

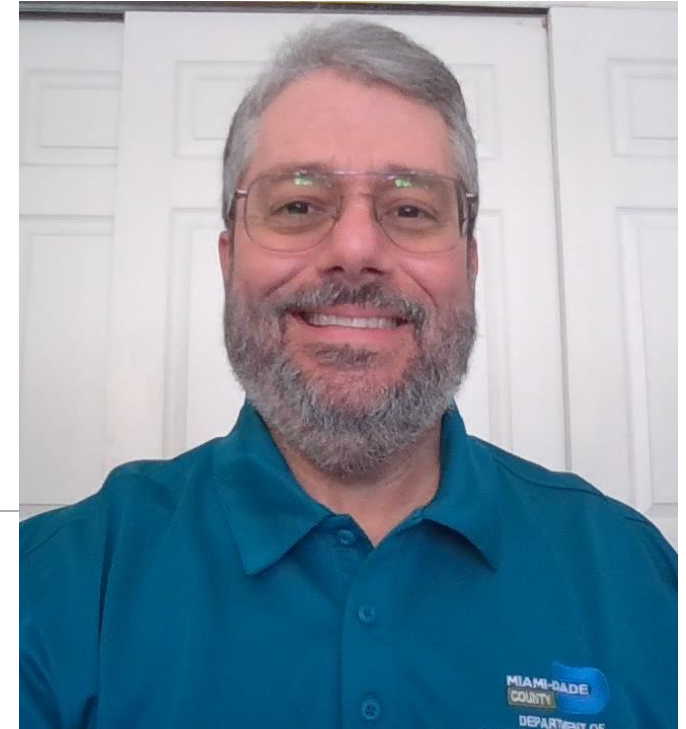
#LearnWithDSWM

HOW THE MIAMI-DADE COUNTY DEPARTMENT OF SOLID WASTE MANAGEMENT'S (DSWM) PUBLIC INFORMATION & OUTREACH DIVISION CONDUCTED OUTREACH DURING THE TIME OF COVID



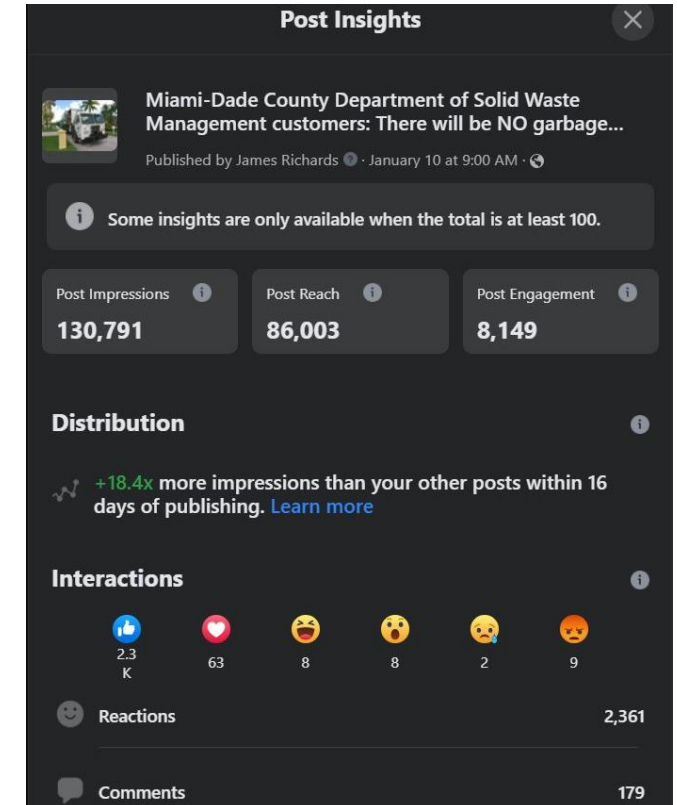
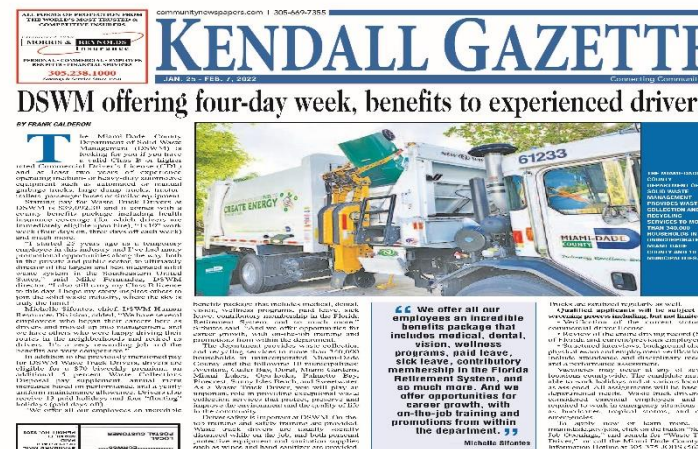
About me

