

MUNICIPAL GOVERNMENT 2.0

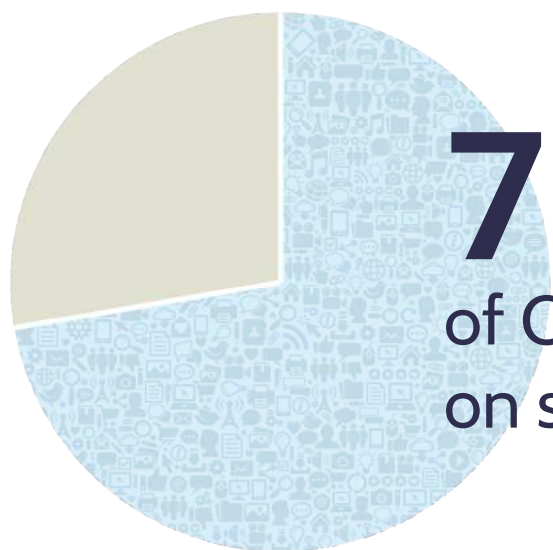
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redbrick
communications



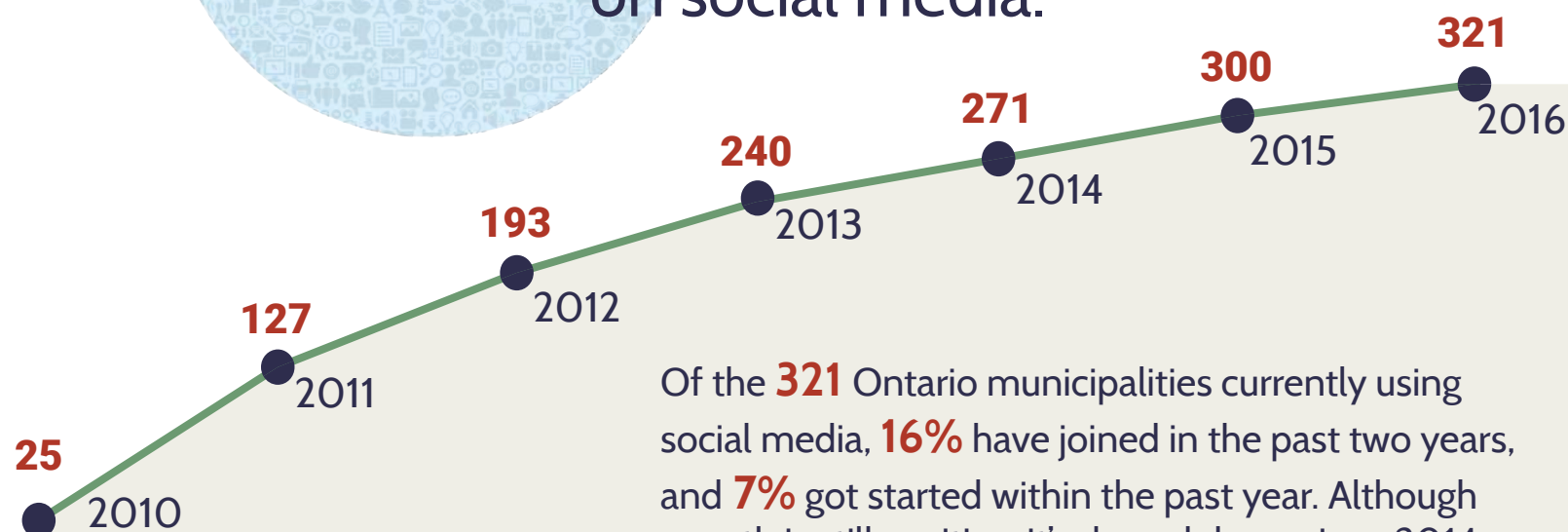
Ontario's municipalities are becoming more creative, sophisticated and engaging in their use of social media. A significant portion of municipal Heads of Council are getting social online, too. Scroll down to find out who's using social media and how.

Ontario Municipalities: Who's on social media?



