



FLORIDA GOVERNMENT FINANCE OFFICERS ASSOCIATION

Government Finance Professionals Week 2020 Toolkit

EXECUTIVE SUMMARY

The Florida Government Finance Officers Association is a professional association founded in 1937 and serves more than 3,300 professionals from state, county and city governments, school districts, colleges and universities, special districts and private firms. The FGFOA is dedicated to being your professional resource by providing opportunities through education, networking, leadership and information.

EDUCATION

- ▶ Creating balanced and cost-effective educational programs.
- ▶ Utilizing various venues and methods of delivery.
- ▶ Enhancing cooperative training partnerships.

NETWORKING

- ▶ Establishing a network of membership expertise.
- ▶ Establishing relationships with other organizations.
- ▶ Establishing partnerships between chapters.

LEADERSHIP

- ▶ Providing opportunities for individual development.
- ▶ Being recognized as the governmental finance expert.
- ▶ Recruiting, mentoring and promoting leaders within our organization.
- ▶ Recognizing achievements.

INFORMATION

- ▶ Maximizing technology resources.
- ▶ Enhancing information delivery.
- ▶ Communicating technical and legislative issues.

On **March 16-20, 2020**, the FGFOA is sponsoring **Government Finance Professionals Week**, a weeklong series of activities aimed at recognizing government finance professionals and the vital services that they provide for local government and the community in which they serve. During this week, government finance professionals throughout the state will be recognized and acknowledged for their hard work, dedication and leadership.

Resources, initiatives and materials for Government Finance Professionals Week can be found in this toolkit and on the [FGFOA website](#).

Information includes:

- ▶ Content for social media platforms and websites.
- ▶ Tips for communicating government finance professional services.
- ▶ Social Media – A how-to guide for citizen engagement.
- ▶ A sample proclamation.
- ▶ A sample press release.

CONTENT FOR SOCIAL MEDIA PLATFORMS AND WEBSITES

VIDEOS

Create video clips of the finance professional that can be used on social media.

- ▶ Create two-minute videos to help promote Government Finance Professionals Week.
- ▶ Post to social media and websites.

FACTS AND PHOTOS

The general public is usually not aware of the finance professional's role, so this would be an opportunity to share facts and photos:

- ▶ Facts about finance professionals.
- ▶ Types of positions your specific city employs.
- ▶ Quick facts about the daily duties of staff.
- ▶ Photos of staff in action, serving residents at City Hall or in the community.
- ▶ Coaching programs.

SOCIAL MEDIA

Add a hashtag to social media posts to organize all updates associated with the week. Hashtags are also a great way to connect with others.

- ▶ Use #GovernmentFinanceProfessionalsWeek

KEY MESSAGES

In addition to videos and statistics, sharing key messages and credentials of staff is another great way to make an impact. Examples include:

- ▶ FGFOA is a professional organization founded in 1937.
- ▶ FGFOA serves more than 3,300 professionals.
- ▶ A Code of Ethics and Standards of Conduct that the members of the FGFOA are enjoined to adhere to legal, moral and professional standards of conduct in the fulfillment of our professional responsibilities as set forth in this Code of Ethics.
- ▶ FGFOA has 15 local chapters throughout the state.
- ▶ FGFOA has eight member committees including education, membership, leadership and technical resources.
- ▶ (CITY) has XX finance employees on staff.
- ▶ (CITY) staff in the Finance Department have CPAs, CGFOs, MBAs/MPAs, etc.
- ▶ (CITY) staff in the Finance Department are officers on boards, members of committees and/or experts in their specific fields of study.

TOP TIPS FOR COMMUNICATING INFORMATION FOR GOVERNMENT FINANCE PROFESSIONALS WEEK

As you think about how to get more involved in Government Finance Professionals Week celebrations, here are some key things to keep in mind.

USE THE HUMAN ELEMENT

Communicate what finance professionals do in plain language, relating to people's daily lives.

UTILIZE EXISTING AND FAMILIAR COMMUNICATION CHANNELS

In addition to social media, utilize existing newsletters, magazines or guides; city operated television or radio channels; email signature blocks; utility bill stuffers or any other communications methods you currently use.

IF HAVING A CELEBRATORY EVENT

- ▶ Organize a committee within your organization.
- ▶ Begin messaging well before the event date.
- ▶ Prepare and have ready any informational materials.
- ▶ Photograph or videotape the event.
- ▶ Gather supporters and interested parties to participate as attendance is critical to the event's success.
- ▶ Use email signature blocks to promote the event.
- ▶ To facilitate awareness and encourage dialogue, make local contacts at newspapers, magazines, radio and television stations a primary focus.
- ▶ Keep a record for future reference.
- ▶ Review the event in detail after the event is completed. Were your goals/expectations met? What could be done differently?

SOCIAL MEDIA – A ‘HOW TO’ GUIDE FOR CITIZEN ENGAGEMENT

The internet is no longer just a static advertising resource for companies to push their messaging. Today, people get information online by engaging with trusted and relatable sources that speak to their specific interests. Social media provides excellent opportunities for local governments to build trust with their residents and spark meaningful dialogue.

Social media websites are tools that can allow associations to engage target audiences in a deep and profound way, if applied properly.

For those municipalities just beginning to use social media, this document will provide general information and best practices.

