TO: PRESIDENT KIM KIRBY & MEMBERS OF THE FLORIDA CHAPTER EXECUTIVE COMMITTEE

FROM: CHARLES R. JORDAN, M.P.A., SOCIAL MEDIA & TECHNOLOGY CHAIRMAN

DATE: AUGUST 2011

RE: SOCIAL MEDIA & TECHNOLOGY COMMITTEE REPORT

Since the Annual Meeting and Trade Show, the Committee has been working on developing social media sites for the Chapter and integrating them into the marketing and website efforts already being performed.

The Florida Chapter is now represented on four major, main-stream social media outlets: Facebook, Twitter, LinkedIn, and YouTube.

Facebook is the most main-stream and highly used social media site on the planet. The web-based system provides individuals, groups, companies, and others to have a “spot” or site that reflects their life, current events, or other important information. The Committee has created a “Page” for the Florida Chapter, which acts in many ways like a person's personal site, but has more functionality that is necessary for organizations and businesses. You can find us here: [http://www.facebook.com/apwaflorida](http://www.facebook.com/apwaflorida)

Twitter is a microblog social media system that limits total number of characters when announcing information. This has made it a premier site for quick news information linked to larger stories. We have created a Twitter account that is linked to the Facebook “Page” and will micro blog the stories and events that are created there, as well as publicize news and information from the Florida Chapter Website. You can find us here: [http://www.twitter.com/apwaflorida](http://www.twitter.com/apwaflorida)

LinkedIn is the leading professional social media site on the planet. This website is geared more towards professional associations, business leads, and resume advertising. It removes many of the recreational stigmas from the other sites. We have created a Florida Chapter LinkedIn “Group” that has newsfeeds from the Twitter Account and leading Public Works periodicals, as well as the APWA National Website. This group also has the ability to have “SubGroups” which are available to each Branch to provide them an additional communication resource. You can find us here: [http://www.linkedin.com/groups?gid=3410297](http://www.linkedin.com/groups?gid=3410297)

Finally, YouTube is the leading site for streaming video media on the planet. With the advent of creating videos for the Chapter as a whole and to use at the Annual Meetings, this website will provide the Chapter the ability to broadcast to all members easier and for free. This site can easily integrate into the website or other social media outlets. You can find us here: [http://www.youtube.com/user/APWAFlorida](http://www.youtube.com/user/APWAFlorida)

Our committee will next be reviewing teleconferencing / telecomputing options that could better assist our committees and educational programs to meet a larger range of members. We will also be working closely with Tracy Quintana, the Website Administrator in keeping information readily available to all members of the Chapter.

Respectfully Submitted,
Chas Jordan
Committee Chairman