72%

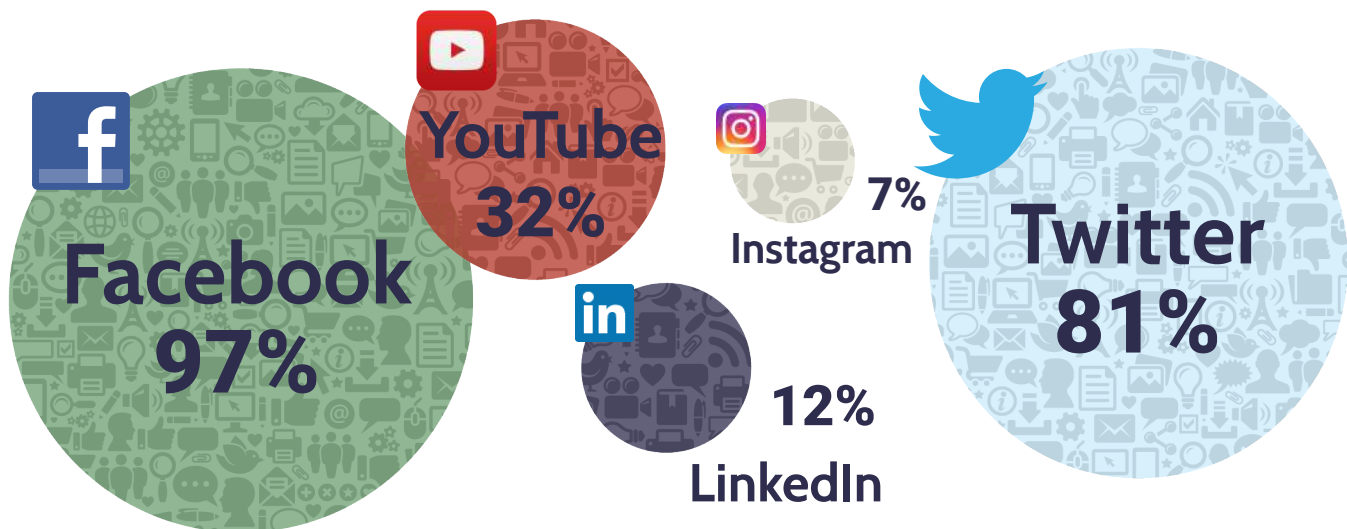
of Ontario municipalities are
on social media.



Of the **321** Ontario municipalities currently using social media, **16%** have joined in the past two years, and **7%** got started within the past year. Although growth is still positive, it's slowed down since 2014.

Social Media Use By Platform

Facebook continues to top the list of preferred social media platforms across municipalities, followed closely by Twitter.



Liking, Linking and 'Gramming

From 2015 to 2016, the platforms with the **most growth** amongst municipalities were Facebook, LinkedIn, and Instagram, though Facebook and Twitter are still the favoured platforms by far.

One Account or Many?

Centralized

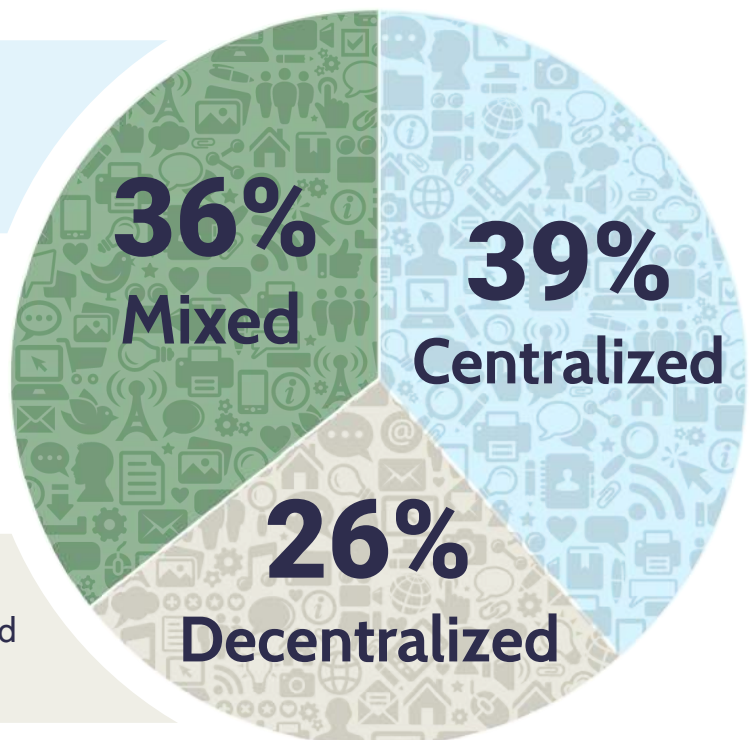
Municipalities with just one main account per social media platform

Mixed

Municipalities that use a central account and up to three specialized accounts for different departments and service areas

Decentralized

Municipalities with four or more accounts dedicated to different departments or service areas

