Editorial Calendar — Social + Web

City of Hallandale Beach · Department of Public Works

1. Governance & Workflow

Roles

- **PIO**: Sets comms priorities, approves final.
- **DPW Ops**: Provides work schedules, closures, milestones.
- **Social Manager**: Drafts posts, schedules, monitors.
- **Web**: Publishes news items/alerts and landing pages.
- **ADA Reviewer**: Checks accessibility compliance.
- **Legal**: Reviews sensitive items (as needed).

RACI + SLA: Routine (R: SM, A: PIO, C: DPW Ops/Web, I: ADA/Legal) · Advisory (R: SM, A: PIO, C: DPW Ops/Web, I: ADA/Legal) · Emergency (R: PIO, A: Director, C: DPW Ops/Web, I: ADA/Legal). *SLAs*: PIO ≤24h; Legal ≤48h.

Workflow

1. Intake (brief + assets) → draft in calendar slots.
2. Accessibility check (alt/captions/contrast/links).
3. Approval: Social → PIO (+ Legal if needed).
4. UTM + link QA → schedule/publish → monitor.
5. Post-metrics logged weekly; iterate next cycle.

Escalation (Emergency Comms):

1. If PIO unavailable: Director approves; if Director unavailable: City Manager.
2. Post a holding message on X and Web within 15 minutes; update within 60 minutes.
3. Activate EOC messaging when declared; switch to EOC cadence and templates.

2. Cadence & Channels

Max posts/day to avoid fatigue: **Facebook 2**, **Instagram 2**, **X 5**, **Nextdoor 2**, **Email 1**.

Channel	Baseline Cadence	Purpose	Notes
Facebook	3–5x/week	Community updates, events	Alt text, 1:1 or 4:5, captions for video
Instagram	3–5x/week	Visual highlights, stories	Reels captions, cover text contrast
X	4–7x/week	Alerts, quick updates	Plain alt text; descriptive links
Nextdoor	1–3x/week	Neighborhood info	Link to canonical page
Web (News)	1–3x/week	Canonical content	H1/H2, metadata, accessible images
Email	2–4x/month	Roundups, notices	Readable subject lines, tested links

Note: "X" is the platform formerly known as Twitter.

3. UTM Conventions

Field	Rule	Example
utm_source	Channel lowercase	facebook, instagram, x, email
utm_medium	Format	social, paid, email, web
utm_campaign	YYYY-mm-topic	2025-10-safety-upgrades
utm_content	Variant	video-a, image-1, copy-v2
utm_term	Optional keyword	pothole, stormwater

Build: `https://example.gov/page?utm_source=facebook&utm_medium=social&utm_campaign=2025-10-safety-upgrades&utm_content=video-a`

4. Accessibility Checks

- **Alt text** describes purpose; decorative images get `alt=""`.
- **Contrast** meets WCAG AA; link underlines visible; focus styles.
- **Captions** for all video; SRT attached (web/social) or burned-in (broadcast).
- **Plain language**; short sentences; descriptive link labels.
- **Thumbnails** with readable text; avoid text-only images.

Preflight (pass/fail): Alt present and ≤125 chars · Captions on all video (SRT or burned-in) · Link text descriptive (no "Click here").

5. Monthly Schedule (Example)

October 2025

FB IG X WEB EMAIL BLACKOUT HOLD

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 FB Roadwork notice (utm: social)	**2** IG Photo: park cleanup	**3** X Service update	**4** WEB News: project milestone	**5** EMAIL Weekly bulletin	**6** FB Recycling reminder	**7** IG Staff spotlight
8 WEB Alert: lane closure	**9** X Quick tip: storm drains	**10** FB Pothole program	**11** IG Reel: sidewalk pour	**12** WEB Page: Capital projects	**13** EMAIL Events roundup	**14** X Weekend service
15	**16**	**17**	**18**	**19**	**20**	**21**
22	**23**	**24**	**25**	**26**	**27**	**28**
29	**30**	**31**				

6. Post Tracker (Week)

Date	Channel	Copy / Alt Text	Asset	Link (UTM)	Accessibility (Alt/Captions/Contrast)	Owner	
10/15	FB	Roadwork update — Alt: crews paving NW 5th Ave…	image	example.gov/road?utm_…	Alt ✔ Caps ✔ Contrast ✔	SM	
10/16	IG	Photo caption — Alt: new ADA ramp at City Hall…	reel	example.gov/ada?utm_…	Alt ✔ Caps ✔ Contrast ✔	SM	
10/17	X	Detour notice — Alt: map image…	image	example.gov/detour?utm_…	Alt ✔ Link ✔	PIO	

Monthly KPI roll-up: Reach 120k / CTR 2.2% / Saves 300 / Sign-ups 450 vs targets 100k / 2.0% / 250 / 400.