

Digital Communications at the City of Toronto

Date:	June 11, 2012
To:	Government Management Committee
From:	City Manager
Wards:	All
Reference Number:	

SUMMARY

At its meeting on May 24, 2012, the Government Management Committee requested the City Manager to report to the June 27, 2012 meeting:

1. With the proposed role and responsibilities of the digital communications position; and
2. That the report also include an itemized listing and account names of the following:
 - 53 e-update lists
 - 23 RSS (Really Simple Syndication) feeds
 - 31 Twitter accounts
 - 26 Facebook pages
 - 2 Flickr photo streams
 - 3 City blogs
 - 1 official YouTube channel

This report provides additional information about the role and responsibilities associated with the digital communications position Strategic Communications is creating. It also provides an itemized listing of the City's various digital communications channels and social media platforms (Appendix A), which are available at www.toronto.ca/e-updates.

As outlined in the May 9, 2012 report, Supporting Digital Communications at the City of Toronto, it is important that the City leverage the opportunities that digital, mobile and social media platforms provide to communicate and engage with residents, businesses and visitors about City programs, services, events and initiatives.

The digital communications position within Strategic Communications will be responsible for providing leadership and direction related to the development of the City's corporate-wide digital communications strategy, ensuring the City's digital activities are coordinated and aligned with other communications planning initiatives, and for supporting the appropriate and effective use of social media. The position will also provide communications leadership for the City's website, including oversight and coordination of strategic messages, reinforcing visual identity and content standards, and ensuring information reflects corporate and Council priorities.

In accordance with the City's regular process, the Human Resources Division is responsible for establishing the wage grade for the position following a review of the job profile. No additional costs will be associated with creating this position as funding will be accommodated within the division's existing budget.

RECOMMENDATIONS

The City Manager recommends that:

The Government Management Committee receive this report for information.

Financial Impact

There is no financial impact associated with creating the digital communications position as funding will be accommodated within the 2012 Approved Operating Budget for the City Manager's Office.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its meeting of May 24, 2012, the Government Management Committee received the May 9, 2012 report from the City Manager, Supporting Digital Communications at the City of Toronto, and adopted a request that the City Manager provide further information about the proposed role and responsibilities of the digital communications position, as well as an itemized listing of the City's various digital communications channels and social media platforms.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.GM14.4>

ISSUE BACKGROUND

Currently, responsibility and leadership for providing effective, coordinated and integrated digital communications at the City of Toronto does not formally reside with any existing position. As a result, Strategic Communications intends to create a digital communications position to ensure the City's digital activities are coordinated and aligned with other communications planning initiatives, and to take advantage of the opportunities digital, mobile and social platforms provide to communicate and engage with residents and stakeholders.

COMMENTS

Strategic Communications is in the process of creating a digital communications position to oversee and develop digital communications and social media strategies and guidelines, and to provide communications leadership for the City's website and online presence.

Roles and responsibilities for the position will include, but are not limited to, the following:

- Leading the development of a corporate-wide digital communications strategy for the City.
- Ensuring social and digital communications activities are coordinated and aligned with other communications planning initiatives.
- Providing strategic communications advice regarding the appropriate and effective use of social and digital media tools to support corporate initiatives.
- Developing, implementing and evaluating protocols, strategies, guidelines and training to support the effective, consistent and appropriate use of social and digital media.
- Enhancing public communications and engagement by evaluating, recommending and implementing digital approaches and techniques to complement and enhance traditional methods of communication.
- Providing communications leadership for the City's website and online presence.
- Developing guidelines and standards to ensure web content is appropriate, accessible, maximizes usability and reflects the City's brand and corporate priorities.

Creating this function within Strategic Communications will allow the City to better respond to the needs of residents, businesses and visitors, and will enhance communications and engagement, service delivery and customer service.

The City has already implemented several digital communications approaches and social media strategies to provide information and better engage with residents, businesses and visitors, including the use of social media tools, e-updates and RSS feeds that support direct communication with the public.

As of June 1, 2012, there are:

- 54 e-update lists
- 23 RSS feeds
- 33 Twitter accounts
- 28 Facebook pages
- 2 Flickr photo streams
- 3 City blogs
- 1 official YouTube channel

It should be noted that the number of City e-update lists and Twitter and Facebook accounts has increased since the May 9, 2012 report to the Government Management Committee. Previously, there were 53 e-update lists, 31 Twitter accounts and 26 Facebook pages.

As part of a year-long pilot project, the City is currently producing podcasts for Our Toronto, Council Highlights and 'Toronto in Review' – a weekly roundup of City news and events. All podcasts are available for download from the City's website, iTunes and through a City RSS feed.

Strategic Communications maintains a current inventory of the City's various digital communications channels and social media platforms on the City's website at www.toronto.ca/e-updates. This list has been reproduced and is attached to this report as Appendix A.

