



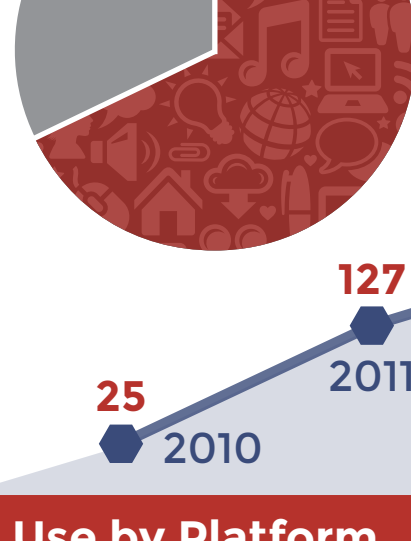
MUNICIPAL GOVERNMENT 2.0

Ontario's Municipalities on Social Media, Apps & Open Data

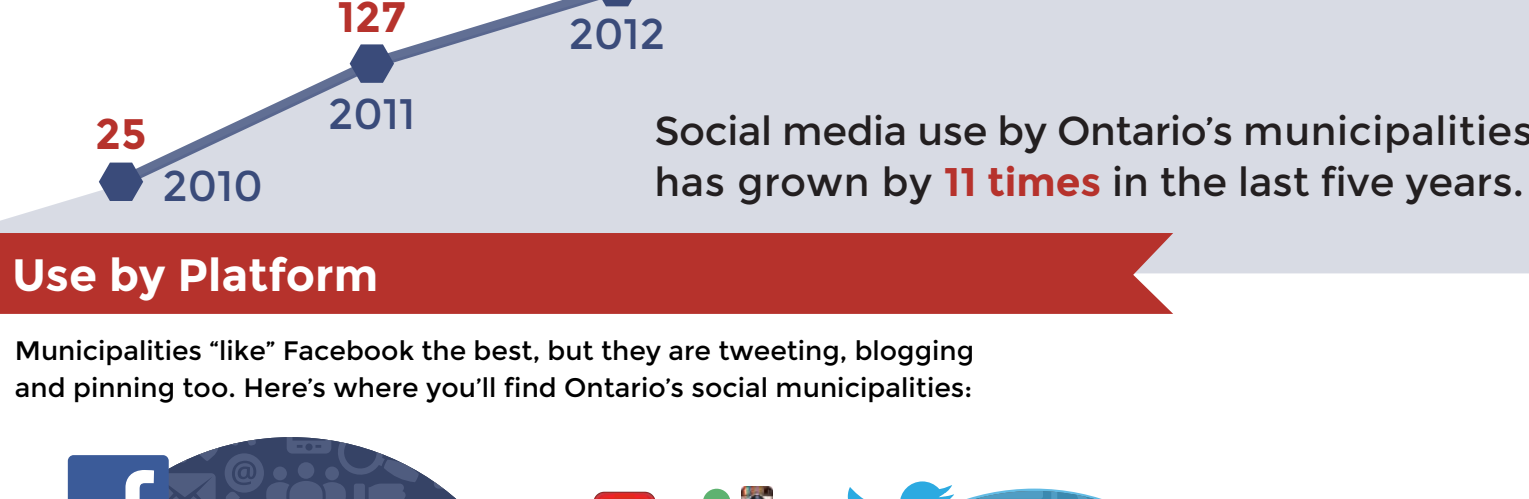
2015 Edition

Social media use by Ontario municipalities continues to grow, right across the province. Ontario's social municipalities are becoming more creative, sophisticated and engaging in their use of social media. Many are branching off into exciting new areas, like apps and open data. This infographic from Redbrick Communications provides a snapshot of innovation in Ontario's municipal sector, including who's making use of these platforms and how.

Ontario Municipalities: Who's on Social Media?



68% of Ontario's 444 municipalities are using social media.



Use by Platform

Municipalities "like" Facebook the best, but they are tweeting, blogging and pinning too. Here's where you'll find Ontario's social municipalities:



Playing Favourites?
Despite the rising popularity of visual social media platforms like Instagram and Pinterest, Ontario's municipalities are concentrating their efforts on Facebook and Twitter, where audiences are largest.

