

Social Media Report

Prepared by:

#aoinsight



scope of services

social media {facebook, twitter & instagram}

- strategy
- content development
- content implementation
- engagement
- tracking

social engagement overview

april 19th - june 25th

outlet	followers	engagement	reach	posts
facebook	835	1,153	7,098	113
twitter	197	1,155	54,344	291
instagram	709	3,086	24,932	72
totals	1,741	5,394	86,374	476

total graphics created: 65

outlet	#connectmiami305	#connectmiami
facebook	96	20
twitter	351	43
instagram	329	624
totals	776	687

does not include posts by @connectmiami305

social stats by month

april

outlet	followers	engagement	reach	posts
facebook	350	428	7,098	16
twitter	74	154	8,076	35
instagram	117	366	3,230	10
totals	541	948	18,404	61

may

outlet	followers	engagement	reach	posts
facebook	440	664	17,703	84
twitter	175	911	41,531	242
instagram	502	2,256	16,150	50
totals	1,117	3,831	59,234	376

june

outlet	followers	engagement	reach	posts
facebook	835	61	7,919	13
twitter	197	90	4,737	14
instagram	709	464	5,552	12
totals	1,741	615	12,656	39

facebook highlights

2 On Shares

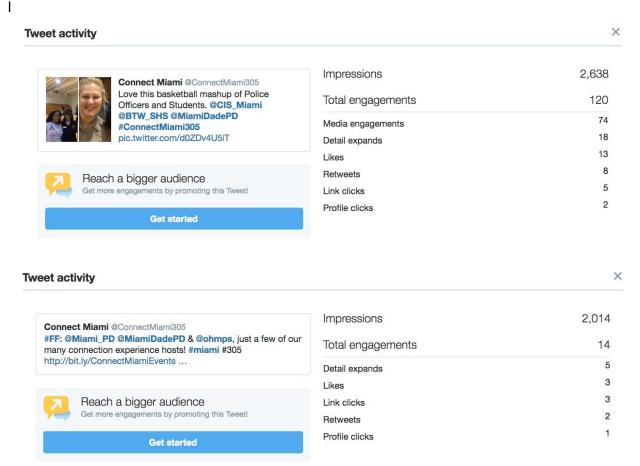
13 Other Clicks (i)





twitter highlights

	profile visits	mentions
april	274	24
may	643	192
june	126	28
totals	1043	244



@connectmiami305 tweet mentions by others: 234

- total reshares/engagement: 1142

11 Users most retweeted





Tweets most retweeted



100s of #Miami #nonprofits need #volunteers! Visit @childrenstrust @MiamiFoundation @MCCJ_Miami @UnitedWayMiami to... twitter.com/i/web/status/8...

CONNECT Connect Miami @ConnectMiami305 8:18 PM - 17 May 2017 via TweetDeck 😝 5 🌟 5 "Stop Arguing and Start Eating: 3 Ways Food Can Bridge a Gap", by @Carlos_Frias via @MiamiHerald. bit.ly/2qx8qBR #connectmiami305

Connect Miami @ConnectMiami305 10:00 AM - 21 May 2017 via TweetDeck 😝 5 🌟 6 10 Days of Connection starts tomorrow! Are you ready to #ConnectMiami305? #Miami #305 bit.ly/ConnectMiamiCh... https://t.co/uWU2yHgJd9

★ Tweets most favorited



Connect Miami @ConnectMiami305 7:43 PM - 22 May 2017 via Twitter for iPhone 🔼 8 🌟 13 Love this basketball mashup of Police Officers and Students. @CIS Miami @BTW SHS @MiamiDadePD #ConnectMiami305 https://t.co/d0ZDv4U5iT



Connect Miami @ConnectMiami305 12:30 PM - 19 Apr 2017 via TweetDeck 😝 8 🌟 12 Join in for 10 Days of Connection, May 22-31! Committ to connecting with others not like you. #connectmiami305... twitter.com/i/web/status/8...



Connect Miami @ConnectMiami305 5:30 PM - 21 Apr 2017 via TweetDeck 13 4 * 10 #FF: @MiamiHerald, @MiamiFoundation, @UnitedWayMiami #ConnectMiami305 #ChangeMaker #Miami https://t.co/l8WldhJ6rl



Connect Miami @ConnectMiami305 9:12 AM - 27 May 2017 via TweetDeck 🔼 4 🌟 8 Connection Challenge Idea 6: Visit a new #community, neighborhood, local attraction or business. #ConnectMiami305... twitter.com/i/web/status/8...



