



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Government Management Committee

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Date: January 5, 2015
To: Government Management Committee Members
Re: City use of social media for civic engagement

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.

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, You Tube 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.

Sincerely,

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43

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