



Social Media Campaign (2025-2026)

Category Description

Submit posts developed for a product, service, disaster preparedness, event or branding initiative (three to five pieces with a common theme).

Submissions will be judged on criteria such as creativity, consistency and community impact.

SUPPORTING DOCUMENTATION SUGGESTIONS: Campaign analytics, screenshots of engagement.

Name of Individual Submitting Entry

Leah Justice

Affiliation (Municipality/Organization)

City of Tallahassee

Primary Contact Email

Leah.Justice@talgov.com

Primary Contact Phone

(850) 891-8533

Entry Title

#AAC2025

Social Media

Facebook.com/CityofTLH, Instagram.com/CityofTLH

Video Link (YouTube or Vimeo)

<https://youtu.be/oUFG6z9ee-8?si=yJZBWgHmijea1IQh>

Supporting Documentation

FMCA Award Entry - AAC2025 Supporting Materials.docx

What are the goals and objectives of the social media campaign (include target audience)?

For over 75 years, the National Civic League's All-America City Award has highlighted and celebrated outstanding civic innovation, recognizing communities that harness the power of local collaboration to drive meaningful change. Each year, only 10 communities earn this prestigious honor. In 2025, Tallahassee was named a finalist for the All-America City Award. Tallahassee was first recognized as an All-America City in 1999 and earned it again in 2015.

As part of the All-America City process, a team of residents, nonprofit, business and government leaders from the City of Tallahassee joined other finalist communities in Denver from June 27–29. Attendees were immersed in a dynamic program featuring workshops, panel discussions and peer learning sessions led by national thought leaders and practitioners. Each community presented the story of their work to a jury of nationally recognized civic leaders to compete for this prestigious award.

Prior to the conference, as a proud 2025 All-America City finalist, the City of Tallahassee launched a robust social media and online outreach campaign to celebrate our designation, engage the community and share our story on a national scale. Finalist communities were asked to use the hashtag #AAC2025 to track and amplify their social media engagement throughout the campaign and conference.

The focus of the 2025 All-America City Award was on strengthening environmental sustainability through inclusive community engagement. Tallahassee's campaign highlighted three core focus areas – the Southside Action Plan, Clean Energy Plan and 100+ Parks initiative – while amplifying the voices of our residents.

The City's #AAC2025 social media campaign was guided by three strategic goals: to increase community awareness and pride surrounding Tallahassee's All-America City finalist designation; to deepen digital engagement by highlighting the collaborative work behind the Southside Action Plan, Clean Energy Plan and 100+ Parks initiative; and to maintain timely, transparent communication with residents throughout the All-America City conference. Together, these goals ensured the campaign not only celebrated the designation but also educated the public, amplified resident voices and sustained momentum before, during and after the national event. The following objectives were outlined to drive social media efforts leading up to the competition:

- From April 2 through June 26, 2025, publish a minimum of 60 posts across the City's primary social media platforms, incorporating #AAC2025 to build recognition of finalist status and educate residents about the three featured initiatives.
- Generate at least 15,000 total engagements across #AAC2025 campaign content between April 2 and June 29, 2025, through the use of weekly feature articles, video storytelling and cross-platform promotion.
- Generate at least 50,000 video views across social media and YouTube for #AAC2025-related content.
- Publish a minimum of 30 real-time conference updates across platforms June 27–29, 2025, including social media posts, LinkedIn articles and video content, to keep residents informed of delegation activities and award outcomes.

The primary audience for the #AAC2025 campaign was residents of Tallahassee, with a strategic emphasis on individuals already engaged in or impacted by the three featured initiatives. This included

residents who participated in public engagement for these projects, community partners and members of the All-America City delegation. By prioritizing those with an existing connection to the initiatives, the campaign aimed to empower informed advocates to amplify the message within their own networks, while also broadening awareness and pride among the wider Tallahassee community.

Describe the supporting documentation submitted with this entry.

Supporting documentation includes social media analytics, examples of posts, links to articles, media coverage, and more.

What is new, innovative or creative about this social media campaign?

All-America City messaging was fully integrated across existing social media outreach efforts. Among the campaign's creative elements, consistent campaign graphics and social media cover images were implemented across platforms to ensure strong visual cohesion and reinforce messages of All-America City pride. To empower delegation members, a digital toolkit was distributed with caption examples and recommendations for engagement.

Describe how the social media campaign was successful (include your evaluation process and metrics).

As soon as Tallahassee was announced as a 2025 All-America City finalist on April 2, 2025, the City's Communications team began amplifying the message across social media platforms.

