



COSA **Social Media** **Video Strategies**



About Emily Garcia



- Former City of San Antonio Social Media Manager
- 2024 NATOA Recipient for first place in the category of Best Use of Video on Social Media
- Varied background in radio broadcasting, publications writing, and marketing
- M.A. in Mass Communication
- Current PhD student in Communication

Defining Broad Departmental Goals



Communications & Engagement Goals

Together we create a vibrant, thriving and empowered community through transparent information, strategic communication, creative design, public access television & meaningful engagement.

- **Promote Transparency:** provide timely responses to public information requests
- **Communicate Effectively:** build positive relationships with media
- **Fuel Creativity:** enhance our brand identity & deliver captivating design
- **Visual Storytelling:** provide public access television & live broadcasts
- **Engage Our Community:** build trust through meaningful connections & feedback

Defining Social Media Goals



- **Increase Public Trust and Transparency**
 - Goal: Proactively share timely updates and information to address frequently asked questions, ensuring the public feels informed and can easily access accurate information.
- **Strengthen Relationships with Media Outlets**
 - Goal: Develop a positive brand reputation by consistently sharing newsworthy content and engaging directly with media outlets to amplify key messages.
- **Enhance Brand Identity through Creative Content**
 - Goal: Use visually appealing and creatively designed posts that represent the brand's values and resonate with the community.
- **Leverage Visual Storytelling through Public Access Television**
 - Goal: Drive viewership of live broadcasts by creating video content that is shareable on social media and the TVSA public access channel
- **Foster Community Engagement and Connection**
 - Goal: Create regular opportunities for two-way communication to build meaningful connections and solicit community feedback.

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Maximizing Reach: Amplifying Social Media Content on TVSA



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How did we do it?

- We Found Our Audience Overlap
 - Identified shared interests between social media followers and TVSA viewers to tailor relevant content.
- Prioritized Evergreen Content
 - Created timeless, high-value content that can be re-used and remains relevant.
- Featured Real People
 - Use relatable, authentic on-camera personalities to strengthen audience connection.
- Kept it Short and Impactful
 - Aimed for videos under 60 seconds to maintain attention and maximize reach.
- Repurposed Effectively
 - Used content as social media reels or quick “commercials” during TVSA programming to build cross-platform visibility.

Examples



Street Names



River Drainage



Public Works Dashboard

Some Quick Tips



- **Create Short, Focused Videos**
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- **Brand Consistently Across Platforms**
 - Ensure your logo, colors, and brand voice are consistent across all media. This familiarity helps build recognition whether viewers see your content online or on TV.

What if my City does not have a public access channel to utilize?



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- **Leverage Social Media as the Primary Broadcast Channel**
 - Treat social media as a mini “TV station” by scheduling regular video updates or live streams. Use platforms like YouTube, Facebook Live, and Instagram Live to share content and reach your audience directly.
- **Embed Videos in City Websites or Portals**
 - Host video content on the city’s official website, where it can be organized into categories (e.g., public updates, events, safety tips) and accessed on demand by residents.
- **Encourage Content Sharing within the Community**
 - Use calls-to-action that encourage viewers to share your content with others, spreading the message organically across social media networks.

Last recommendation: Have some fun with it, too.

- If you are a one man social media band, or you know someone in your department who is, then there is still hope!
 - This video is the most engaged with video ever posted to COSA socials...all shot on a cellphone with minimal editing.
- Educational and informative content should be the goal, but don't forget that social media is an entertainment tool. It's ok to incorporate entertainment to gain followers for when you need them most (example: crisis messaging)



THANK YOU