Connect Miami @ConnectMiami305 7:56 PM - 25 May 2017 via Twitter for Android 12 2 ** 8 amazing connections happening right now w/ @VentureCafeMIA! how will you #connectmiami305? https://t.co/AA2qGzVxuJ

May 2017 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,465 impressions

Love this basketball mashup of Police Officers and Students, QCIS Miami @BTW SHS @MiamiDadePD #ConnectMiami305 pic.twitter.com/d0ZDv4U5iT



View Tweet activity

View all Tweet activity

Top mention earned 126 engagements



Frank Carollo

Partnering w/@MDCollege to Host 2nd #GoalsNOTGuns Forum on May 23. Get Ready 2 Connect @CityofMiami @connectmiami305 voutu.be/MvIVv6KFZ4I pic.twitter.com/r7u5jPi7IR



♠2 **t**₹5 **♥**9 View Tweet

Top Follower followed by 23.9K people



Edible South Florida SoFla FOLLOWS YOU

Peppers, from mild to wild! Free spring issue at Milam's Markets, select retail, farmers markets in greater Miami, Fort Lauderdale and the Florida Keys

Top media Tweet earned 1,013 impressions

100s of #Miami #nonprofits need #volunteers! Visit @childrenstrust @MiamiFoundation @MCCJ Miami @UnitedWavMiami to find one #ConnectMiami305 pic.twitter.com/pg1U4A5d0k



MAY 2017 SUMMARY

240

38.8K

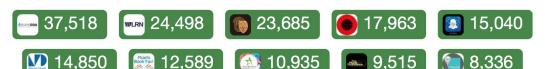
643

192

101



Most influential users



Instagram highlights





connectmiami305
Booker T. Washing...

Following

connectmiami305 #Watch @miamidadepd play a #fun game of hoops against @cismiami's #youth, in the spirit of #connectmiami305! #basketball #miamidade #community #communitypartners #police #305 #positive #positiveimpact #Connect poshlifemiami That was my high school! Whoohoo in go Tornadoes! ♥

mppcreative How cool ♥



97 views

MAY 22

Add a comment...

•••





connectmiami305

Following

connectmiami305 A personal invitation to #ConnectMiami305 from @MikeLahoud of the @TheMiamiFC. Learn why this #initiative is important to him. #VamosMiami #MiamiDade #305 #SoMiami #SoFla #Connect #Connection #miamilifestyle #miamiliving #miami #changeagent #soccer #video #watch #nowplaying

freedive305 Awesome! Get connected underwater through freediving! @themiamiFC @mikelahoud @connectmiami305



Q

95 views MAY 22

Add a comment...

•••



COMMS PROS CONNECT: HOW CAN WE BUILD MORE INCLUSIVE CAMPAIGNS?

CHAT WITH COMMUNICATIONS PROFESSIONALS ACROSS SECTORS DURING #CONNECTMIAMI305

HAPPY HOUR & CONVERSATION 6 P.M. MAY 23 QENTER FOR SOCIAL CHANGE

P: COMMSPROSCONNECT.EVENTBRITE.COM



connectmiami305

Following

connectmiami305 5.23: Connect with #Communications Professionals - @thecomnetwork will facilitate small group discussions on how to better-engage local residents. RSVP required. #ComNetworkMiami #ConnectMiami305 #miami #305 #meetup #socialmedia #pr #prlife #communication #media #publicrelations #mediarelations #engage #share #learn #connect #miamidade #miamiliving #sofla

marikalynch Thanks for sharing, can't wait connectmiami305 @marikalynch □□□





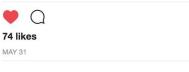




connectmiami305

Following

connectmiami305 Connection Challenge Idea 10: Commit to connecting year round. Schedule meals with new connections, signup for #volunteer opportunities, or make a personal commitment to regularly explore new perspectives. #ConnectMiami305 #miami #miamiliving #305 #meetup #engage #share #learn #connect #miamidade #miamiliving #sofla #explore #future #planahead



Add a comment...