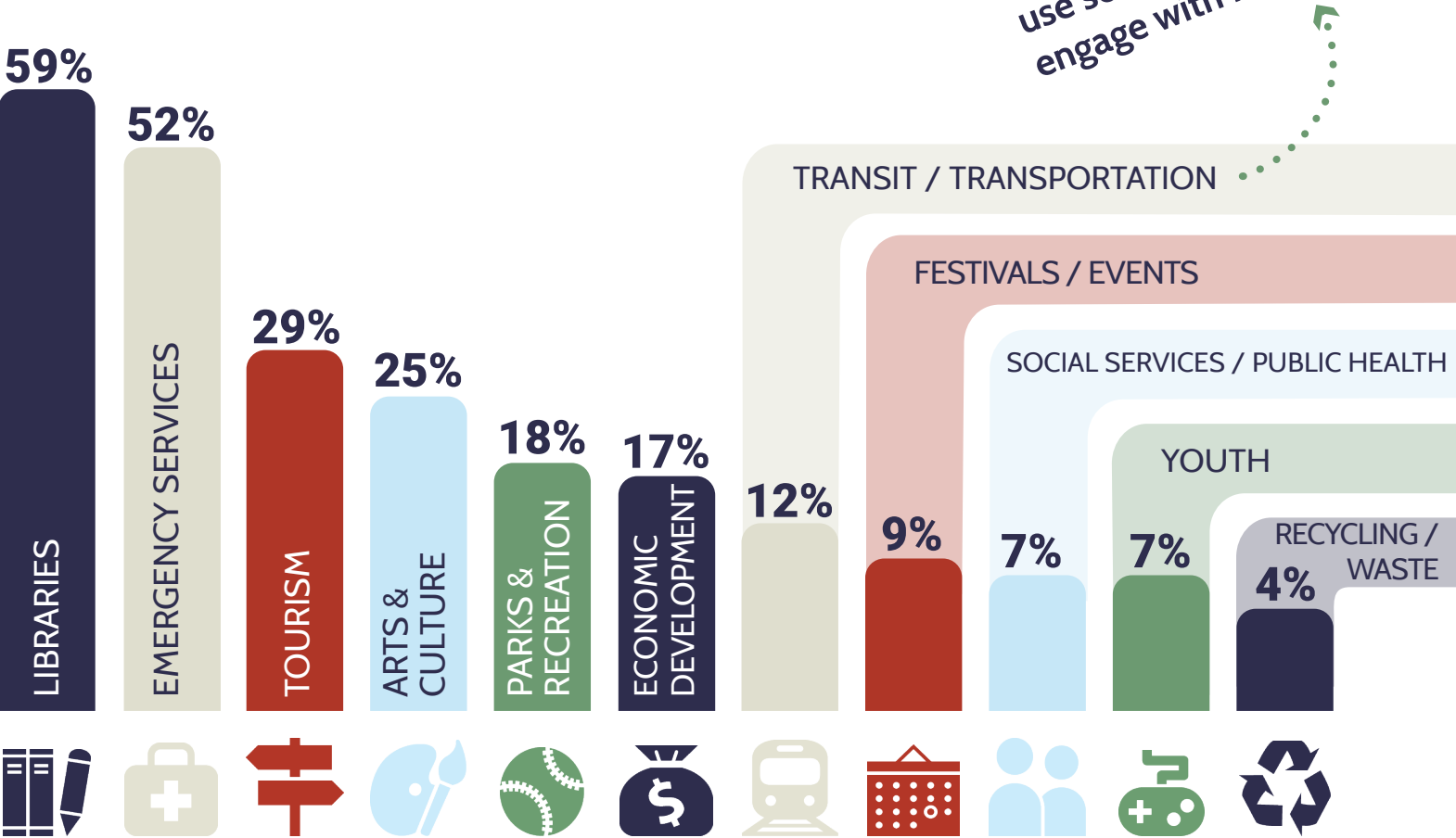


Generally, our data shows that **local-tier** and **single-tier** municipalities with populations of less than 10,000 tend to have the strongest preference for a **centralized approach**.

Counties or **regional-tier** municipalities and municipalities with larger populations (75,000+) tend to prefer the **mixed or decentralized approach**, supplementing their main social media presence with unique accounts for specific departments and service areas.