Getting the Word Out



85% of active municipalities promote their social media presence on their websites.

15% don't mention it on their websites.



Almost two-thirds (**61%**) of social municipalities use a **centralized** approach, sticking with one main account per social media platform.

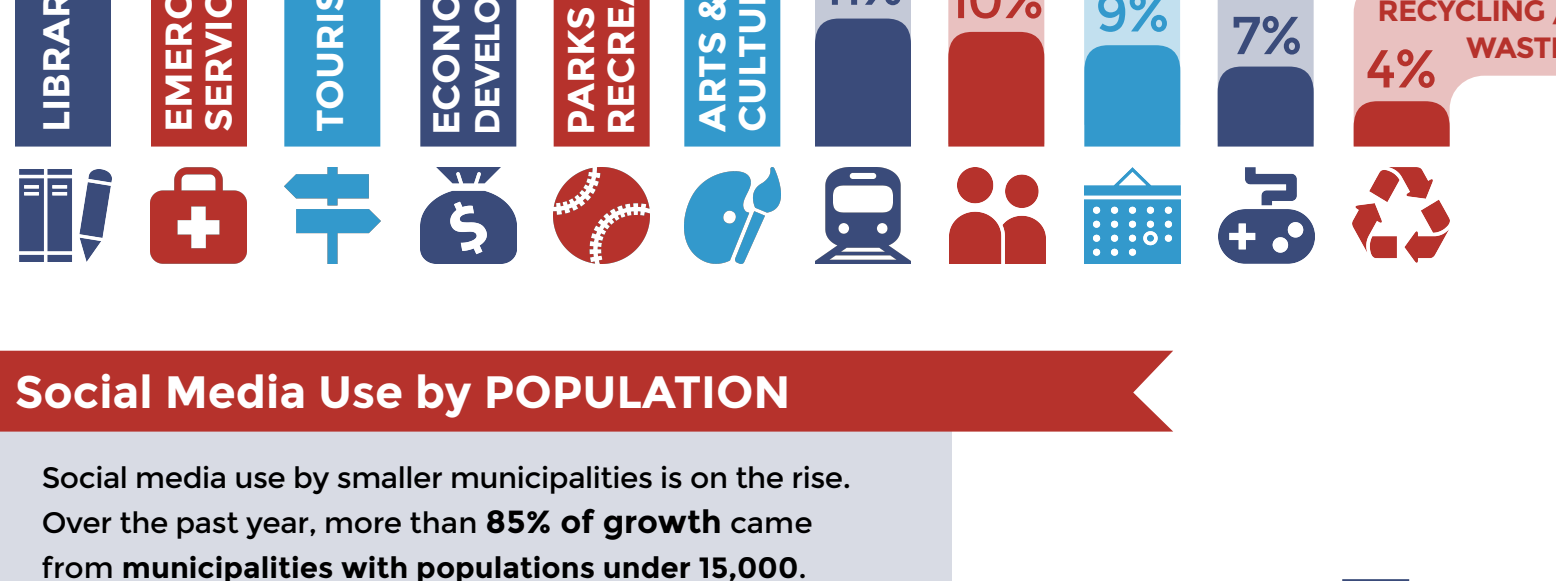
21% opt for a **decentralized** model, managing a number of unique accounts for different departments or service areas.

The rest (**18%**) use a **mix of the two**, using a central account, plus a handful of others for specialized areas or departments.

Generally, our data shows that **smaller, local-tier and single-tier municipalities** tend to prefer a centralized approach. **Counties or regional-tier municipalities** or municipalities with **larger populations** tend to prefer the mixed or decentralized approach, supplementing their main social media presence with unique accounts for specific departments.

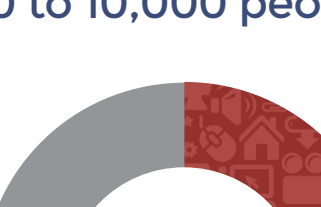
Specialized Accounts

So which departments are branching off on their own? Of the more than 150 municipalities that operate specialized accounts, these departments are most likely to have a unique social media presence:



Social Media Use by POPULATION

Social media use by smaller municipalities is on the rise. Over the past year, more than **85% of growth** came from municipalities with populations under 15,000.

