



Social Media Overview

Presented by:
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GOALS!



Increase public awareness of the CRA and its role in Martin County



Improve transparency and visibility of CRA projects and investments



Strengthen community engagement and participation opportunities



Increase public awareness of the CRA & its role in Martin County

Metric target:

Reach 1,000 followers within the first year.

Strategies:

- Create “CRA 101” posts explaining what a CRA is and how it operates in Martin County
- Introduce each CRA district through spotlight posts highlighting history and redevelopment priorities
- Share educational resources from the Florida Redevelopment Association on redevelopment programs and best practices across Florida



I'm not high-
maintenance —
just high-visibility.



Fall in love with potential.
Learn more at:
[martin flus/CRALotMatch](https://www.facebook.com/martinflus/CRALotMatch)

Improve transparency & visibility of CRA projects & investments

Metric target:

Publish at least 2 posts per week.

Strategies:

- Introduce CRA staff and redevelopment partners through short-form videos and interviews
- Provide updates on active and completed capital, infrastructure, and district improvement projects
- Highlight behind-the-scenes coordination with County departments supporting implementation
- Share visuals and summaries from Community Redevelopment Plans to reinforce community-guided investments
- Highlight before-and-after improvements and feature businesses and property owners benefiting from CRA programs
- Maintain balanced coverage across all six CRA districts throughout the year



Strengthen community engagement & participation opportunities

Metric target:

Promote 100% of CRA and NAC meetings and public engagement opportunities related to CRA projects on the Facebook page.

Strategies:

- Promote all CRA and NAC meeting dates, agendas, and participation opportunities
- Share reminder posts ahead of meetings and Community Pulse-style summary posts afterward
- Promote community workshops, surveys, and redevelopment input opportunities
- Share event highlights and outside press coverage from CRA-supported district initiatives



MARTIN COUNTY
Community Redevelopment Agency