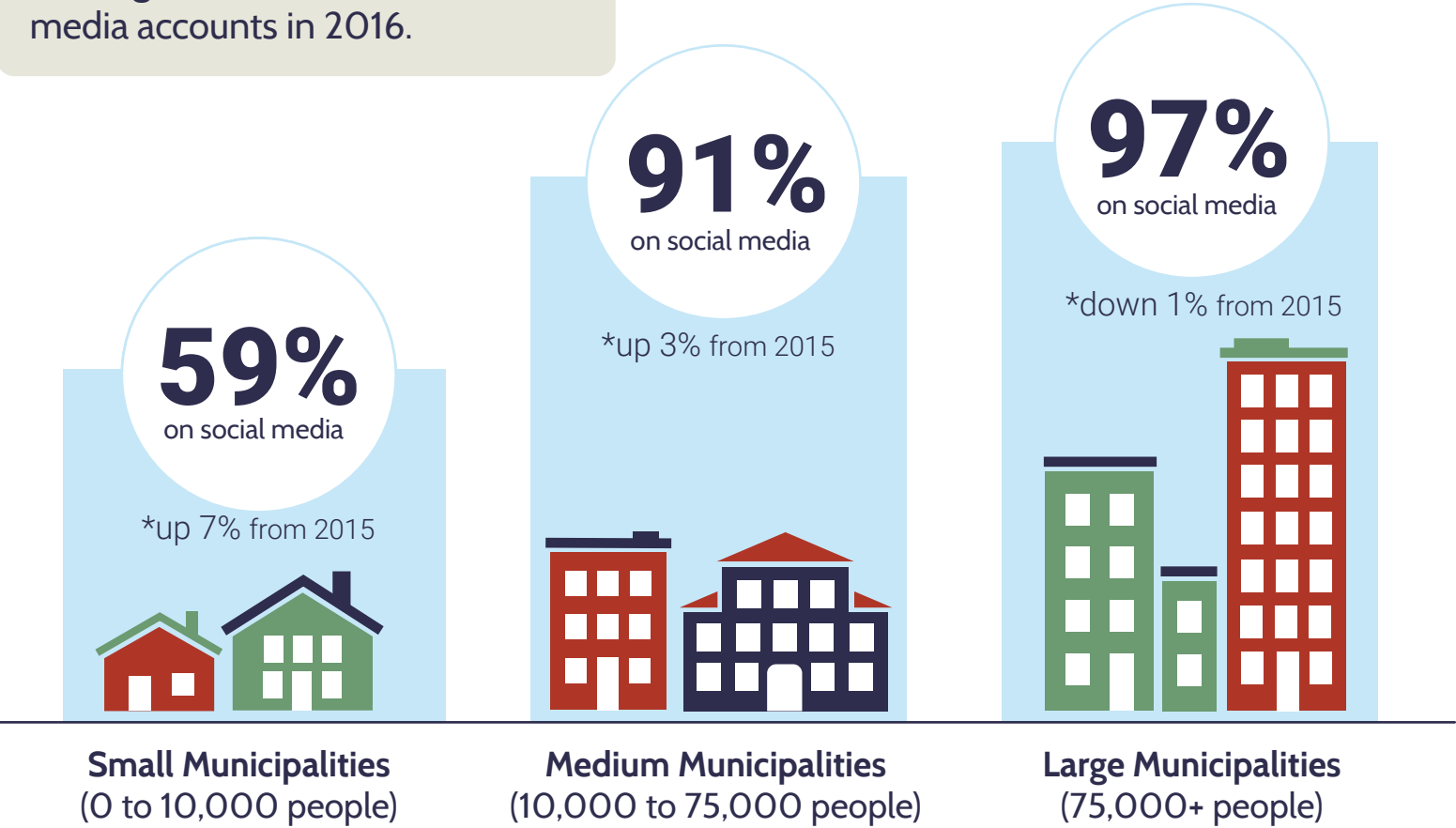
Specialized Accounts

Which departments are branching off on their own? Of the municipalities using a decentralized or mixed approach, these departments are most likely to have their own dedicated social media presence:

