

Social Media Use by Markham

Best Practices and Policy Direction

Draft Social Media Policy

Key Policy Sections

- Purpose
- Applicability and Scope
- Background Definitions
- Policy Statements
- Roles and Responsibilities

What is Social Media?

People having conversations ... in different ways



We need a budget



We have a budget - Learn more



Where are Markham's budget meetings?



What's behind Markham's budget?



Watch our budget press conference



We're good at budgeting.



Let's all budget together !

Growth of Social Media



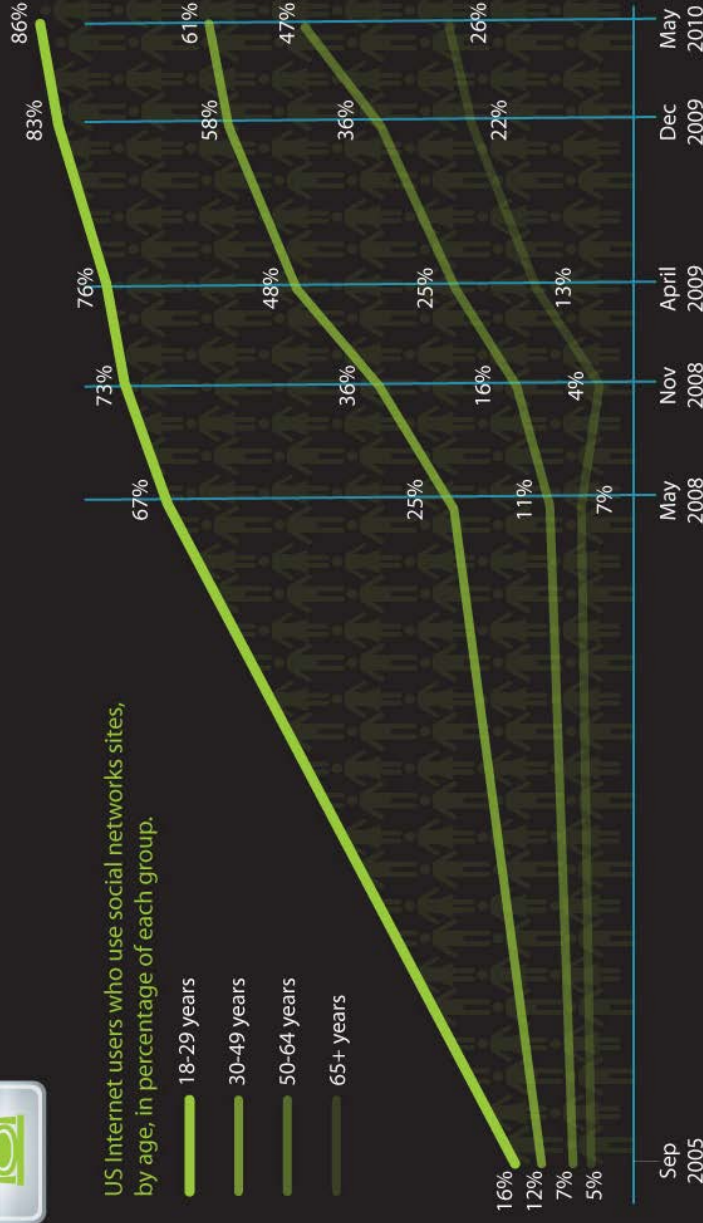
Everyone is engaged



Users Timeline

US Internet users who use social networks sites, by age, in percentage of each group.

- 18-29 years
- 30-49 years
- 50-64 years
- 65+ years



% of population by age

18-29 86%

30-49 61%

50-64 47%

65+ 26%



Social Media Visitor Growth

Daily Unique Visitors

Why Social Media: Stunning Statistics

FACEBOOK

- **One in every nine people on Earth is on Facebook** - 750M users
- Over 50 million people access Facebook via their mobile devices
- **More than 2.5 million websites have integrated with Facebook**
- 30 billion pieces of content is shared on Facebook each month
- **300,000 users helped translate Facebook into 70 languages**

YOUTUBE

- **YouTube has 490 million unique users who visit every month**
- YouTube generates 92 billion page views per month

TWITTER

- **190 million average Tweets per day occur on Twitter**
- Twitter is adding nearly 500,000 users a day

Why Social Media: Stunning Statistics

GOOGLE

- **Google+ has more than 25 million users**
- Google+ fastest social network to reach 10 million users at 16 days

WIKIPEDIA

- **Wikipedia hosts 17 million articles**
- Wikipedia authors total over 91,000 contributors

FLICKR

- **Flickr hosts over 5 billion images**
- People upload 3,000 images to Flickr (photo sharing social media site) every minute

