



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?

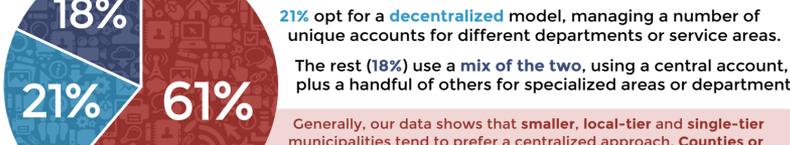


Use by Platform

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



Getting the Word Out

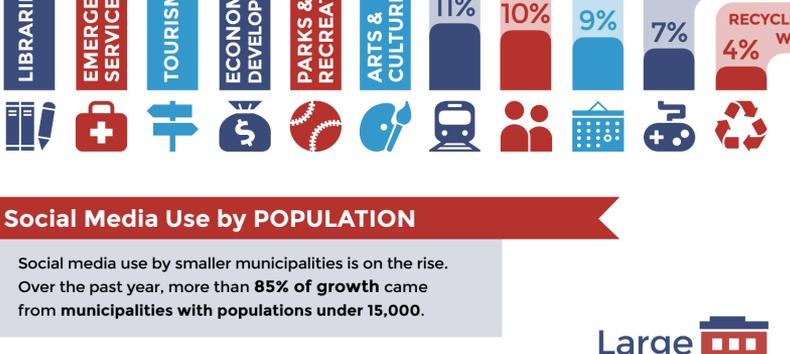


One Account or Many?



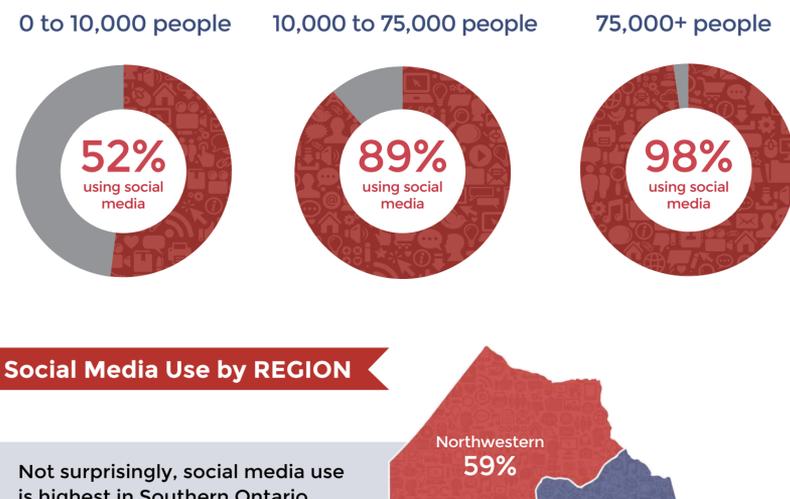
Specialized Accounts

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

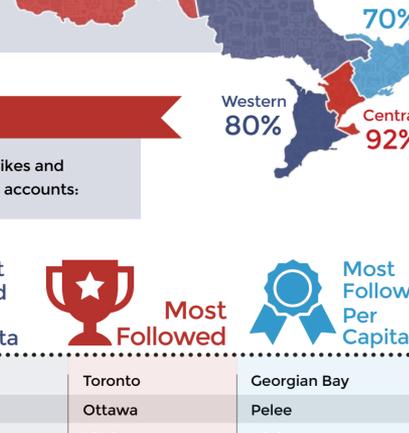
Social media use by smaller municipalities is on the rise. Over the past year, more than **85% of growth** came from municipalities with populations under 15,000.



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	Peele	Toronto	Georgian Bay
2. Niagara Falls	Schreiber	Ottawa	Peele
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

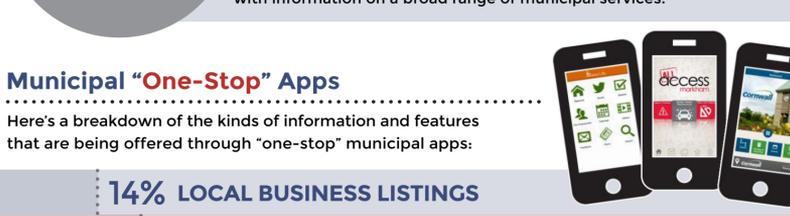
SMALL PLACES, BIG IMPACT

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!



Municipal "One-Stop" Apps

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



KEEPING THINGS SIMPLE

A number of municipalities have used website redesigns 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.

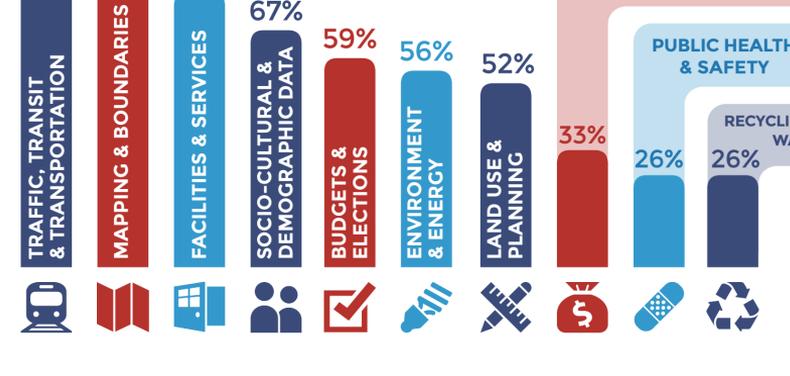
Who's Using Apps?

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.

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

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.