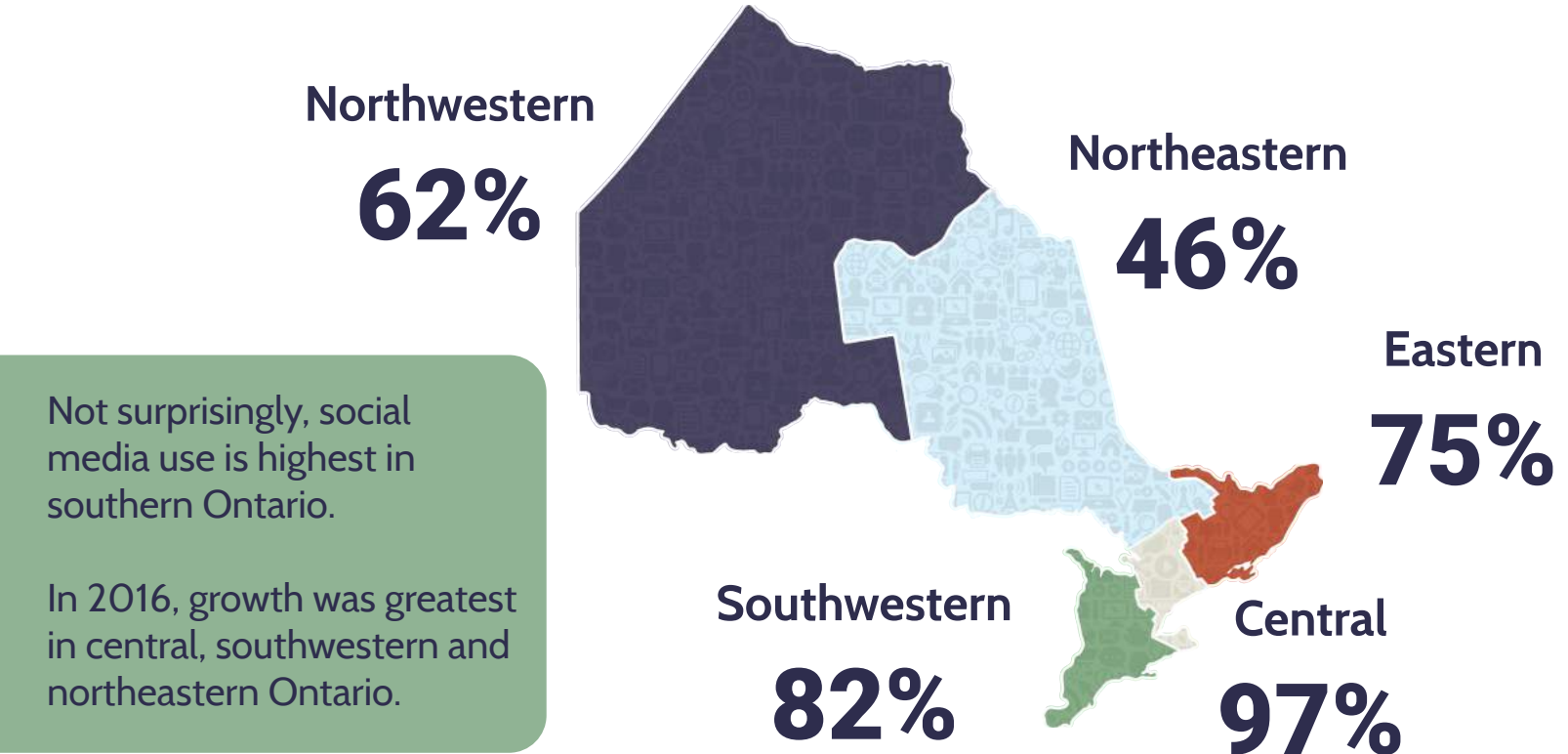


Social Media Use by POPULATION

Small municipalities accounted for the **largest increase** in new social media accounts in 2016.



Social Media Use By REGION



Most Popular Municipalities

Most Liked: Facebook



- | | |
|---------------------|--------------------------|
| 1. Sault Ste. Marie | 11. Kingston |
| 2. London | 12. Brockville |
| 3. Niagara Falls | 13. Barrie |
| 4. Ottawa | 14. Sudbury |
| 5. Mississauga | 15. Prince Edward County |
| 6. Kitchener | 16. Guelph |
| 7. York Region | 17. City of Waterloo |
| 8. Niagara Region | 18. Timmins |
| 9. Tweed | 19. Oakville |
| 10. Huron County | 20. Thunder Bay |

Most Followed: Twitter



- | | |
|---------------------|--------------------|
| 1. Toronto | 11. Niagara Falls |
| 2. Ottawa | 12. York Region |
| 3. Kitchener | 13. Niagara Region |
| 4. Waterloo Region | 14. Peel Region |
| 5. City of Waterloo | 15. Burlington |
| 6. Hamilton | 16. Durham Region |
| 7. Mississauga | 17. Barrie |
| 8. London | 18. St. Catharines |
| 9. Guelph | 19. Oakville |
| 10. Kingston | 20. Oshawa |

Which municipalities have the most likes and followers on their central Facebook and Twitter accounts?

#7

Most Liked Per Capita: Facebook



- | | |
|---------------------------------|--------------------------|
| 1. Pelee | 11. Matachewan |
| 2. Tweed | 12. Gauthier |
| 3. Sioux Narrows - Nestor Falls | 13. Red Rock |
| 4. Schreiber | 14. Assiginack |
| 5. Marathon | 15. Temagami |
| 6. Terrace Bay | 16. Cobalt |
| 7. Ignace | 17. Goderich |
| 8. Nipigon | 18. Smooth Rock Falls |
| 9. Georgian Bay | 19. Gordon/Barrie Island |
| 10. Sundridge | 20. Rainy River |

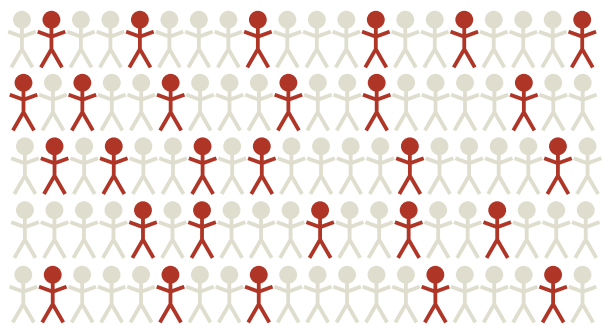
Most Followed Per Capita



- | | |
|-------------------------|----------------------------------|
| 1. Pelee | 11. Sioux Narrows - Nestor Falls |
| 2. Georgian Bay | 12. Lake of Bays |
| 3. Nipigon | 13. Gravenhurst |
| 4. Whitestone | 14. Petrolia |
| 5. Terrace Bay | 15. North Kawartha |
| 6. City of Waterloo | 16. Stirling-Rawdon |
| 7. Gananoque | 17. Assiginack |
| 8. Red Rock | 18. French River |
| 9. Schreiber | 19. Guelph |
| 10. Niagara-on-the-Lake | 20. Niagara Falls |

Tweeting Heads: How are Heads of Council using social media?

Head of Council: A mayor, reeve, warden or regional chair of a municipality.



28%

of Ontario's Heads of Council
are on social media.

While municipalities prefer Facebook, individual Heads of Council prefer Twitter...



80%

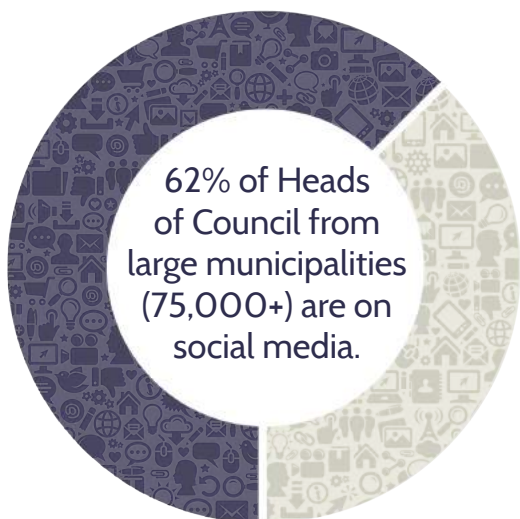
on Twitter



59%

on Facebook

...and it's no wonder: The average following of a Head of Council's Twitter is **3,741**, more than twice that of Facebook, which is **1,571**.



