



City of North Port

City Commission

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On behalf of the City of North Port I would like to recommend our social media efforts for the Florida Citizenship Award. The City has seen a huge improvement in public communication and participation since its inception in 2015. The efforts have only been intensified in the past year. The serious focus on the resource has certainly helped us develop stronger and more participative residents of all ages. Not to exaggerate, but It has even possibly saved a few lives.

The City went from having zero influence on social media in 2015 to a reach of nearly 13-million per year now. The impact has been felt by residents, visitors, and community organizations. Our Neighborhood Watch and area Chamber of Commerce are a few of the partners now helping us make a difference.

The success can be measured in numbers and actions. This year our followers have nearly doubled. Now more than 25,000. We have seen public participation at events promoted on social media substantially increase. Certainly, for the two individuals who were missing and found because of our followers seeing a post, this endeavor has been a success. The nearly four dozen crimes which have been solved as a result of our outreach on social media can also be put in the success category.

These platforms are being used in an innovative way. The City of North Port is bringing them to new heights. We are treating our social media platforms like our own news outlet. No longer do we have to wait and rely on traditional media outlets to get our word out. The City itself has become the go to resource for what's happening. Now with the two largest pages in our area.

We believe the City of North Port is creating a model others can view and adapt. In 2017 our social media policy was awarded the Government in Social Media Golden Post Award for having the best Social Media Policy in the country. We have received inquiries from coast to coast for it and information related to its creation. This goes along with the 2016 Government in Social Media Award for having the best Social Media Strategy in Solving Crime in the country. Law enforcement agencies are also continuing to inquire about how they too can implement our ways of using the resource. Thank you for taking the time to consider us for this award.

Sincerely,

Linda Yates
Mayor