

Social Media Workshop Minutes

Florida Keys Mosquito Control District
Marathon Office
503 107TH St.
Marathon, FL 33050

February 15, 2022 1:13 PM

The Board of Commissioners of the Florida Keys Mosquito Control District held a Social Media Workshop on Tuesday, February 15, 2022.

Present Were: Phillip Goodman, Chairman; Dr. Stanley Zuba, Vice-Chair; Jill Cranney, Commissioner; Tom McDonald, Secretary/Treasurer; Andrea Leal, Executive Director; Dale Coburn, Board Attorney. Brandon Pinder, Commissioner, was absent.

Employees Present: Bruce Holden, Director of Finance; Mikki Coss, Director of Operations; Michael Behrend, Director of Human Resources; Chad Huff, Public Education & Information Officer; Robert Lee, Director of Aircraft Maintenance; Deanna Darias, Executive Assistant; Tony Nunez, Chief Technology Officer.

GUESTS PRESENT: None

APPROVAL OF AGENDA: *Chairman Goodman asked the Board if there were any corrections or additions to the agenda, having none the agenda was unanimously approved.*

Chairman Goodman announces the purpose of this workshop is to discuss the Florida Keys Mosquito Control District's social media use policy and other effective techniques for communicating with the general public.

DISCUSSION:

Andrea Leal, Executive Director, advised the Board that during today's workshop, we will be reviewing our current Social Media policy and how we have been utilizing our Social Media Platforms, Website, and App usage.

Chad Huff, Public Education & Information Officer presented an overview of the District's current Social Media Policy and stated we primarily use Facebook and Twitter to reach the community, with Facebook being the primary platform due to the capability of revising a post and not being limited to the size of the post. He reviewed the Social Media dashboard for our Facebook and Twitter accounts and explained we have an increase in traffic in the high season and the posts that secure the most attention are Spray Mission Notifications with adulticide missions getting the highest participation. Open Houses, Events, Throwback Thursdays, and Animal Encounters also have high traffic on the platforms. Our website tends to see the most traffic when we have news-worthy events happening in the District, an example being the Oxitec Trials. Our main demographic utilizing our Social Media pages are women, double the amount of men.

Chairman Goodman thanked Chad Huff for the great presentation and advised he would like to see additional Social Media postings that include our new helicopters, automated traps, A1 Misters, drones, and our teams of inspectors that handle each key so the Keys residents are familiar with the inspectors that will be in their neighborhoods.

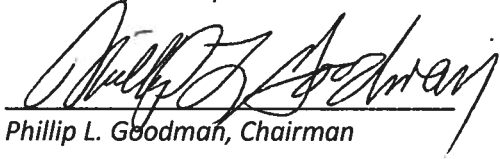
ADJOURN: There being no further business to come before the Board, the workshop was adjourned.

Respectfully submitted,



Andrea Leal
Executive Director

Board of Commissioners
Florida Keys Mosquito Control District



Phillip L. Goodman, Chairman



Thomas McDonald, Secretary-Treasurer

For additional information, please refer to www.keysmosquito.org.