62% of Heads of Council from large municipalities (75,000+) are on social media.

The Heads of Council who use social media tend to be from central and western Ontario.

Most Liked and Followed Heads of Council

Which Heads of Council have the most followers and likes on Facebook and Twitter?

#7

Most Liked: Facebook



1. Mayor John Tory, Toronto
2. Mayor Jim Watson, Ottawa
3. Mayor Bonnie Crombie, Mississauga
4. Mayor Matt Brown, London
5. Mayor Linda Jeffrey, Brampton
6. Mayor Walter Sendzik, St. Catharines
7. Mayor Steve Black, Timmins
8. Mayor Berry Vrbanovic, Kitchener
9. Mayor Rob Burton, Oakville
10. Mayor Christian Provenzano, Sault Ste. Marie

Most Followed: Twitter



1. Mayor John Tory, Toronto
2. Mayor Jim Watson, Ottawa
3. Mayor Bonnie Crombie, Mississauga
4. Mayor Jeff Lehman, Barrie
5. Mayor Berry Vrbanovic, Kitchener
6. Mayor Matt Brown, London
7. Mayor Rob Burton, Oakville
8. Mayor Rick Goldring, Burlington
9. Mayor Cam Guthrie, Guelph
10. Mayor Fred Eisenberger, Hamilton

Most Liked Per Capita: Facebook



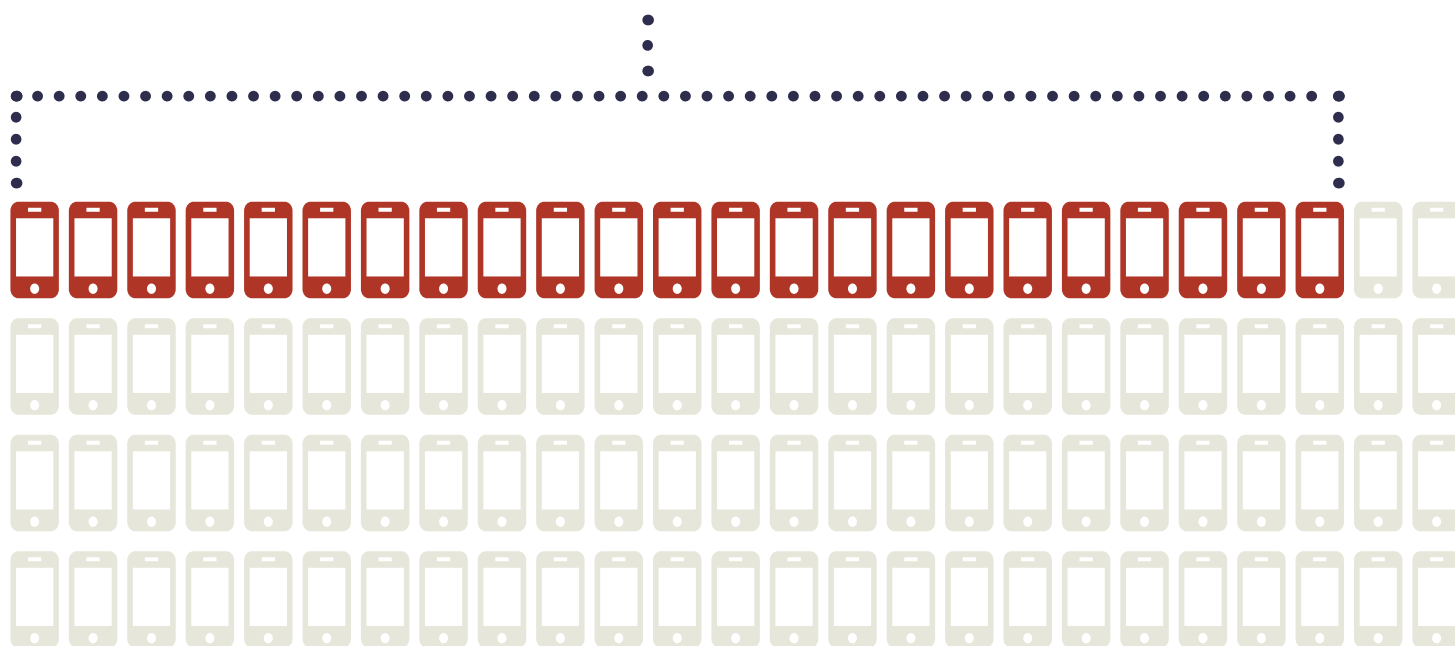
1. Reeve Carol Moffatt, Algonquin Highlands
2. Mayor Robin Jones, Westport
3. Mayor Eric Duncan, North Dundas
4. Mayor Rob Lane, Gore Bay
5. Mayor Jack Siemens, Emo
6. Mayor Kurtis Smith, Adelaide-Metcalfe
7. Mayor Shawn Pankow, Smiths Falls
8. Mayor Ken Bennington, Shelburne
9. Mayor Steve Black, Timmins
10. Mayor Peter Politis, Cochrane