CONTACT

Jackie DeSouza, Director, Strategic Communications, 416-397-5277, jdesouz@toronto.ca

SIGNATURE

Joseph P. Pennachetti
City Manager

Appendix A

Itemized listing of City digital communications channels and social media platforms

E-update lists:

News and information

- News releases
- City Update
- Road closures and traffic disruptions
- Emergency and major incident information
- Celebrate Toronto!
- Live Green Toronto News
- Be Your Best Self
- Cycling information
- Pedometer

Get involved in your community

- Allen Road Study
- Ashbridges Bay Treatment Plant (ICMC)
- Ashbridges Bay Treatment Plant (NLC)
- Dundas Street West Streetscape Improvement (University - Bathurst)
- Changes to Front Street at Union Station
- John Street Corridor Improvements Environmental Assessment
- Official Plan Review
- St Lawrence Market North Redevelopment
- Waterfront Sanitary Master Plan

Toronto City Council

- City Council

Committees Reporting to City Council

- Audit Committee
- Board of Health
- Civic Appointments Committee
- Community Development and Recreation Committee
- Economic Development Committee
- Executive Committee
- Government Management Committee
- Licensing and Standards Committee
- Parks and Environment Committee
- Planning and Growth Management Committee

- Public Works and Infrastructure Committee
- Striking Committee

Community Councils

- Etobicoke York Community Council
- North York Community Council
- Scarborough Community Council
- Toronto and East York Community Council

Other Boards and Committees

- Affordable Housing Committee
- Bid Committee
- Board of Directors of the Toronto Atmospheric Fund
- Board of Management of the Toronto Zoo
- Budget Committee
- Community Partnership and Investment Program Appeals Committee
- Compliance Audit Committee
- Debenture Committee
- Disability Issues Committee
- Employee and Labour Relations Committee
- Property Standards - Etobicoke York Panel
- Property Standards - North York Panel
- Property Standards - Scarborough Panel
- Property Standards - Toronto and East York Panel
- Sign Variance Committee
- Toronto Preservation Board

Health Professionals

- Communiqué
- Health Alerts
- Weekly Influenza News

RSS feeds:

Podcasts

- Our Toronto, Council Highlights and Toronto in Review

News releases

- All City of Toronto news
- Office of the Mayor
- Emergency Medical Services
- Fire Services
- Long-Term Care Homes and Services
- Public Health

Festivals and events

- All Festivals and Events
- Arts and exhibits
- Celebrations and holidays
- Charity and cause
- Community
- Consumer shows
- Cycling
- Dance
- Environmental events
- Family and children
- Farmers' markets
- Film
- Live performances
- Major conferences
- Sports
- Theatre

Twitter accounts:

- Strategic Communications – @TorontoComms
- Mayor Rob Ford – @TOMayorFord
- City Council – @TorontoCouncil
- 311 Toronto – @311Toronto
- Affordable Housing Office – @TORHousing
- Civic Engagement – @TorontoCivicEng
- Doors Open Toronto – @Doors_OpenTO
- Elections – @torontovotes
- Emergency Medical Services – @TorontoEMS
- Employment & Social Services Division – @torontoess
- Enterprise Toronto – @enterpriseTO
- Fort York – @FortYork
- Historic Sites – @TO Historic Sites
- LiveGreen Toronto – @LiveGreenTO
- Live with Culture – @livewithculture
- Mackenzie House – @mackenziehouse
- Museum Services' Collections & Conservation Centre – @artifactsTO
- Nathan Phillips Square – @npstoronto
- Neighbourhood Action News – @TorontoNAN
- Office of Emergency Management – @TorontoOEM
- Open Data – @Open_TO
- Public Consultations – @torontoconsult
- Scarborough Museum – @ScarbMuseum

- Scotiabank Nuit Blanche – @sbnuitblancheTO
- Spadina Museum – @SpadinaMuseum
- Summerlicious and Winterlicious – @LiciousTO
- St. Lawrence Market – @StLawrenceMkt
- Toronto Challenge – @TO_Challenge
- Toronto Fire Service – @toronto_fire
- Toronto Public Health – @TOpublichealth
- TO Web Re-Brand – @TOwebRebrand
- Tower Renewal Office – @Tower_Renewal
- Union Station TO – @UnionStationTO

Facebook pages/groups:

- Mayor Rob Ford
- Cedar Ridge Creative Centre
- Celebrate 27 Arts Fest
- Colborne Lodge
- Cycling
- Elections (Toronto Votes)
- Emergency Medical Services
- Employment & Social Services
- Fire Services
- Gibson House & Zion Schoolhouse
- Historic Sites
- Montgomery's Inn
- Neighbourhood Action News
- Parks, Forestry and Recreation
- Toronto Public Health
- Doors Open Toronto
- Fort York National Historic Site
- June Callwood Park
- Live Green Toronto Membership Card
- Mackenzie House
- Nathan Phillips Square
- Scotiabank Nuit Blanche
- Scarborough Museum
- Spadina Museum: Historic House & Gardens
- St. Lawrence Market
- Summerlicious and Winterlicious
- Tower Renewal Office
- Union Station Revitalization

Flickr photo streams:

- City of Toronto photo stream
- Toronto History photo stream

City Blogs:

- Toronto City Council blog – Council meeting updates
- web re:Brand blog – A dialogue to improve toronto.ca
- Comment Wall – Comment on your toronto.ca website experience

YouTube:

- Official City of Toronto YouTube channel