- FRANK CALDERON
 - Currently, Communications Manager for the Miami-Dade County Department of Solid Waste Management
 - Held this position for 12.5 years
- PREVIOUSLY WORKED AS PIO FOR MIAMI-DADE WATER & SEWER
 - Total time with Miami-Dade County: 22.5 years
- WORKING IN COMMUNICATIONS/PUBLIC RELATIONS FOR 30-PLUS YEARS
- BACHELOR'S OF SCIENCE DEGREE IN COMMUNICATIONS FROM FLORIDA INT'L UNIVERSITY
 - Academic Certificate in Marketing (sorta like a minor)



Public Information & Outreach (PIO)

- MARKETING
- ADVERTISING
- PUBLICITY
- PUBLIC RELATIONS
- SOCIAL MEDIA
- MEDIA RELATIONS
- OUTREACH
- CUSTOMER SERVICE



Public Information & Outreach (PIO)

- AFTER THE PANDEMIC BEGAN...
 - Able to continue most activities due to working from home policy
 - Even media (TV) interviews could be conducted from home via Zoom or teams
 - But what about outreach events?



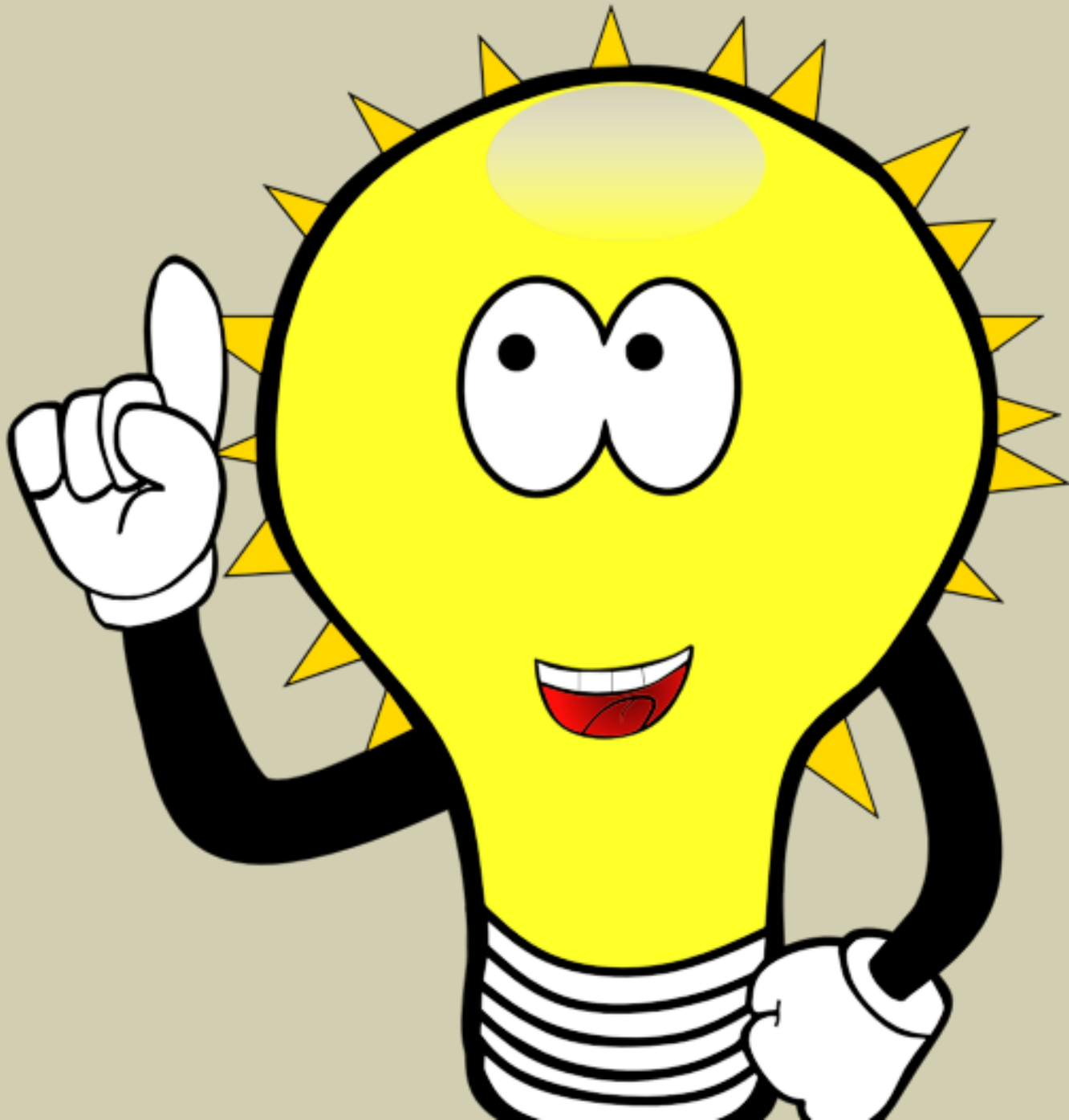


What about outreach events?

Outreach Events

- Outreach events are part of our performance measures
- Important regardless, they give us the opportunity to tell our story and share our message with a receptive audience on a more personal level
 - Can't get that through advertising, publications, or other means.
- But we couldn't do outreach during a quarantine, lockdown, social distancing, etc.
- Meanwhile, we're working from home and meeting via Microsoft Teams, and using Zoom for TV interviews...



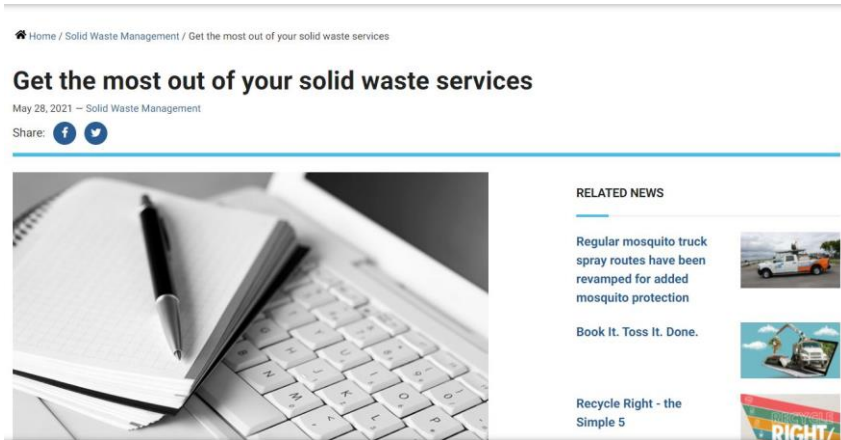


Hey, I've got an
idea!



