Coral Gables Television, recipients of an Award of Excellence for Best Use of Facebook. The award was presented in September by the City-County Communications and Marketing Association (3CMA), an organization of more than 700 professional public communicators and marketers from all over the nation. |                      |   |                 |  |

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| Date       | Ver. | Action By       | Action              | Result |
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Congratulations to the Office of Public Affairs and Coral Gables Television, recipients of an Award of Excellence for Best Use of Facebook. The award was presented in September by the City-County Communications and Marketing Association (3CMA), an organization of more than 700 professional public communicators and marketers from all over the nation.

On October of 2015, the City of Coral Gables' Facebook was launched. The City's Communications team seized the opportunity to combine all existing resources from the Office of Public Affairs and Coral Gables Television to offer an engaging platform that captures the attention of Coral Gables residents, visitors and fans.

On October 1, 2015, the City's Facebook page had only 389 "likes." A year later, on October 10, 2016, this number has increased to 3,912 "likes" - and this number is growing. Citizen engagement has exponentially increased thanks to eye-catching video postings and other appealing information about the City of Coral Gables such as events, programs and professional accomplishments.

Even though the City of Coral Gables Facebook was only launched a year ago, citizen engagement has increased by more than 900 percent and on its initial year it has been nationally recognized by the City-County Communications and Marketing Association with an Award of Excellence. The City of Coral Gables is proud to be among the absolute best in the art of communications, public-sector marketing and citizen-government relationships.