

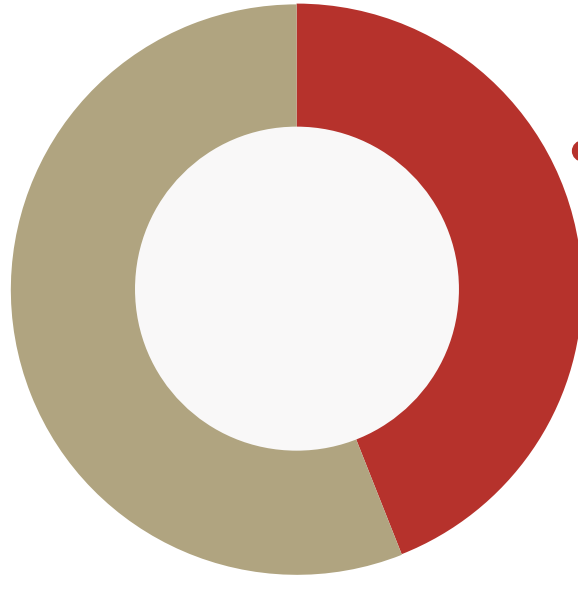


ONTARIO MUNICIPALITIES: WHO'S ON SOCIAL MEDIA?

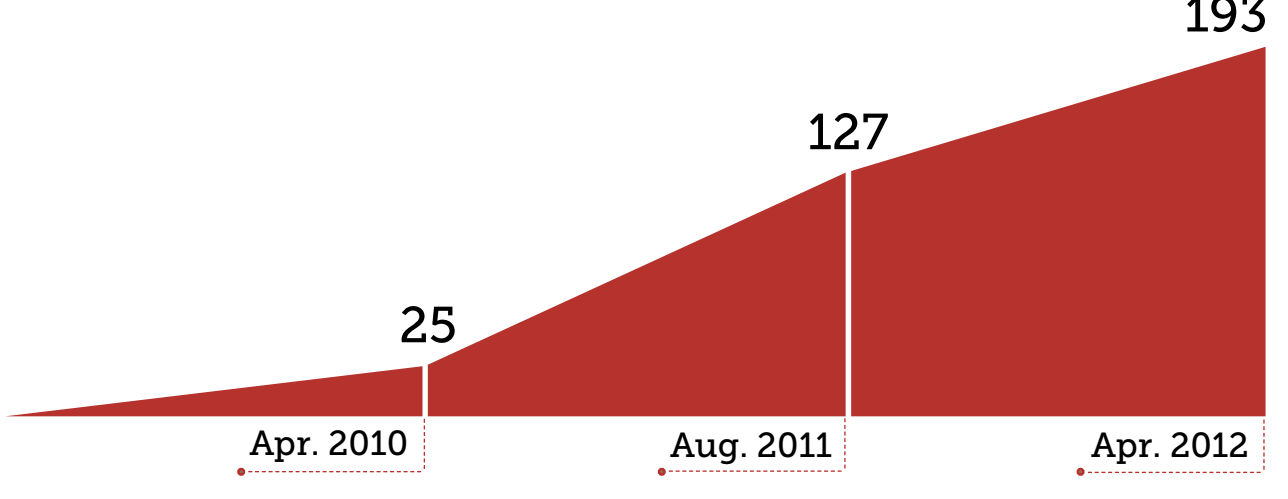
Social media use by Ontario municipalities continues to grow, right across the province. This infographic from Redbrick Communications provides a snapshot of who's using it, what platforms they are using and how. Check out our findings in greater detail at www.redbrick.ca.

44%

of Ontario's municipalities are using social media.