Virtual outreach!

- We're already using Teams and Zoom so we're familiar with how online meetings work
 - We (PIO Division) all have laptops with built-in microphones, webcams and speakers we can use for online events.
- Miami-Dade County, our parent organization, has existing licenses for both Teams and Zoom
- We've already got social media to promote our outreach
- We can also promote to nearly 29,000 County employees (and promote even more frequently to DSWM's 1,100 employees)



Online webinar series – Learn With DSWM

- Began in June 2021
- Promote via social media, email, website
- Livestream via Facebook, also accessible via Zoom

 **Learn with the Department
of Solid Waste Management**

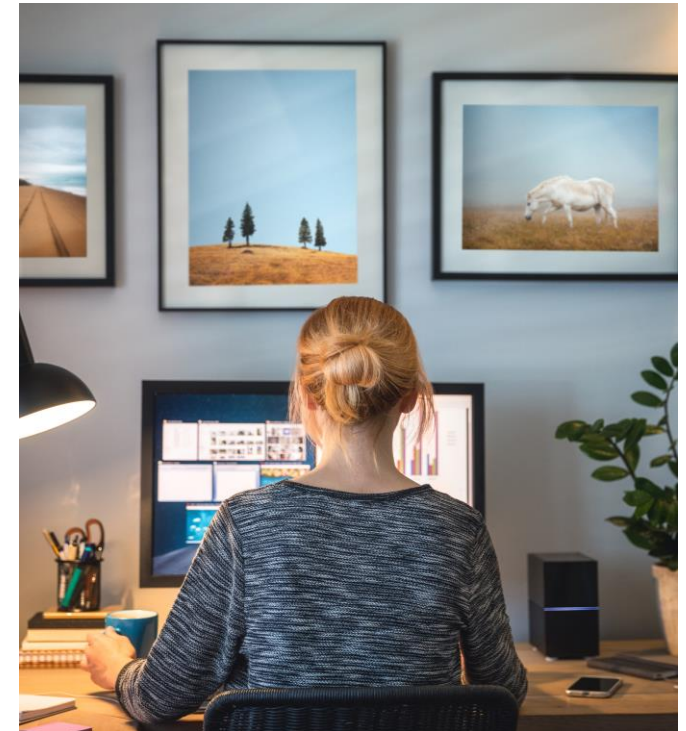
Join us today at 1 p.m. where we talk
about our **Home Chemical Collection**
program and the **"Detox Your Home"**
Campaign.