Most Followed Per Capita: Twitter



1. Reeve Carol Moffatt, Algonquin Highlands
2. Mayor Eric Duncan, North Dundas
3. Mayor Todd Case, Warwick
4. Mayor Brett Todd, Prescott
5. Mayor Robin Jones, Westport
6. Mayor Jeremy Williams, Orangeville
7. Mayor Kurtis Smith, Adelaide-Metcalfe
8. Mayor Graydon Smith, Bracebridge
9. Mayor Peter McIsaac, Powassan
10. Mayor Jim Watson, Ottawa

23% of municipalities have an app,
up from 20% in 2015.



What are municipalities tweeting about?

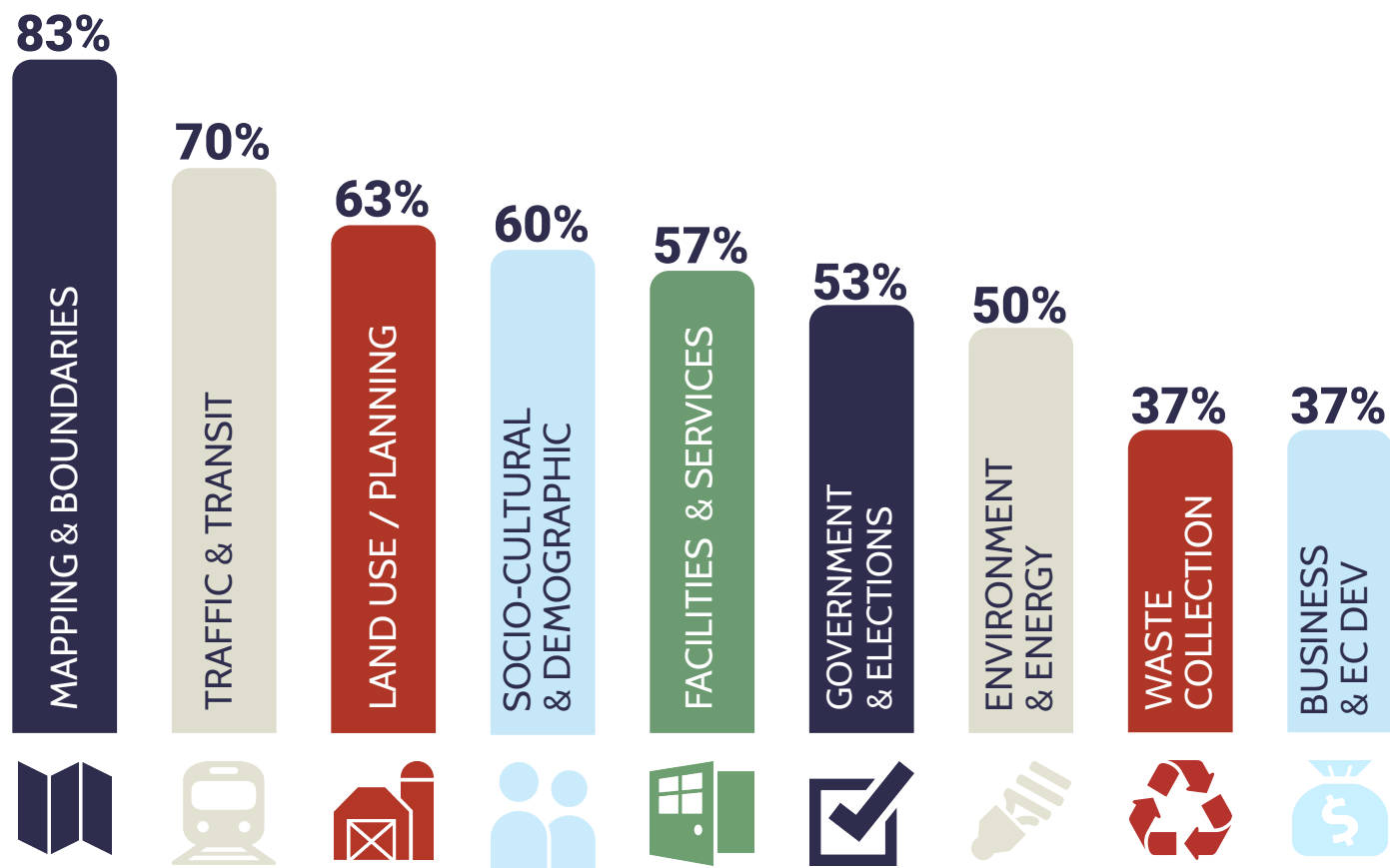


via: tagul.com

Open Data

Open data is an emerging area of interest for Ontarians and municipalities are catching on. Currently, just 30 of Ontario’s 444 municipal governments make their data sets available through a dedicated open data portal, but it’s something that’s attracting increasing interest.