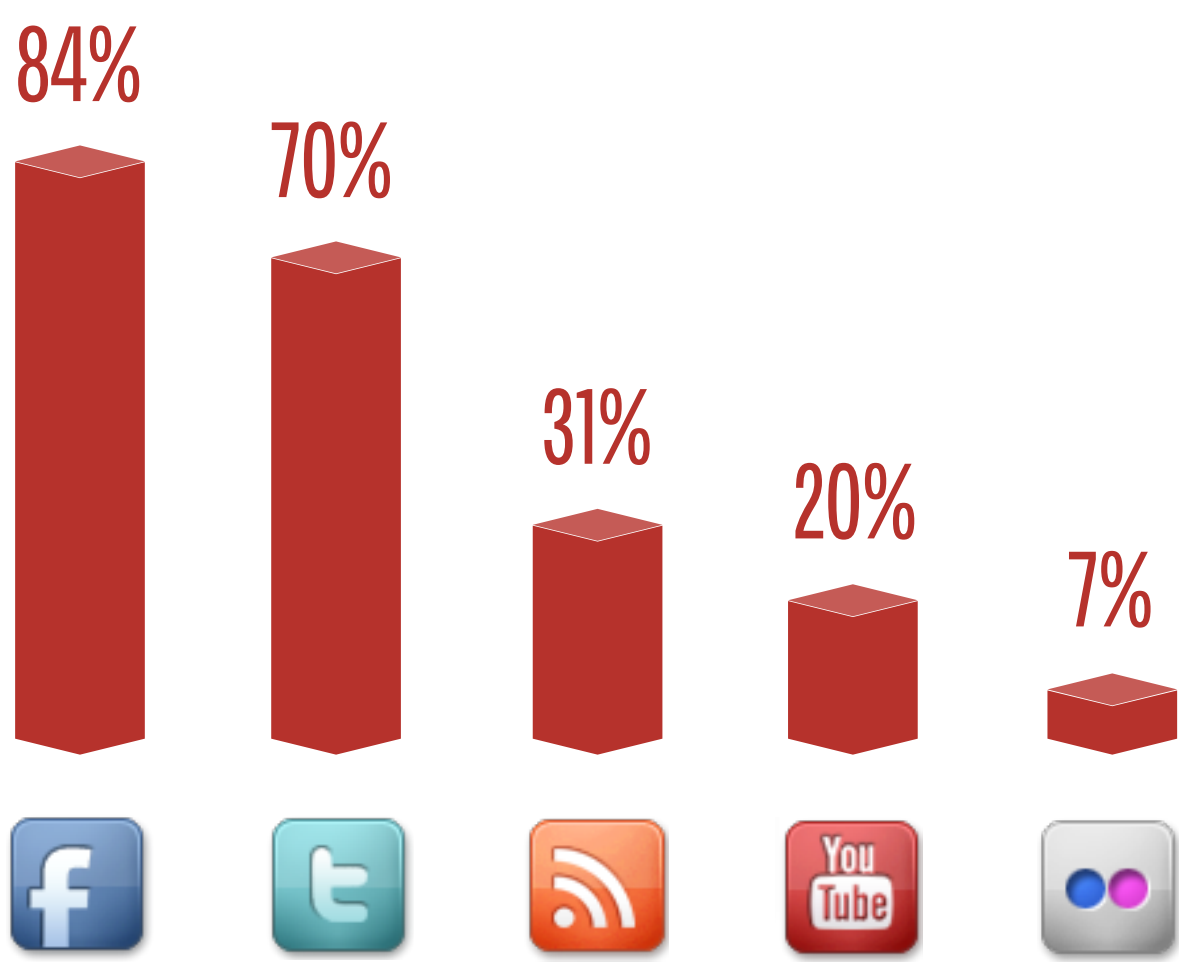


It's growing fast...



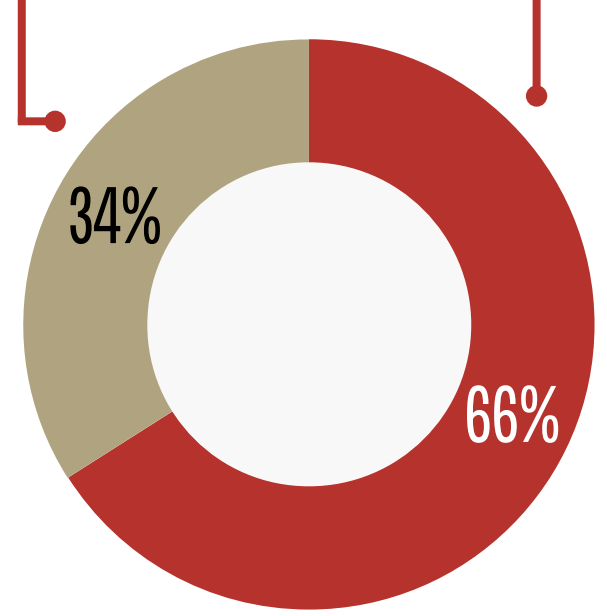
Municipal social media use in Ontario has grown by more than **650%** in the last two years.

They "like" Facebook the best, but they're tweeting too.