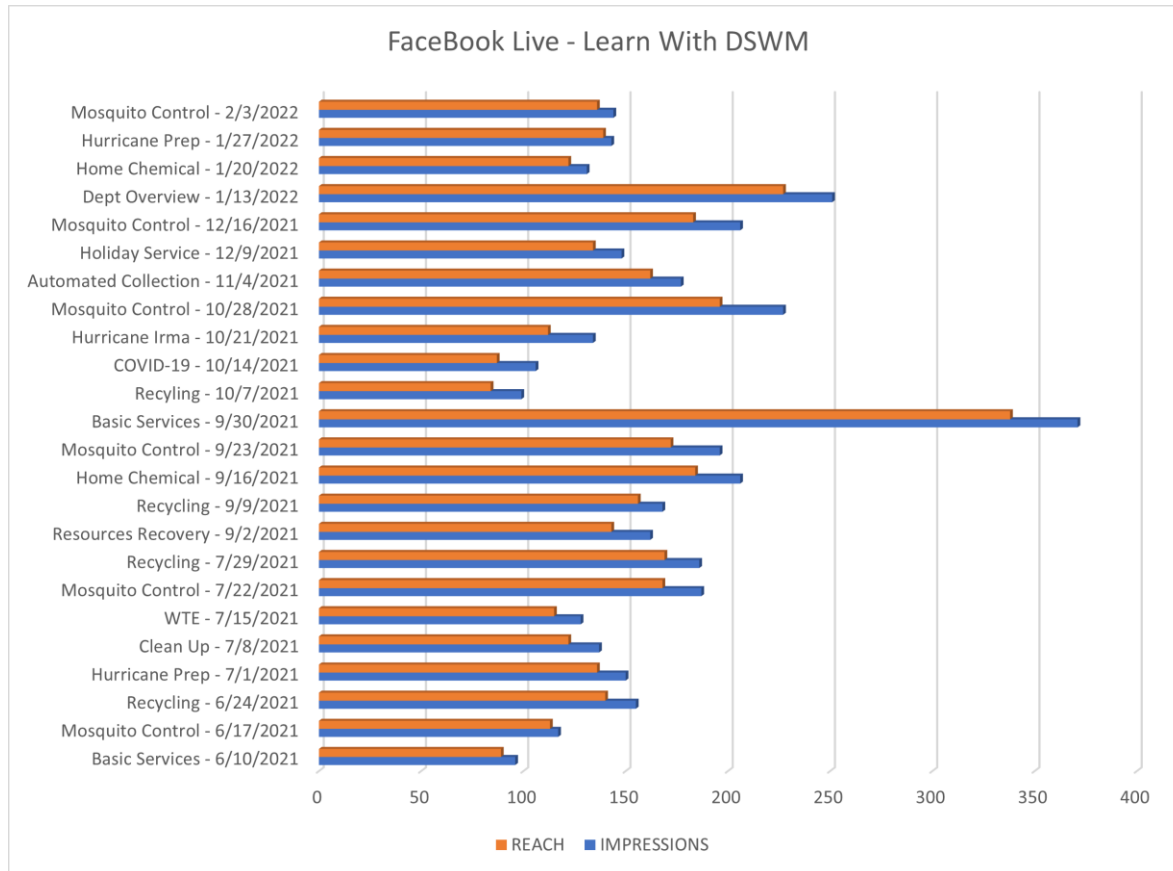
Just click the link to join on Zoom, no
registration is required.

