



VILLAGE OF KEY BISCAIYNE: SOCIAL MEDIA COMMITTEE INAUGURAL MEETING

Wednesday, June 4, 2014 – 6:30 PM

Key Biscayne Community Center, Adult Lounge, 10 Village Green Way

Meeting was called to order at 6:40 PM by SMC Chair Paula Carreiro. Committee Members present: Paula Carreiro and Monique Nuñez. A quorum was not met (requires 3 Committee members).

Others in attendance: Theo Holloway (VKB Council Liaison), Ana Colls (VKB Staff Liaison) and Tatiana Pardo de Zela (resident and developer of KB Involved mobile app).

Ana Colls presented the Draft Minutes from 5-7-14 SMC meeting. Minutes were approved by Committee members in attendance and posted to SMC page on the Village website.

Monique Nuñez presented her findings from NetVibes, an aggregator of social media commentary. She found mostly negative stories and commentaries about Key Biscayne in the last month. Very few of the positive stories were highlighted. She said this points to an online image problem and presents an opportunity to present KB's positive stories in the social media world.

There was a discussion about leveraging existing content through traditional and existing social media channels.

For the next meeting when all Committee members are present, group agreed that there should be a discussion about SMC's goals and structure. Tasks can be divided among members and a realistic timeline can be developed. There should also be an assessment of current media channels and their effectiveness.

Monique Nuñez offered to research which bloggers are on the key. She spoke about the need to focus on earned media and identify someone who can generate good content and well-written stories. The group discussed the current content producers, including the Village and Islander News.

The group decided that Committee members must RSVP by the Monday before the SMC meeting in order to have a quorum.

The SMC set the next meeting date: Wednesday, June 18th at 6:30 PM in the KBCC Adult Lounge.

Meeting adjourned at 7:43 PM.