



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

Kate Pokorny

Affiliation (Municipality/Organization)

Village of North Palm Beach

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Entry Title

Live from the Lawn Chair Engages Community

Social Media

<https://www.facebook.com/npbparksandrec/reels/>

Video Link (YouTube or Vimeo)

Supporting Documentation

Live from the Lawn Chair_Analytics (1).pdf

Live from the Lawn Chair_FMCA Award.docx

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

The goal of Live from the Lawn Chair was to share Parks and Recreation programs, events, and community updates in a fun, approachable way that residents would actually enjoy watching. The campaign aimed to make local government communication feel more personal, engaging, and memorable.

Key objectives included increasing awareness and participation in Village programming, boosting social media engagement and reach through consistent video content, and strengthening community connection by featuring recognizable staff and collaborations with other departments, including the Library and Mayor Deborah Searcy.

The target audience was North Palm Beach residents of all ages, especially families, active adults, and community members who follow Village updates on social media. The series was designed to reach both regular participants and new audiences through creative, short-form video storytelling.

Describe the supporting documentation submitted with this entry.

Supporting documentation for this entry includes a selection of Live from the Lawn Chair video episodes, screenshots of campaign analytics showing total views and follower growth, and examples of resident engagement through comments and feedback. Additional materials highlight special guest appearances and cross-department collaborations, demonstrating the creativity, consistency, and community impact of the series.

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

Live from the Lawn Chair is an innovative approach to municipal communication because it transforms traditional government updates into a fun, personality-driven video series that residents look forward to watching. By using humor, consistent hosts, and a recognizable format, the campaign made Parks and Recreation information more relatable and engaging. The series also stood out through creative guest appearances and cross-department collaborations, including the Library and Mayor Deborah Searcy, helping local government feel more approachable while strengthening community connection.

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

Live from the Lawn Chair was successful in increasing community engagement, expanding the Village's social media reach, and encouraging resident participation in Parks and Recreation programs. The campaign was evaluated through ongoing performance tracking across social platforms, including video views, follower growth, and audience interactions such as likes, shares, and comments.

Throughout the campaign, the video series generated 24,494 total views and helped grow the NPB Parks and Recreation Facebook page by 150 new followers, demonstrating strong interest and increased visibility. Success was also reflected in qualitative feedback from residents, many of whom praised the creativity, humor, and informative value of the series. Residents shared that the videos "brightened their day" and helped connect them directly to Village events and programs, showing that the campaign created both online engagement and real-world community involvement.

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.

North Palm Beach is a small coastal village of 13,162 residents, and our communications team works with a limited staff and budget compared to larger city or county agencies. Because of that, we focus on finding creative, low-cost ways to connect with our community in meaningful ways.

Live from the Lawn Chair was produced completely in-house using existing staff and simple resources. Rather than relying on high-end production, the series stood out through its humor, consistency, and personality. In a close-knit community like ours, the impact was easy to see. Residents commented, shared the videos, recognized the hosts while out in town, and even attended events or signed up for programs after seeing them featured.

This campaign shows that even a small municipality can create innovative, engaging communication that truly brings the community closer together.