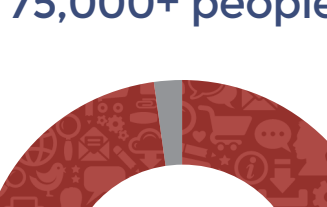


Small

0 to 10,000 people

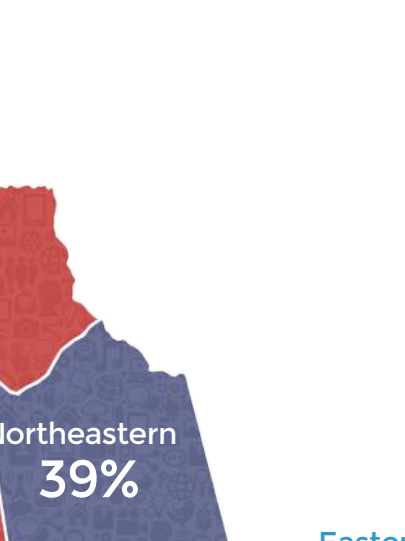
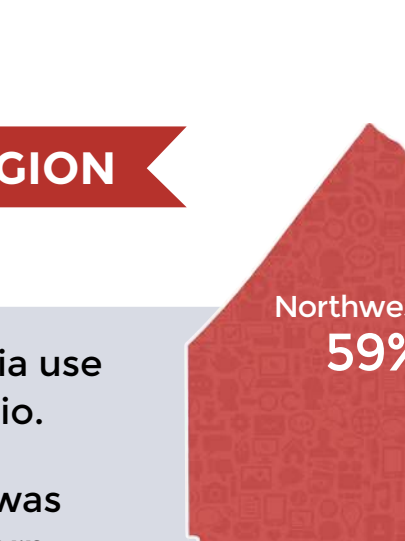
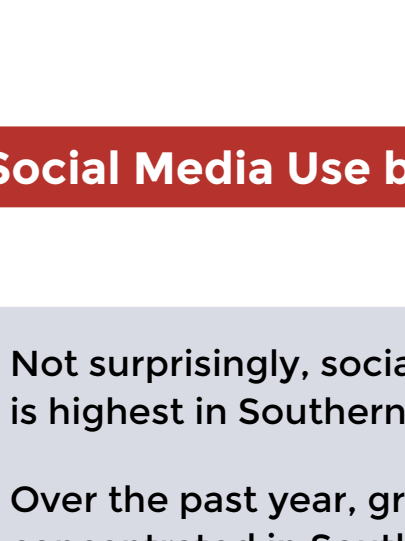