Key Findings: Best Practices Review

- Practices Reviewed :
 - **Municipalities and regions across Canada**
 - **Major corporations (Coca Cola, IBM, Intel,)**
 - **US government agencies**
 - **International Olympic Committee**
 - **International companies and agencies**
 - **Research: Neilson, Biz Report, SAS Institute, Cision US**
- Majority of municipalities have limited # of Facebook sites (2-4), and several twitter accounts . YouTube is used sparingly
- Policies ensure centralized approach to content management and branding
- Generally managed by Communications function
- Social media now used strategically with other communications tools and not in isolation
- RSS Feeds are common place

What Others Are Doing

Kitchener

facebook

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Wall



Info



Friend Activity



Photos



Notes



Events



Links

About

Fans are welcome to post comments as long as they are respectful and meet t...

More

2,138

like this

12

were here

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Centre in the Square



Waterloo Region Museum



Kitchener Post



Kitchener, Ontario



Kitchener-Waterloo Oktoberfest

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Add to My Page's Favorites

Get Updates via RSS

Report Page

City of Kitchener

Government Organization · Kitchener, Ontario



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Wall

City of Kitchener · Everyone (Top Posts)



City of Kitchener

• Everyone has the right to enjoy a walk on public space without a souvenir of your animal's last meal on the sole of their shoe! Every pet owner must remove any excrement left by their animal on any property. Don't forget to scoop your animal's poop! To report offenders contact our bylaw enforcement division, <http://bit.ly/mcdNov>

12 hours ago via Sprout Social

11 people like this.



Mark Morton Actually, what gets stepped on is probably your pet's second-last meal; after all, the food doesn't just zip through their intestines after they eat.

12 hours ago



Cliff Townsend and everyone used to have the right not to pick it up too...its all a matter of viewpoint...people didnt get their panties in a bunch about it...you cursed and moved on with your life...I know I personally have more pressing matters in my life than to worry about a piece of dog crap in the grass...

about an hour ago



City of Kitchener

Purchase a lot before December 31, 2011 and save an average of \$280. Choose Kitchener Cemeteries and choose the highest quality of standard and care. We can help you choose an option what's right for you. For details visit <http://bit.ly/gMyds>



City of Kitchener Cemeteries

bit.ly

Delaying preplanning results in increased future costs – investing today results in savings tomorrow.

Share · 12 hours ago via Sprout Social

John Freeman likes this.



Ted Parkinson I think you mean "purchase a plot"....

12 hours ago



City of Kitchener

A sign that CAPKA is just around the corner....

Wall Photos



Recommend This Place

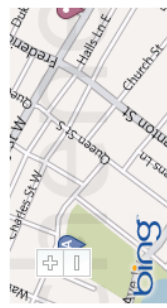
Help your friends discover great places to visit by recommending **City of Kitchener**.



Write a recommendation...

Duplicate Places

Help improve Facebook Places. Which of the following are the same place as **City of Kitchener**?



Kitchener City Hall

65 were here · 3 likes

Save

Account Protection

Your account protection status:

Medium

Increase Protection

Friends' Events

See All



12th Annual Harkham Auto Classic

Sunday, September 11, 10:00am-5:00pm



Sponsored

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Ontario doctors and patients

Bureaucracy? Equal access? Quality? Patient-friendly or patient-foe? Easy or hard to navigate healthcare? Join the conversation.

Like · Sayeed Khan likes this.

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BEAUTY. PROTECTION. DURABILITY. The World's First synthetic roofing slates, made from 100% recycled polymers. ONE

Barrie

facebook

5



Info



About

Barrie is an exciting, caring and progressive community that 135,000 people...

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Home Profile Find Friends Account

the City of Barrie



Government Organization · Barrie, Ontario



Wall

the City of Barrie

Job Alert: Water Supply & Treatment Operator Class IV <http://ow.ly/1eAMn2>

10 hours ago via HootSuite

the City of Barrie

Get ready for TRY IT WEEK, September 12-18. The City of Barrie is introducing registered recreation programs absolutely FREE! Be satisfied with you class choice; try it, before you buy it! <http://ow.ly/8k8fF>



Try It Week 2011
September 12-18, 2011
ow.ly

Share · September 2 at 2:54pm via HootSuite

Melanie Dawn Frenette Gomez likes this.

the City of Barrie

Job Alert: Chief Administrative Officer <http://ow.ly/6jGak>

September 2 at 8:42am via HootSuite

View 1 comment

the City of Barrie

Job Alert: Senior Real Estate Officer <http://ow.ly/1evAfH>

September 1 at 8:44pm via HootSuite

the City of Barrie

Job Alert: Senior Project Administration Technologist <http://ow.ly/1etBAX>

August 30 at 8:46pm via HootSuite

the City of Barrie

Job Alert: Municipal Law Enforcement Officer II (Part Time) (Non Union)

<http://ow.ly/1epXVO>

August 25 at 8:40pm via HootSuite

Christine Oxley Misak likes this.

the City of Barrie

<http://ow.ly/6jGPha>

The City of

BARRIE

Single Burner Camp Stove Warning From BFES

ow.ly

Following an incident in a Greater Toronto Area apartment unit where two occupants were injured, Barrie Fire and Emergency Service is urging...