#LearnwithDSWM

Online webinar series - planning

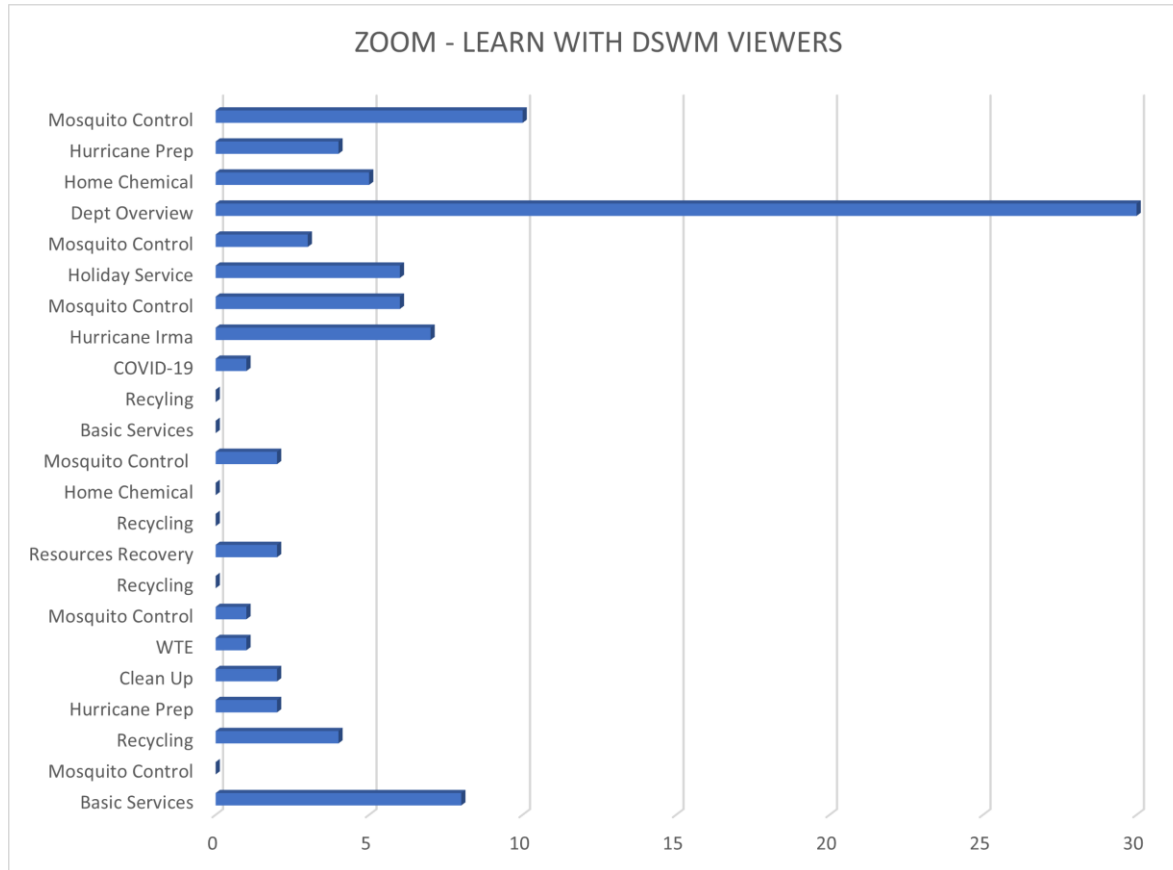
- Made sure everyone had necessary tools (laptop with webcam, microphone, speakers, Zoom and PowerPoint installed)
 - Went with Zoom vs Teams as it's more “universal” outside the county
- Set a regular schedule (Thursdays at 1 p.m.)
- Based around a PowerPoint slideshow
- But we've also done them in a “podcast” type format with two team members speaking about a relevant topic





Results

- More than in-person outreach
 - Don't track those numbers but typical classroom is 25-30 students, community meetings can be between 20-30
- Unique viewers on Zoom were low
 - Total 94 viewers, average 4 viewers/event through Feb 3
- On FaceBook Live, however...
 - Total impressions=4,025, reach=3,627; average impressions=168, reach=151
- That's for 24 of these webinars through Feb 3



Results

- Zoom unique viewers were low
 - Total 94 viewers, average 4 viewers/event through Feb 3
- That's for 23 of these webinars through Feb 3
 - Had a technical glitch during one event, Nov 4 on Automated Collection, didn't record on Zoom
- As you can see, our viewers/attendees REALLY love their FaceBook

How we do it: Nuts & Bolts

- Use of Zoom
 - Open, to encourage viewers, no registration or password required
- No audience participation—yet
 - We wanted to get a feel for how to run things first, plus we have to be careful with audience
- Planning to look into some audience participation such as polls, etc.
- Livestream via FaceBook
 - Zoom makes it easy, they also offer YouTube livestreaming which we're considering



SOLID WASTE DEPARTMENT



Nuts & Bolt- Technical

- Two staff members—one runs the presentation, the other makes sure Zoom is up and recording, the FaceBook livestream is going, etc.
- 2nd staff member also serves as backup, just in case
- This is our background image, on the left





Screenshots of actual webinars

Video: Samples of presentations



Social Media

Solid Waste:

Facebook: @MiamiDadeSolidWaste

Twitter: @MiamiDadeSWM

Mosquito Control:

Facebook: @305Mosquito

Twitter: @305Mosquito

Instagram: @305Mosquito

Miami-Dade County Department of Solid Waste Management

Frank Calderon, Communications Manager

fcald@miamidade.gov

305-514-6034/786-516-1001

miamidade.gov/solidwaste



Questions?

