



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Scarborough Community Council
Chair, Government Management Committee

April 14, 2011

Government Management Committee
City Hall 100 Queen Street West
Toronto, Ontario M5H 2N2

Motion: City use of social media for civic engagement.

The use of social media has grown significantly. Individuals are relying heavily on social media as a source for news, public engagement and information sharing. Increasing the City's use of social media for civic engagement is a step in the right direction, as the City moves forward with a mandate to become increasingly open to public input.

Traditionally civic engagement opportunities are posted on the City's website and print media outlets. Posting opportunities through social media such as Twitter, Facebook, YouTube and Blogs is the next natural step casting a wider net for potential meeting interaction. Affording the public ample notification and ease to respond to calls for public input will streamline and create savings in both time and money.

Recommendation:

That staff of the Civic Engagement Office, City Manager's Office, in conjunction with Strategic Communications and Information Technology, report to the Government Management Committee as soon as possible on opportunities within the City for the use of social media for civic engagement.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Ainslie", written over a light blue grid background.

Councillor Paul Ainslie
Scarborough East Ward 43

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