Share · August 25 at 1:50pm via HootSuite

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Recommendations (1)

See All

Anir Louati check this out.!!!!



Write a recommendation...

Account Protection

Your account protection status: Medium



Increase Protection

Friends' Events

See All

12th Annual Markham Auto Classic
Sunday, September 11, 10:00am-5:00pm



RSVP: Yes · No · Maybe

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Global Men's Health Study

surveygizmo.com



Take just a few minutes to join this men's health study taking place in several countries all around the world!

\$38 nfl jerseys on sale

ipojerseys.com



free ship wholesale hockey jerseys nfl jerseys nfl jerseys mib jerseys nfl jerseys mib jerseys nfl jerseys mib quality name number sewn on, fast ship, no tax!

Basic Funerals and Cremation...

We are the first licensed funeral home to use the convenience of the internet to provide affordable funeral services to all of Ontario.



Like · Sayeed Khan likes this.

Pamela Danz, Eco-Friendly Realtor™

Looking to Buy or Sell?

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London

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About

Welcome to the official Facebook page for the City of London, Canada.

5,229
like this

111
were here

Likes



Storybook
Gardens



London
Convention
Centre (Ontario,



London Cares
Curbside Food
Drive



London Clean &
Green



Museum London

City of London, Ontario

Government Organization · London, Ontario



Like



Wall City of London, Ontario · Everyone (Top Posts)



City of London, Ontario

Keep voting until September 6 for Labatt Park as Canada's Favourite Ballpark.



Baseball Canada Canada's Favourite Ballpark
Contest: London meets Thunder Bay in final round
www.baseball.ca
Baseball Canada

Share · September 1 at 11:56am

7 people like this.



Butch McLarty According to a recent media release from Baseball Canada, it's shaping up to be a "photo-finish."
September 2 at 12:50pm



City of London, Ontario

The overnight parking ban between 3 a.m. and 5 a.m. returns Wednesday, September 7.

September 1 at 11:28am

Sabrina Langill likes this.

View all 8 comments



Denise Jones I agree with Angela's comments - why can't the rest of London park on their streets until late fall!

September 1 at 2:19pm



Paul Charlton Money

September 1 at 5:36pm



Leading London

August was a great month for Real Estate in City of London, Ontario
http://bit.ly/nkKzq



Area home sales, listings both go up in August |
London | News | London Free Press
www.lfpres.com

Homes sales in London and St Thomas heated up in August, jumping 21.7% compared with the same month last year.

View Post · Tuesday at 10:55am



Paula Clarke

You and City of London, Ontario

Gabriel Cha likes this.

Recommendations (1)

See All



Wayne DeGroot I am not sure if I am loopy or patriotic...but...

3

Write a recommendation...

Account Protection



Your account protection status:
Medium

Increase Protection

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Global Men's Health Study

surveygizmo.com



Take just a few minutes to join this men's health study taking place in several countries all around the world!

Authentic Roof

BEAUTY. PROTECTION. DURABILITY. The World's First synthetic roofing slates, made from 100% recycled polymers. ONE time, for a lifetime.

Like · Sayeed Khan likes this.

Canadian Criminal Record?

pardonswaiverscanada.com

You're no different than this guy. Get Your Criminal Record Erased with a Pardon Now!



MDG Computers Canada

Visit our page, press the 'Like' button and be automatically entered in our contests!

'Like' us to Win!

Vancouver

facebook

5

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Government Organization · Vancouver, British Columbia



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City of Vancouver · Everyone (Top Posts)



City of Vancouver

City Highlights: Expanded food scraps recycling pilot program in Riley Park and Sunset <http://ow.ly/1eAHF9>

12 hours ago via HootSuite

3 people like this.



City of Vancouver

Park Board News: Community Centre holds heart disease educational day on September 10 <http://ow.ly/1eAuAG>

17 hours ago via HootSuite

3 people like this.

View all 3 comments



City of Vancouver

City Highlights: Mountain View Cemetery Bike Tour <http://ow.ly/1eZtHe>

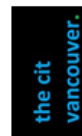
Tuesday at 2:37pm via HootSuite

3 people like this.



