

Most Innovative Communications 0-120,000

Savvy Winner

How Wood Are You

City of Inglewood, CA

Judges' Comments

"The "How Wood Are You?" a social media series by the City of Inglewood is a standout initiative that addresses a significant gap in civic knowledge while engaging the community in a fun and educational manner. The series effectively combines humor and education to increase social media engagement, promote community pride, and provide valuable civic information. The impressive metrics, including increased views, engagement, and followers, underscore the success of this innovative approach. The in-house production with zero additional costs showcases resourcefulness and dedication. Minor improvements could be made in defining and measuring goals more precisely, but overall, this project is a benchmark for civic engagement through social media."

Silver Circle Winner

2024 Solar Eclipse - Witness Nature's Celestial Masterpiece Live

City of Goodyear, AZ

Judges' Comments

"The "Solar Eclipse Live Stream" campaign brilliantly engaged and educated the community using innovative technology and live commentary. The event was highly successful, attracting significant online and in-person participation, and greatly enhancing the city's social media presence. Your approach was well-executed, demonstrating clear goals and effective use of resources. Excellent job in creating a memorable, educational experience for your community!"

Award of Excellence Winner

Longview Memes

City of Longview, TX

Judges' Comments

"The "Longview Memes" Facebook Group by the City of Longview is an innovative approach to engaging with residents through a popular and contemporary format. By leveraging memes, the City aims to connect with a younger demographic and residents who are more active online. The strategy of creating a separate Facebook Group for

meme content is a smart way to keep the City's primary communication channels professional while still experimenting with new forms of engagement."

Most Innovative Communications 120,000+

Savvy Winner

Gaston Unsolved
Gaston County, NC

Judges' Comments

"Very well done campaign for a hard topic in Local government communication. The goal was clear to connect with residents but also to help the police department to solve cold cases."

Silver Circle Winner

Future Public Employee Day 2023
City of Carrollton, TX

Judges' Comments

"The execution of this campaign was excellent. Everything from in-person events to digital advertising was considered when it came to community participation."

Award of Excellence Winner

"LioLi - Lock It or Lose It" Campaign
City of Santa Clarita, CA

Judges' Comments

"This campaign was well executed. A very important topic and they were able to communicate well with residents and visitors. They reached out residents through the traditional ways such as magazines and signs and also through social media which help them to connect to different audiences. Very well done!"