



DOWNTOWN DEVELOPMENT AUTHORITY
WEST PALM BEACH

Always Original

January 30, 2014

Then & Now

THEN

 10,255 likes on Facebook

 5,434 followers on Twitter

 275 followers on Instagram

NOW

 11,005 likes on Facebook
↑ 7.3% Increase

 6,474 followers on Twitter
↑ 19.1% Increase

 400 followers on Instagram
↑ 45.5% Increase



Then & Now

THEN

-  Facebook reach was averaging 14,444 per week in September
-  Engagement was averaging 774 people per week in September

NOW

-  Now Facebook reach averages 43,437 per week **200% increase**
-  Facebook engagement is now 3,915 per week **406% increase**



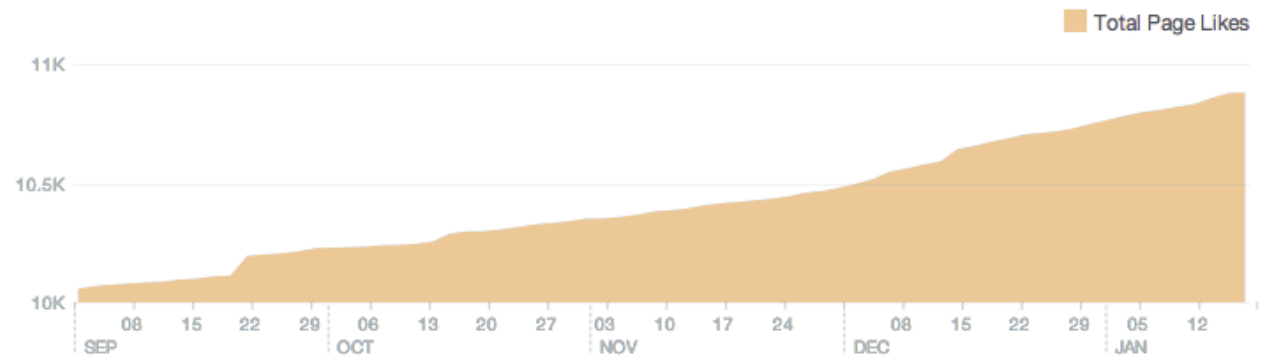
Then & Now

REACH

- f Now Facebook reach averages 43,437 per week
200% increase

LIKES

- f Facebook engagement is now 3,915 per week
406% increase



How Did We Do It?

- ▶ We **identified** our goals.
- ▶ We **defined** our audience.
- ▶ We **created** relationships with local influencers.
- ▶ We **listened** and **engaged** with our audience and **used** popular conversation topics (hashtags).
- ▶ We **focused** on creating the kind of content our audience would relate to.





Goals

- ▶ To be a **reliable** source of news and information about the downtown area.
- ▶ To **connect** and have **fun** with our followers thereby creating a relationship with our social fans.
- ▶ To **increase** the perceived **value** of the DDA.



Audience

-  Our audience is 60% women
-  32% of our fans are between 25 and 34 years of age
-  One third of our audience lives in West Palm Beach



Influencers



▶ We shared content from local business and organizations.

▶ We interacted with local influencers

such as: [@AGuyOnClematis](#)

[@WalkableWPB](#)

[@westpalmbch](#)

[@PBPost](#)

...as well as local news anchors.



Conversation Seeding

▶ We took the time to listen and talk with our followers, leading the conversations people had about Downtown.

▶ We used popular hashtags to draw more attention to our content.

WEST PALM BEACH
Always Original

Downtown West Palm Beach
Getting ready for Clematis by Night, circa 1913. #tbt

2,309 People Reached

123 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

77 Likes	4 Comments	15 Shares
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FROM LIKES, COMMENTS & SHARES

23 Likes	4 Comments	0 Shares
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TOTAL

100 Likes	8 Comments	15 Shares
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106 Post Clicks

103 Photo Views	3 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Content

- ▶ We created original, enjoyable content to share with our audience. Examples include Sandi's Twitter feed and the video of Clematis Street during the holidays.




Content

SANDI'S VIDEO




Content

- ▶ We learned that people love celebrating their hometown, helping to drive lots of Downtown photo shares.



