



Social Media Post (2025-2026)

Category Description

Submit a single, graphically designed social media post with caption if applicable.

Submissions will be judged on criteria such as visual creativity, originality, aesthetics and relevance.

SUPPORTING DOCUMENTATION SUGGESTIONS: Post analytics, screenshots of engagement, etc.

Name of Individual Submitting Entry

Candice Temple

Affiliation (Municipality/Organization)

City of Palm Beach Gardens

Primary Contact Email

ctemple@pbgfl.gov

Primary Contact Phone

(561) 799-4152

Entry Title

Cool Playground Video

Social Media

<https://www.instagram.com/reel/DJ2AQTEiXZ-/>;

<https://www.facebook.com/CityofPBG/videos/1238980864526079/>;

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7330296524502876161/>

Video Link (YouTube or Vimeo)

Supporting Documentation

Cool Playground Video_Supporting Documentation.pdf

Cool Playground Video.mp4

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

The City of Palm Beach Gardens Public Works Department has described itself as an unsung hero. Their team is responsible for putting together and maintaining some of our City's most beloved amenities but many residents and community members know very little about what their job entails or how they keep our City an ideal place to live, learn, work and play. National Public Works Week presented an opportunity for the Public Communications Department to educate residents and highlight this awesome department. We created "Cool Playground Video" as a fun, cheeky way to kick off this observance and give our Public Works Department a much-deserved shout out.

Describe the supporting documentation submitted with this entry.

"Cool Playground Video" starts with the City's Director of Agronomy holding a mobile phone, apparently on assignment to record various amenities at our brand-new Burns Road Community Center Playground with the words "When You Get Asked to Make a Cool Playground Video." When the final video is revealed, you see the Director of Agronomy has "accidentally" recorded the video with the front-facing camera and not the back-facing camera. Instead of seeing a video of the playground, we see his face making silly expressions as he climbs up the play structure, slides down the slide and plays on other amenities.

The caption of our post explained that the video was published to commemorate the start of National Public Works Week; it went on to explain how one of our department's responsibilities is the maintenance of the Burns Road Community Center Playground, which was featured in the video. At the time, it was the latest public playground in our City to be renovated.

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

Typical commemorations for National Public Works Week and similar observances involve talking-head videos where department members are interviewed about their work and experiences. To give our introductory video a fun, creative twist, the Public Communications Department opted to focus on a specific project that many residents were familiar with, our brand-new Burns Road Playground, and give viewers an unorthodox "tour" of the facility.

Viewers, watching the video, would expect to see a traditional tour video of the playground where the camera moves through the space, giving them a first-person perspective of the amenities. Our video subverts this expectation by having a surprise twist where viewers discover the Director of Agronomy, who's seen in the first half of the video recording footage of the playground, has recorded the video with the front-camera. Instead of seeing the playground, we see his face, making silly expressions, as he plays on the structures.

Describe how this social media post was successful (include your evaluation process and metrics).

"Cool Playground Video" garnered a lot of support and attention online, earning 4,940 views and 194 engagements, including several comments with laughing or hands clapping emojis. Of our nearly 5K views, half of those views (50.5%) came from accounts who did not follow us, meaning our video popped up on

their “explore” page or they were sent the video by a friend (our video was shared 33 times).

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.

As National Public Works Week kicked off, our department was juggling multiple multimedia campaigns and projects, and our priority was to create a fun, engaging video that could be filmed quickly on a low budget. The video was filmed entirely on an iPhone and was produced completely in-house on a City-owned playground. It involved collaboration between the Communications Department and Public Works, who allowed us onto the playground before it opened to the public. It was edited on Premiere Pro.