Of the 193 Ontario municipalities using social media, most are using Facebook. More than two-thirds use Twitter, but less than a third have RSS feeds, YouTube or Flickr accounts.

One account vs. several

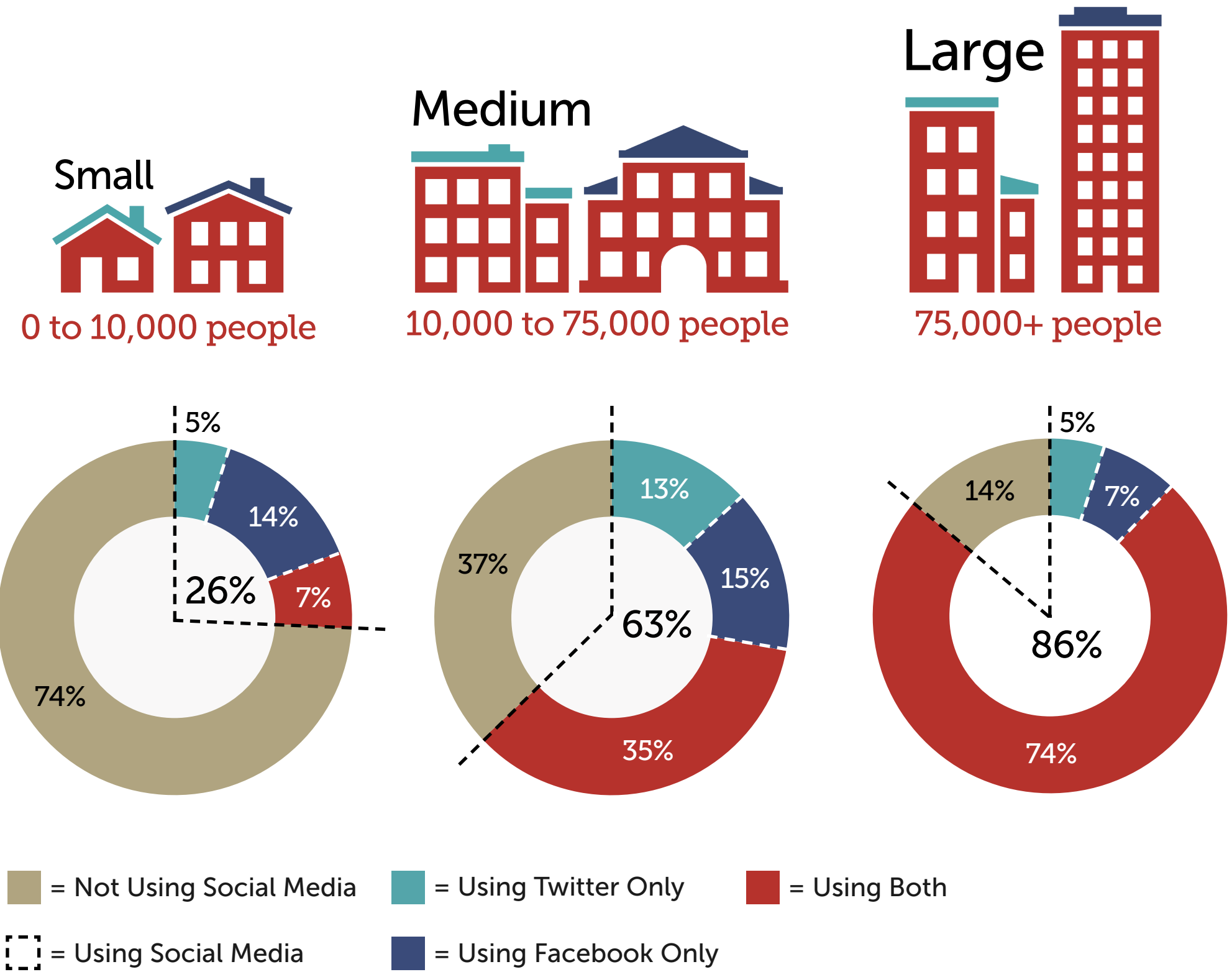


Redbrick looked at how Ontario's 193 active municipalities managed their social media presence. Two-thirds of them maintain separate accounts for different departments. The rest operate one central account per social media platform.