Downtown West Palm Beach with Captain Kimo
Governor Rick Scott has congratulated the City of West Palm Beach on being selected as one of the nation's most "livable" cities by **Livability**: <http://ow.ly/qWAoe>



6,408 People Reached

549 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

190 Likes	15 Comments	72 Shares
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FROM LIKES, COMMENTS & SHARES

210 Likes	62 Comments	0 Shares
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TOTAL

400 Likes	77 Comments	72 Shares
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384 Post Clicks

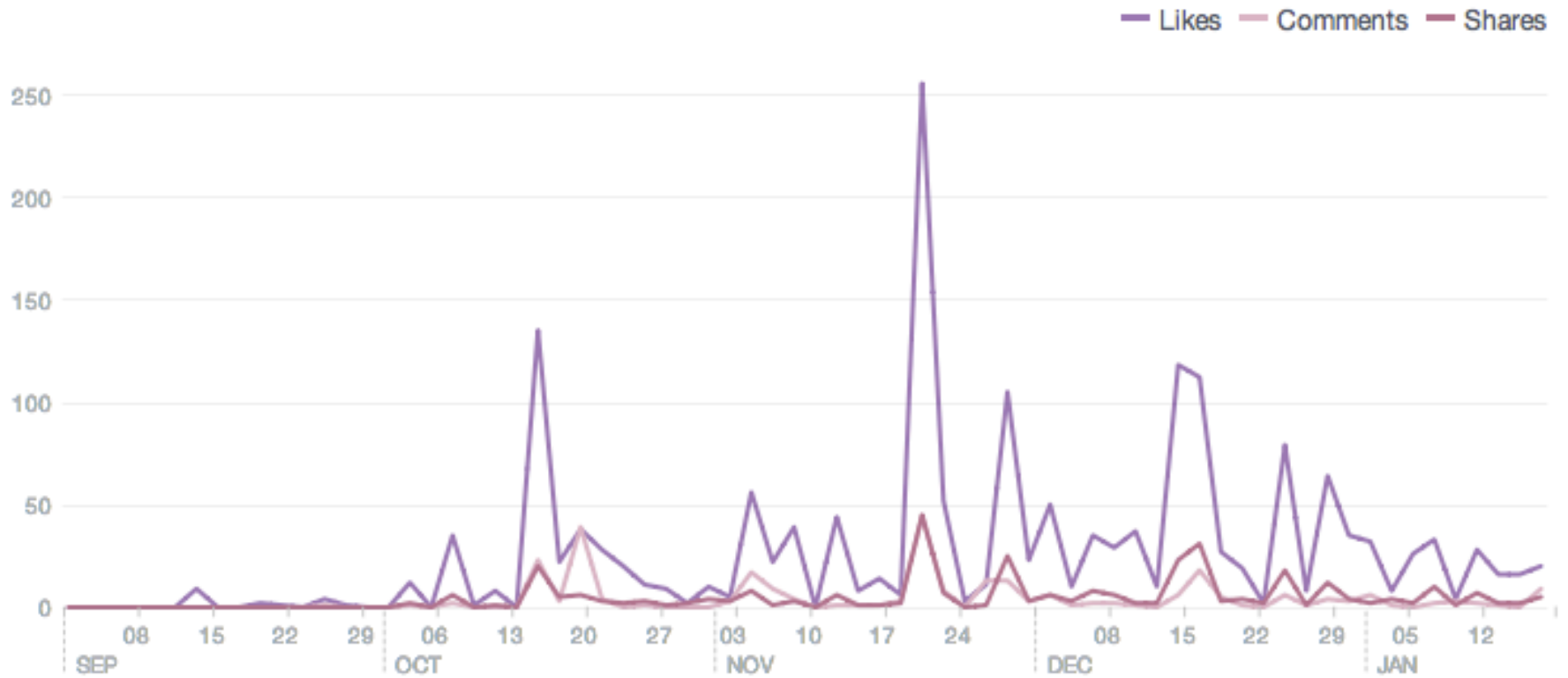
274 Photo Views	41 Link Clicks	69 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Results



Going Forward

- ▶ Collaborate with other local entities.
- ▶ Strengthen ties with Downtown businesses.
- ▶ Invest in special ways to deliver content to our audience.
- ▶ Identify new opportunities to enhance the Downtown experience through social events, interactive contests and more.
- ▶ Use Facebook Deals to build engagement.



THANK YOU