10,000 to 75,000 people



Large

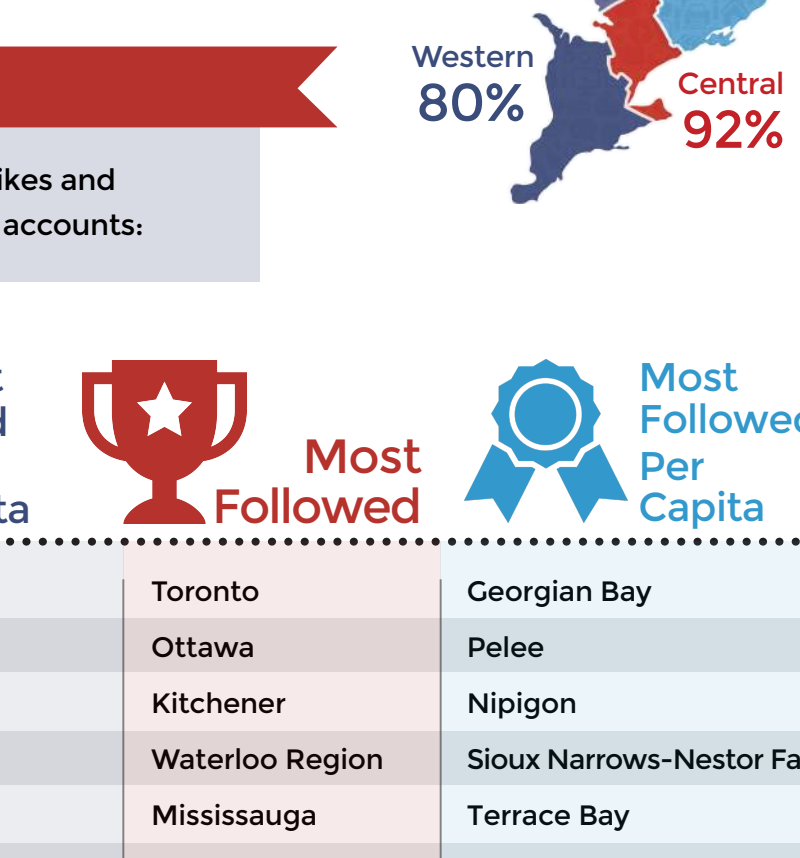
75,000+ people



Social Media Use by REGION

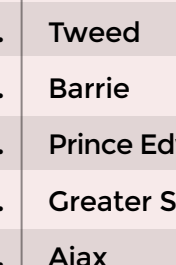
Not surprisingly, social media use is highest in Southern Ontario.

Over the past year, growth was concentrated in Southwestern and Northeastern Ontario.

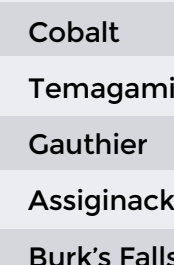


Most Popular

Check out which municipalities have the most likes and followers on their central Facebook and Twitter accounts:



Most Liked



Most Liked Per Capita



Most Followed



Most Followed Per Capita

| | | | |
|--------------------------|----------------------------|-----------------|----------------------------|
| 1. Sault Ste. Marie | Pelee | Toronto | Georgian Bay |
| 2. Niagara Falls | Schreiber | Ottawa | Pelee |
| 3. London | Terrace Bay | Kitchener | Nipigon |
| 4. York Region | Tweed | Waterloo Region | Sioux Narrows-Nestor Falls |
| 5. Mississauga | Ignace | Mississauga | Terrace Bay |
| 6. Kitchener | Nipigon | Waterloo | Red Rock |
| 7. Ottawa | Georgian Bay | Hamilton | Gananoque |
| 8. Cornwall | Sioux Narrows-Nestor Falls | London | Schreiber |
| 9. Niagara Region | Red Rock | Guelph | Prescott |
| 10. Tweed | Cobalt | Kingston | Niagara-on-the-Lake |
| 11. Barrie | Temagami | Niagara Falls | Waterloo |
| 12. Prince Edward County | Gauthier | Niagara Region | North Kawartha |
| 13. Greater Sudbury | Assignack | York Region | Stirling-Rawdon |
| 14. Ajax | Burk's Falls | Burlington | Gravenhurst |
| 15. Brockville | Gordon / Barrie Island | Peel Region | Niagara Falls |
| 16. Guelph | Smooth Rock Falls | St. Catharines | Penetanguishene |
| 17. Waterloo | Gananoque | Durham Region | Tweed |
| 18. Kingston | St. Marys | Barrie | Guelph |
| 19. Thunder Bay | Rainy River | Oakville | Lake of Bays |
| 20. Woodstock | Kirkland Lake | Oshawa | Kingston |

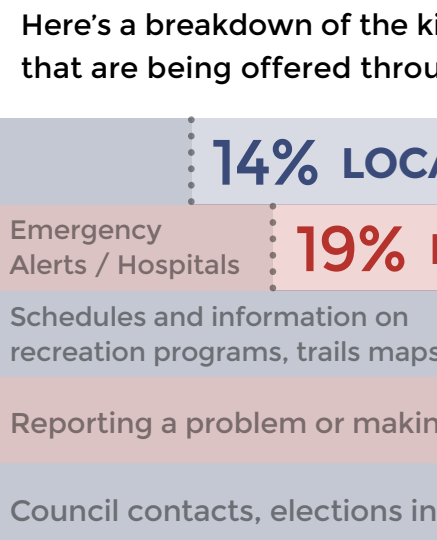
SMALL PLACES, BIG IMPACT

Smaller municipalities across Ontario have been using social media to make a big impact. **Pelee, Schreiber, Terrace Bay, Tweed and Ignace** all have more 'likes' than residents!

