

Ms. Luisa Santos, Board Member

Co-Sponsors: Ms. Perla Tabares Hantman, Chair
Ms. Lucia Baez-Geller
Dr. Dorothy Bendross-Mindingall
Ms. Christi Fraga
Dr. Marta Pérez
Ms. Maria Teresa Rojas

A
D
D
E
D

SUBJECT: LIVE STREAMING SCHOOL BOARD MEETINGS ON SOCIAL MEDIA PLATFORMS

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

LINK TO STRATEGIC BLUEPRINT: INFORMED, ENGAGED AND EMPOWERED STAKEHOLDERS

Accessibility and transparency are cornerstones of a functional governing body's communication with its community, constituents, and stakeholders. The public is duly served when access to information is made easily available and thoughtful, proactive efforts to engage and support them as an informed citizenry are employed. The School Board of Miami-Dade County has long led in its efforts to govern transparently, transmitting its board meetings live on WLRN-Channel 17 and WLRN-FM 91.3.

More recently, board meetings have been made available through a web simulcast on the Miami-Dade County Public Schools (M-DCPS) website. This approach is responsive to recent studies which reveal 86% of U.S. adults say they get news from a smartphone, computer or tablet "often" or "sometimes," including 60% who say they do so often¹.

Research further shows that 68% of U.S. adults say they get news at least sometimes from news websites or apps or search engines, with 53% noting they get news from social media². These statistics can be used to inform a more thoughtful approach to our utilization of the M-DCPS social media accounts and leverage their rising popularity to increase user knowledge of and access to School Board meetings. Now more than ever before, our constituents value efforts to gain first-hand information and clear communication.

The M-DCPS Office of Communications has worked diligently to meet its Vision 2020 goals, increasing its following to an impressive 39,140 on Facebook, 109,000 on Instagram and 82,400 on Twitter. Leveraging these platforms to live stream School Board meetings, we can engage a broader and more diverse audience.

This item has been reviewed and approved by the School Board Attorney's office as to form and legal sufficiency.

¹Pew Research Center, <https://www.pewresearch.org/fact-tank/2021/01/12/more-than-eight-in-ten-americans-get-news-from-digital-devices/>

²Pew Research Center, [journalism.org/2021/01/12/news-use-across-social-media-platforms-in-2020/](https://www.pewresearch.org/journalism/2021/01/12/news-use-across-social-media-platforms-in-2020/)

**ACTION PROPOSED BY
MS. LUISA SANTOS:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to live stream school board meetings on the official Miami-Dade County Public Schools Facebook, Twitter, and Instagram social media accounts by the July 14, 2021 School Board meeting.

R
E
V
I
S
E
D