Of the municipalities that have launched an open data portal, here’s the type of information you’re most likely to find:



85%

of active municipalities promote their social media presence on their website

Mississauga: A Decentralized Dynamo

With 16 separate Twitter accounts and 20 Facebook accounts, Mississauga is an example of a municipality using a decentralized model well. After Toronto, Mississauga has the most social media accounts of all 444 municipalities, and it's working. The combined following of all of Mississauga's social media accounts is 121,432. That's almost 20% of Mississauga's total population. Search "Mississauga" on Twitter or Facebook and you'll find everything from libraries, community centres, museums, and transit. There's even a Twitter account dedicated to snow removal!

Mississauga Celebration Square Mississauga Business MiWay Helps
Mississauga Library Mississauga Theatre Mississauga Snow
Mississauga Fire Mississauga Valley Community Centre
Meadowvale Theatre Mississauga Sports Leagues
Mississauga Parks and Forestry Mississauga Culture
Clarkson Community Centre Mississauga Recreation
River Grove Community Centre Mississauga Green
Huron Park Community Centre Mississauga Museums
Frank McKechnie Community Centre Mississauga Data
South Common Community Centre Mississauga Youth
Erin Meadows Community Centre Hurontario-Main LRT Project
Carmen Corbasson Community Centre Malton Community Centre
Burnhamthorpe Community Centre Meadowvale Community Centre

Pelee Island: Small Community, Big Impact

Great things come in small packages! Pelee Island, although only 41 square kilometres and with a population of 171, has a combined social media following of 4,279. That's about 25x the population of Pelee! Pelee's social media success can be attributed to frequent posts, using images and hashtags, and linking to their website, which is updated on a regular basis.



Elected Officials to Watch



Rick Goldring

Mayor of Burlington

Rick Goldring, Mayor of Burlington has all his bases covered when it comes to social media: he's active on Facebook, Twitter, Instagram, LinkedIn, YouTube, and his own blog. Mayor Goldring shows it's not enough to just have an account— you have to use it! His success is also attributed to the fact that he links to his social media accounts across all platforms and through his website.



1.8K Facebook Likes



9.5K Twitter Followers



416 Instagram Followers



Norm Kelly

Toronto Councillor, Ward 40

How could we not mention Toronto councillor Norm Kelly? Ever since his Twitter feud with rapper Meek Mill, and an ongoing “bromance” with Drake, Councillor Kelly has taken the Twittersphere by storm. He's successful on social media by posting daily and keeping on top of pop culture trends. Of course, Councillor Kelly still uses social media to get the word out about important city-related matters.



2.3K Facebook Likes



372K Twitter Followers



34.7K Instagram Followers



Carol Moffatt

Reeve of Algonquin Highlands

Leading both the Most Liked Per Capita and Most Followed Per Capita lists, Carol Moffatt, Reeve of Algonquin Highlands, is showing eastern Ontario how it's done! Consider this: Reeve Moffatt has over 1,000 likes on Facebook, equal to almost half the population of Algonquin Highlands. She also has her own website, www.carolmoffatt.ca, where she links to both her social media handles.



1K Facebook Likes



618 Twitter Followers



Jim Watson

Mayor of Ottawa

Jim Watson, Mayor of Ottawa is a great example of a Head of Council who is effectively using social media. He uses a positive tone, incorporates multimedia, and adds just the right amount of personality. Mayor Watson engages on Twitter, Facebook, and Instagram. And even with 96.8K followers on Twitter, he still finds the time to reply to many tweets personally. He also complements his social media presence with his own blog, which he posts to once every couple of weeks.



14K Facebook Likes



96.8K Twitter Followers



8.9K Instagram Followers

Jim Watson was the only HOC of a large municipality (75,000+ people) to be in the top ten of our “Most Followed Per Capita” list!

METHODOLOGY:

- Redbrick's Municipal Social Media Survey looks at social media use by all 444 municipalities in Ontario.
- Our research has looked at social media activity between April 2010 and July 2016.
- Data on 'Likes' and 'Followers' applies to central accounts only, and was collected on July 31, 2016.
- 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.
- Produced by Teri Clark, Social and Digital Media Strategist, and Jacqueline Demers, Senior Consultant.

About Redbrick



Redbrick Communications is a Mississauga-based consulting firm with an extensive municipal practice. We've been tracking social media use since 2010. For free help with social media, including sample policies, tips and tricks, visit: bit.ly/RedSMS.

Follow us on Twitter: [@RedbrickComms](https://twitter.com/RedbrickComms) or [@BrianLambie](https://twitter.com/BrianLambie).

Contact us at [905-271-1669](tel:905-271-1669) or ruby@redbrick.ca

www.redbrick.ca

Redbrick provides strategic consultation, hands-on public relations support, writing services and training programs.

Training Programs

- General communications
- Managing media relations
- Managing media interviews
- Issues management
- Presentation skills
- Using social media
- Plain language communication

Public Relations Support

- Strategic communications planning
- Media relations
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