The “OLD” Way

Event occurs

Agency messaging developed by our experts

Our messaging delivered to the news media

Media Delivers News to the Public
The public reports information before the media knows about it
“I heard about it through Twitter. I saw people tweeting about it as soon as it happened, and then about 45 minutes to an hour later, more news media was tweeting about it. I never heard any official things, but the news of it got out there faster.”

– Dominique Robinson at the Boston Marathon
Electronic Delivery Systems

- There is a conversation going on in cyberspace about the FWC.
- We can actively take part in this conversation or...we can trust others to fill in the blanks.
- Our electronic delivery systems allow us to talk directly to our stakeholders, without the interpretation of a third party.
We don’t know that every person registered for Gov Delivery is a Floridian, but we do know that the vast majority of our subscribers list a region they are interested in.
When we send unsolicited messages, like a message about hunting licenses to someone who has signed up for marine information, they are likely to unsubscribe.
Users provide email address to receive alerts by email; cell phone number if they want to receive text alerts.
- Easier to operate than LISTSERVs.
- Send to specific audience groups. More reliable than hoping they see something on our website or in the media. Ideal for emergency closure announcements during hurricane season.
- FWC has gained about 40,000 new subscribers in 15 months since launch.
- Average: more than 350 new subscribers per day (since incorporation of overlay).
More than 63% of those who receive our emails open them. This number does not include numbers for subscribers who look at their email in a preview section of their email reader.
#1 social media platform with 900 MILLION Estimated Unique Monthly Visitors.
http://www.ebizmba.com/articles/social-networking-websites
Second most popular social media platform with over 310 MILLION Estimated Unique Monthly Visitors.
http://www.ebizmba.com/articles/social-networking-websites
**Twitter audience = Urbanites**, younger adults, and non-whites.
• More than 1 billion unique users visit YouTube each month
• Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
• 100 hours of video are uploaded to YouTube every minute
Whereas we are on other social media networks because they are popular, FWC uses Flickr primarily as a photo sharing tool. The media and members of the public have access to our photos in high resolution formats. Perfect for everything from breaking news for television stations to printing brochures.

65,000,000 - Estimated Unique Monthly Visitors
http://www.ebizmba.com/articles/social-networking-websites
Instagram is growing the fastest of all social media sites worldwide, increasing its active user base by 23% in the last six months. (GlobalWebIndex) http://techcrunch.com/2014/01/21/instagram-is-the-fastest-growing-social-site-globally-mobile-devices-rule-over-pcs-for-social-access/

85,000,000 - Estimated Unique Monthly Visitors
http://www.ebizmba.com/articles/social-networking-websites
150,000,000 - Estimated Unique Monthly Visitors
http://www.ebizmba.com/articles/social-networking-websites
As of 8/18/14 – 513,739 subscribe to one or more of our news topics.
In Conclusion

The public is moving away from traditional sources of information and embracing new outlets.

Selections are now made based on the ability to personalize choice of topics and subjects... and the ability to access this information instantly.

As an example, today’s Commission meeting is being covered with live tweets on Twitter and streamed live on the Web via YouTube.

FWC’s use of electronic delivery platforms helps us remain a trusted source of information.