In the months leading up to the All-America City competition, Tallahassee incorporated the #AAC2025 hashtag or tagged the All-America City Awards Facebook page in more than 77 posts on the City's main pages. Content was shared on the City's main Facebook, X (formerly Twitter), LinkedIn, Instagram and YouTube accounts to reach a broad and diverse audience. Messaging was also distributed through additional City department social media pages and shared by community partners, including:

- City of Tallahassee Parks, Recreation & Neighborhood Affairs (@cotparks)
- Tallahassee Animal Services (@cotanimals)
- StarMetro (@RideStarMetro)
- Tallahassee Senior Center (@TallahasseeSeniorCenter)
- Tallahassee International Airport (@TLHairport)
- Tallahassee Fire Department (@cotfire)
- Tallahassee Downtown (@TLHDowntown)
- Tallahassee Parks (@TLHparks)
- Choose Tallahassee (@choosetallahassee)

All-America City messaging was fully integrated across existing social media outreach efforts, incorporating it into park features, sustainability tips and major project milestones, including the groundbreaking of our first publicly available EV charging station.

The Communications team also expanded efforts with new, campaign-specific content, including weekly LinkedIn feature articles, delegation spotlight videos and a digital social media toolkit.

Consistent campaign graphics and social media cover images were implemented across platforms to ensure strong visual cohesion and reinforce messages of All-America City pride. To empower delegation members, a digital toolkit was distributed with caption examples and recommendations for engagement. Participants were encouraged to share City content or create their own posts using #AAC2025.

Video storytelling also played a key role in the campaign. Delegation members shared why they were proud to represent Tallahassee in Denver in social media reels, while All-America City messaging was incorporated into broader City video content featuring parks and sustainability initiatives. These videos were distributed across social media and YouTube.

Additionally, a dedicated landing page on the City's website, Talgov.com, served as a central hub for all related content, including the campaign overview, feature articles, videos and photo galleries highlighting the Southside Action Plan, Clean Energy Plan and 100+ Parks initiative.

Throughout the All-America City conference, the Communications team continued to highlight the Tallahassee delegation's participation on social media with 42 posts across the City's main accounts during the three days. Content included daily LinkedIn articles, videos, photo recaps and real-time updates from the conference events.

Following the conference, the City continued the momentum of celebration across social media channels by incorporating All-America City messaging and the #AAC2025 hashtag into posts related to the three initiatives. From the conference to Jan. 6, 2026, 52 additional posts featuring All-America City messaging have been shared on the City's main social media pages.

The designation was also celebrated at major City events, including Celebrate America, the City's annual Independence Day celebration, and The Longest Table, a community engagement event held Oct. 12. These events provided opportunities to celebrate the achievement in person while continuing digital amplification through social media coverage and engagement.

The #AAC2025 campaign successfully met and exceeded its strategic goals of increasing community awareness, driving meaningful digital engagement and maintaining real-time communication throughout the All-America City process. From April 2 through the post-conference celebration period, the City published 171 posts across its primary LinkedIn, Facebook, Instagram and X platforms, consistently incorporating the #AAC2025 hashtag and highlighting the Southside Action Plan, Clean Energy Plan and 100+ Parks initiative.

These efforts generated 373,509 impressions and 20,459 engagements, significantly surpassing the campaign's engagement benchmark. Engagement included 6,023 reactions, 805 comments and 568 shares, demonstrating reach as well as meaningful community interaction and pride. The high volume of comments and shares reflected strong public enthusiasm and validation of Tallahassee's collaborative work.

Video storytelling further amplified the campaign's impact. Campaign-related videos earned a combined total of 85,677 views across social media and YouTube, including 79,774 views on social platforms and 5,903 views on YouTube. This far exceeded the stated goal of 50,000 and helped humanize the initiatives, elevate resident voices and maintain momentum before, during, and after the conference.

During the June 27–29 All-America City conference, the Communications team delivered 42 real-time updates, keeping residents informed of delegation activities and ultimately sharing the announcement that Tallahassee had been named a three-time All-America City.

The sustained, strategic visibility of the campaign did not go unnoticed. At the conference, Tallahassee received the National Civic League's award for Social Media and Online Outreach, recognizing the City's exceptional success in promoting its finalist designation and engaging its community throughout the process.

Most importantly, Tallahassee was named a three-time All-America City, a distinction earned through collaboration, innovation and the power of inclusive community engagement. The #AAC2025 campaign ensured residents were not just observers of this achievement but active participants in celebrating and amplifying it.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall

budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

The City of Tallahassee – Florida’s Capital City – is a full-service municipality and the largest single provider of municipal services in Florida’s Big Bend region. It is also one of the largest employers, with roughly 4,000 people serving the community they call home. The City’s mission is to be the national leader in the delivery of public service and has a robust five-year Strategic Plan to help guide programs and services toward that goal. As a full-service municipality, the City owns and operates the utilities systems (electric, natural gas, water, wastewater, stormwater); police; fire; Tallahassee International Airport; parks and recreation; the animal shelter; streets and traffic control; solid waste management; and much more. It is the only municipality in Leon County. Roughly 200,000 people call Tallahassee home. Additionally, more than 60,000 students study at the two major public universities located here. The City’s annual budget for Fiscal Year 2024 is roughly \$1 billion. To help communicate this breadth of services, the City of Tallahassee has a strong focus on communications and outreach efforts. The Communications Department is a cohesive team comprised of 18 professionals skilled in various areas including marketing, public relations, citizen engagement, web/graphic design, photography and videography.