webtracking

directed back to www.connectmiami.org

<u>Connect Miami – Kindness is Contagious. Connection Sustains Us.</u>

Clicks: 69 (FB: 32 / T: 10)

Events for May 2017 - Connect Miami

Clicks: 30 (FB: 21 / T: 5)

<u>Take the 10 Days of Connection Challenge – Connect Miami</u>

Click: 28 (FB: 15 / T: 6)

Resources – Connect Miami

Clicks: 13 (FB: 5 / T: 3)

Connect at a Cultural Potluck – Connect Miami

Clicks: 12 (FB: 10)

Connect over #LetsDoLunch! - Connect Miami

Clicks: 4 (FB: 3)

<u>Connect with Communications Professionals – Connect Miami</u>

Clicks: 1

Connect with Special Olympics Young Athletes – Connect Miami

Clicks: 1

<u>Hoop to Connect – Connect Miami</u>

Clicks: 3

<u>Connect with Miami Women – Connect Miami</u>

Clicks: 1

<u>Connect with Downtown Miami's History – Connect Miami</u>

Clicks: 0

<u>Connect to Migrant Workers through Photography – Connect Miami</u>

Clicks: 0

<u>Connect To Dance Through TAYB (Little Haiti) – Connect Miami</u>

Clicks: 0

Serendipitous Connections at Venture Cafe Miami – Connect Miami

Clicks:0

Connect to Dance through TAYB (Miami Gardens) - Connect Miami

Clicks: 0

Connect to Dance Through TAYB (Homestead) - Connect Miami

Clicks: 0

Connect To Dance Through TAYB

Clicks: 0

<u>Register Your Connection Experience – Connect Miami</u>

Clicks: 0

external links

You can't hate someone whose story you know (Roberta Shevin, MCCJ) - Connect Miami

Clicks: 99 (FB: 94 / T: 1)

Stop arguing and start eating: 3 ways food can bridge a gap (Carlos Frias, Miami Herald) -

Connect Miami

Clicks: 14 (FB: 11 / T: 3)

<u>Let's get a little uncomfortable, together. | The New Tropic</u>

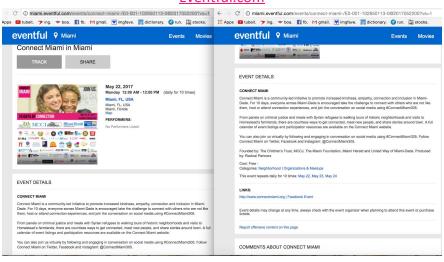
Clicks: 14 (FB: 8 / T: 5)

250 Quality Conversation Starters: The Only List You'll Need

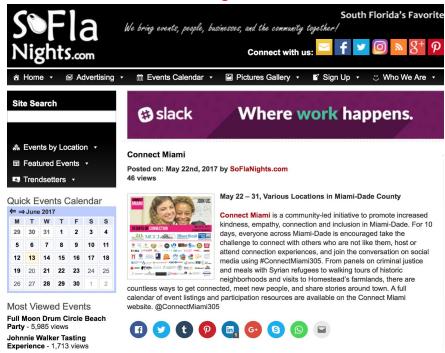
Clicks: 0

calendar listings

Eventful.com



SoFLaNights.com



Soulofmiami.com



You can also join us virtually by following and engaging in conversation on social media using #ConnectMiami305. Follow Connect Miami on Twitter, Facebook and Instagram: @ConnectMiami305.

Founded by: The Children's Trust, MCCJ, The Miami Foundation, Miami Herald and United Way of Miami-Dade. Produced by: Radical Partners

Eventcrazy.com



Backpage.com



Connect Miami is a community-led initiative to promote increased kindness, empathy, connection and inclusion in Miami-Dade. For 10 days, everyone across Miami-Dade is encouraged take the challenge to connect with others who are not like them, host or attend connection experiences, and join the conversation on social media using #ConnectMiami305.

From panels on criminal justice and meals with Syrian refugees to walking tours of historic neighborhoods and visits to Homestead's farmlands, there are countless ways to get connected, meet new people, and share stories around town. A full calendar of event listings and participation resources are available on the Connect Miami website.

You can also join us virtually by following and engaging in conversation on social media using #ConnectMiami305. Follow Connect Miami on Twitter, Facebook and Instagram: @ConnectMiami305.

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· Location: Miami-Dade County

Yelp.com



What/Why:

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