'PER CAPITA' SURPRISES

Typically, smaller municipalities tend to make our most followed per capita list. This year, we were impressed to see some larger municipalities like **Waterloo, Niagara Falls, Guelph and Kingston** earn a spot on the list with their sizable Twitter followings.

Municipal Government... There's an App for That!



20% of Ontario's municipalities have made it easier for their residents to stay informed and engaged at the touch of their fingertips through **mobile apps**.

Of the more than 90 municipalities with mobile apps, more than **85%** have made information on **waste and recycling** collection easier to access, largely through the use of a widely-adopted product, the "My Waste" mobile platform. Another **23%** have developed **one-stop apps** with information on a broad range of municipal services.

Municipal "One-Stop" Apps

Here's a breakdown of the kinds of information and features that are being offered through "one-stop" municipal apps:

| | | |
|---|--|---|
| Emergency Alerts / Hospitals | 14% LOCAL BUSINESS LISTINGS | 19% PUBLIC HEALTH / EMERGENCY SERVICES |
| Schedules and information on recreation programs, trails maps, etc. | 38% RECREATION & LEISURE SERVICES | |
| Reporting a problem or making a service request | 48% CUSTOMER SERVICE | |
| Council contacts, elections info, suggestion forums, etc. | 57% CIVIC ENGAGEMENT | |
| Traffic maps, road closures, transit schedules, parking info | 57% TRAFFIC / TRANSIT | |
| Collection schedules, what goes where, drop-off locations, etc. | 62% WASTE / RECYCLING | |
| Municipal announcements, service alerts, etc. | 67% NEWS / ALERTS | |
| In-app access to a municipality's official social media feeds | 67% SOCIAL MEDIA | |
| Municipal events, public meetings, local event listings, etc. | 76% EVENTS | |

KEEPING THINGS SIMPLE

A number of municipalities have used website redesigns as an opportunity to develop mobile apps that are fully integrated with their web content management systems, eliminating the need for double data entry.

CUSTOMER SERVICE ON-THE-GO

Almost half of municipalities that offer broad, one-stop apps have included a "report a problem" feature, allowing residents to snap pictures of things like potholes, graffiti, or a broken streetlight, and submit a quick, location-based report.

Who's Using Apps?

Click here to access Redbrick's directory of Ontario municipalities with mobile apps.

Open Data

Open data is an emerging area for Ontario's municipalities. Currently, **less than 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.

Here's the type of information you'll most likely find on a municipal open data portal:



OPEN UP FOR APPS

Rather than developing their own apps, municipalities like the **City of Guelph** and the **City of Ottawa** invited local developers to create mobile apps around municipal services, using data released through their open data portals.

The **City of Guelph's** **Open Data "Hackathon"** had developers compete to create the best apps using municipal data-sets, leading to a number of publicly-available, third-party apps related to waste collection, transit, tourism and civic engagement.

The **City of Ottawa's** **"Apps 4 Ottawa"** contest spurred new apps for Ottawa residents in areas like transit, traffic, tourism, recreation, waste and recycling, infrastructure, public health and more.

OPENING UP THE BUDGET PROCESS

The **City of London** and the **City of Burlington** opened up their budget process through online "open budget portals." These interactive platforms allow residents to explore how and where City dollars are being invested, from capital projects to City services and expenses.

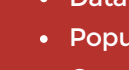
Who's Using Open Data?

Click here to access Redbrick's directory of Ontario municipalities with open data portals.

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 2015.
- Data on 'Likes' and 'Followers' applies to central accounts only, and was collected on July 31, 2015.
- 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.

redbrick communications



Redbrick Communications is a Mississauga-based agency with an extensive municipal practice. This research was produced as a part of our ongoing Municipal Social Media Survey.

Want to receive future survey results?

Follow us on Twitter at: **@RedbrickComms** or **@BrianLambie**

For more **free** resources on municipal social media use, including sample social media policies, policy development advice, past survey results and more, visit: **www.redbrick.ca/resources.asp** or **bit.ly/RedSMS**