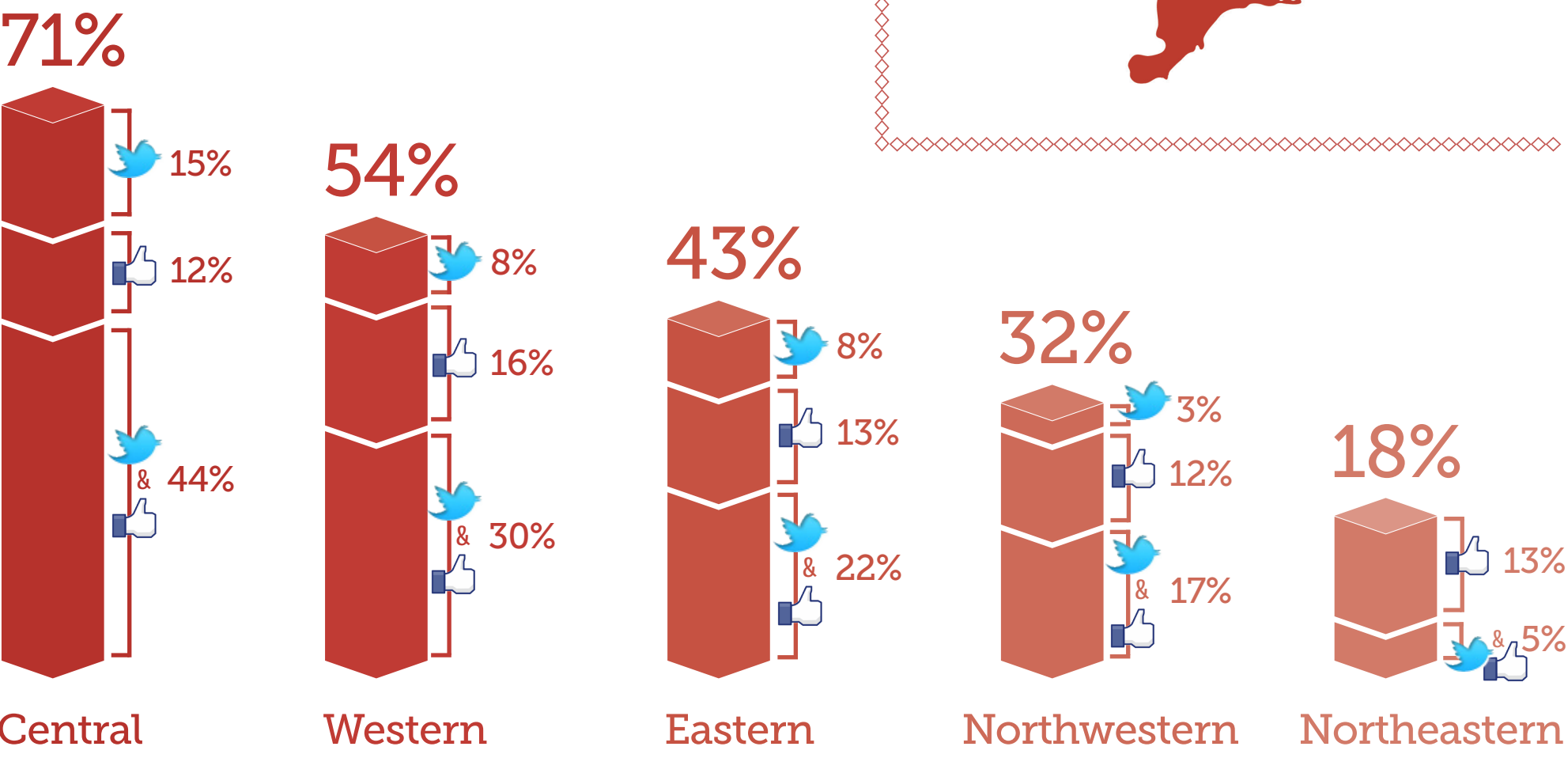
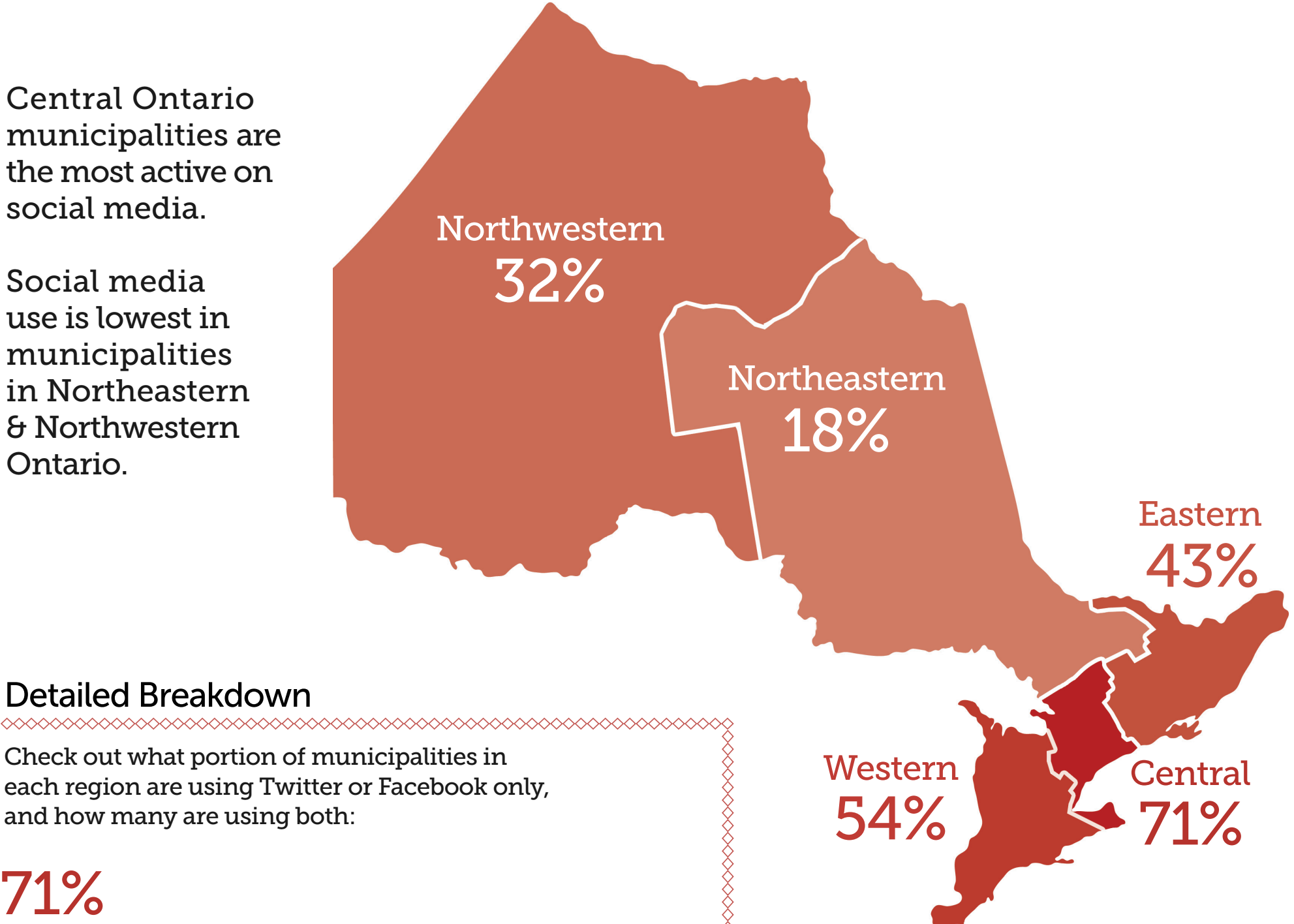
Getting the word out:



Municipal Social Media Use by Population:



Municipal Social Media Use by Region:



vs. Central Ontario is the only region where Twitter use overshadows Facebook. In Northwestern and Northeastern Ontario, Facebook is the clear network of choice. In Eastern and Western Ontario, you're still more likely to find municipalities on Facebook, but the gap between Facebook and Twitter use is much smaller.



Redbrick Communications is a Mississauga-based agency with an extensive municipal practice. This research was produced as a part of our Municipal Social Media Survey. For future survey results and additional resources on municipal social media use, visit our website at www.redbrick.ca.

Methodology:

- Redbrick's Municipal Social Media Survey looked at social media use by all 444 municipalities in Ontario.
- Social media use examined was limited to Facebook, Twitter, YouTube, Flickr and RSS.
- Research looked at March 2012 social media activity.
- Population Data is based on 2011 population census data from Statistics Canada.
- Geographic divisions are based on the Ontario Ministry of Municipal Affairs and Housing OnRAMP regional divisions.
- For more information and detailed survey results, visit www.redbrick.ca.