FACEBOOK

Facebook is the number one social media site in the world with more than 2.3 billion monthly active users. It's popular for building effective engagement and awareness campaigns. Citizen engagement is all about word of mouth and building advocates to pass along messages to individual networks. The key is to build trust with those advocates through regular engagement, meaning associations must not only post regularly but also respond to comments and react to other content.

The biggest challenge with Facebook is consistently producing quality messaging that generates continuous interaction with one's audience. A user's Facebook newsfeed is more likely to pick up content from other Facebook accounts where there has been a large amount of shared activity and dialogue. Photos, videos and links to trusted news sources are popular ways to appeal to diverse audiences. By defining the target audience outright, effective messages can be developed that are tailored to fit that group with the goal of opening meaningful conversations.

INSTAGRAM

Visual conversations are now the most popular form of communication on social media, and Instagram provides the perfect platform to share a variety of photo and video content. With more than 100 million users, Instagram is constantly releasing new ways to connect through stories, polls and fun filters. The best way to achieve views is to interact with followers and always reply to comments.

TWITTER

People who want up-to-the-minute coverage of events and daily affairs are likely to use Twitter. With 330 million global monthly active users, this social media website presents another

opportunity to spread messaging, but at a much faster rate. With a limit of 280 characters, Twitter messages, or tweets, must be to the point. There are several factors of a tweet that will determine how effective it will be.

Retweeting is the ultimate goal for Twitter advocacy campaigns. It is the mode through which tweets “go viral.” Hashtags and mentions also help. Hashtags (#) are useful for monitoring how specific conversations are circulating, and mentions (@) can be used to spark conversations with other Twitter users and groups. The use of these symbols before the right words and phrases can lead to very effective tweets and attract the attention of other Twitter users.

OTHER SOCIAL MEDIA TOOLS

Links are often an important feature of a social media post. When a post is composed that references an article, web page or other content, you should add a direct link to that source. The post can be used to attract people to a link, or the link can be used as a reference for a post – the two are always complementary. However, links typically take up too many characters in a post and can be shortened for free using websites such as bitly.com or tinyurl.com. The link makes the post more attractive to users, who are then more likely to share or retweet it to their own Twitter followers.

Facebook, Instagram and Twitter are popular social media websites, but they are not the only tools available. LinkedIn is an excellent way to connect to other professionals and develop a strong digital network. Pinterest is an excellent option for promoting products by allowing users to pin items to individualized boards. YouTube is the largest network of users dedicated solely to video.

There are plenty of other options to explore, but it is important to recognize that more is not always better when it comes to social media. These sites require constant attention and maintenance to be effective. Stretching one’s efforts too thin could end up hurting more than helping. Approach citizen engagement through social media with a solid objective in mind. Once defined, that goal will help prescribe the necessary tools for success.

SAMPLE PROCLAMATION

GOVERNMENT FINANCE PROFESSIONALS WEEK MARCH 16-20, 2020

WHEREAS, The Florida Government Finance Officers Association is a professional association founded in 1937 and serves more than 3,300 professionals from state, county and city governments, school districts, colleges and universities, special districts and private firms; and

WHEREAS, the FGFOA is dedicated to being your professional resource by providing opportunities through education, networking, leadership and information; and

WHEREAS, this inaugural Government Finance Professionals Week, sponsored by the FGFOA and all of its member governmental organizations, is a weeklong series of activities aimed at recognizing government finance professionals and the vital services that they provide to our state and our community; and

WHEREAS, during this week, government finance professionals throughout the State of Florida will be acknowledged for their hard work, dedication and leadership.

NOW THEREFORE, I, _____, as Mayor, and on behalf of Commissioner _____, Commissioner _____, Commissioner _____ and Commissioner _____, do hereby proclaim March 16-20, 2020, as Government Finance Professionals Week in the City/County of _____ and extend our appreciation to all government finance professionals throughout the state and here in the City/County of _____ for their hard work, dedication and leadership.

Dated this March _____, 2020

Mayor _____

MEDIA RELEASE

THE CITY/COUNTY _____

DATE: _____, 2020

CONTACT: Contact Name, Department, Phone Number

CITY/COUNTY OF _____ CELEBRATES FINANCE PROFESSIONALS WEEK

An official proclamation, from the City/County of _____, designates March 16-20 as “Government Finance Professionals Week.”

The proclamation issued Date _____, 2020, extends appreciation to all government finance professionals in the State of Florida and in the City/County of _____ and acknowledges their hard work, dedication and leadership.

This inaugural Government Finance Professionals Week is sponsored by the Florida Government Finance Officers Association, a professional association founded in 1937 and serving more than 3,300 professionals from state, county and city governments, school districts, colleges and universities, special districts and private firms.

“This is a wonderful opportunity to showcase the talents of many professionals who are generally not in the public eye,” said Ken Burke, FGFOA president and Pinellas County clerk of the Circuit Court and comptroller. “We offer congratulations to all of the government finance professionals throughout the State of Florida as we celebrate their accomplishments.”

The FGFOA is dedicated to being a professional resource by providing opportunities through education, networking, leadership and information. The week, sponsored by the FGFOA and all of its member governmental organizations, is a weeklong series of activities aimed at recognizing government finance professionals and the vital services that they provide to our state and to our communities.

“The professional finance officer’s knowledge, integrity and dedication make certain that funds entrusted to government are properly budgeted, disbursed and accounted for,” Burke said. “This accountability is a key ingredient to ensure people’s faith in government.”