Kendall Titchener

For weekly & monthly Vancouver events, connect, tweet & share with the Cit Vancouver! <https://www.facebook.com/TheCitVancouver>



The Cit Vancouver

YOUR guide to VANCOUVER events, An Events & Community Guide for the Citizen of Vancouver. Experience Vancouver events you never knew existed. The Cit's monthly event guides keep you engaged with Vancouver. Follow, like & connect with The Cit Vancouver. (t: @Kendall_Titch) The purpose of "The Cit" Vancouver is to translate the "coffehouse culture" of the eighteenth century Citizen of London a...

See More

Page: 126 people like this.



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4,647

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Vancouver Public Library

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Vancouver Police Department



Vancouver's Greenest City Action Team



Vancouver Civic Theatres - Orpheum, QFT &

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Recommendations (2)

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武之家 想去就去以免以後後悔



Jane Knight I love this city but was really shocked at how dirty the downtown area was when ... See More

Write a recommendation...

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People You May Know

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Kent Emerson 3 mutual friends Add Friend

Sponsored Story

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Sayeed Khan likes Pak Centre Halal Restaurant.



Pak Centre Halal Restaurant Like

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Moser Performance Group

Career Coach and Training and Development guru provides you tips, provocative questions and inspiration to manage your career.



Like · Sayeed Khan likes this.

Authentic Roof



BEAUTY. PROTECTION. DURABILITY. The World's First synthetic roofing

Calgary Social Media Page

The City of Calgary: CityTalk - Windows Internet Explorer

http://www.calgary.ca/portal/server.php?gateway/PIRARGS_0_0_0_278_203_0_43/http%38/content.calgary.ca/CCA/City+Hall/City+eNewsroom/CityTalk/CityTalk.htm

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The City of Calgary

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Printer Friendly Version

The City of Calgary Customer Service & Communications

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Calgary City News Blog

Centre City Talk

YouTube

Twitter

City Newsroom

City Talk eNews

Connect to your City

Join the conversation. The City's growing social media presence lets you choose how to interact with your City. Use our tools to stay informed and have your say about City-related stories, events, programs and services. Find out what's going on in your City and access relevant information affecting your community.



The City of Calgary Facebook Page

We want to hear from you. Connect with The City of Calgary on Facebook for the latest news, events, job postings and more. "Like" us to join the conversation.

Like 5,744 people like this. Be the first of your friends.



The City of Calgary News Blog

Share your feedback and view up-to-date information and news at the Calgary City News Blog.

Want to know what's happening in Calgary's downtown core? Visit the Centre City Talk blog for the latest on the Centre City.



Video

Watch videos featuring City news and events, interviews, how-to's and more on the City's YouTube channel.



Twitter

The latest news in 140 characters - The City's Twitter feed is updated several times a day with City news and information about upcoming programs and events.

Follow @citycalgary · 11.6K followers



Calgary City Newsroom

Access news releases, media advisories, images and videos at the City Newsroom.



City Talk eNews

Get the latest City news sent straight to your inbox with City Talk eNews - a biweekly, subscription-based e-newsletter. We'd like to know what you're interested in. Send your eNews feedback to citytalk@calgary.ca.

Top

Last Updated: June 1, 2011

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1 item remaining

Start

Internet Protected Mode: On

1:18 PM 09/08/2011



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5,984

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Southland

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Government Organization

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The City of Calgary

Last day: High Noon Music - free concert at Olympic Plaza noon - 1 p.m.

21 hours ago

7 people like this.

The City of Calgary · Everyone (Top Posts)



The City of Calgary

Calgary Pet(s) of The Week - Thelma and Louise

Calgary City News Blog: Calgary Pet of The Week - Thelma and Louise
www.calgarycitynews.com

This week, Animal & Bylaw Services is featuring a dynamic duo of dogs: Thelma and Louise. Thelma is a spayed female golden Labrador retriever, while her favourite friend Louise is a neutered male retriever/collie mix. Both buddies are approximately three years old. Louise is a little too boisterous ...

Share · Tuesday at 11:50am

4 people like this.

BizBOXTV.com Cute :) Love these!

Tuesday at 2:17pm



Calgary Police Service

Join us for our Live Facebook Chat Thursday, Sept. 08 between 11:30 a.m. and 1 p.m. We're talking about social media, and how the Calgary Police Service can use these tools to communicate better with the citizens of Calgary.

We look forward to your ideas! Don't forget to RSVP.

<https://www.facebook.com/evment>

.php?id=187988237938879



Calgary Police Service Facebook Chat

Location: Online

Time: 2:30PM Thursday, September 8th

Share · 19 hours ago

The City of Calgary likes this.



The City of Calgary

Your input is needed on what is being planned for four new recreation facilities coming to Calgary's northwest and southeast. Fill out the online form at <http://ow.ly/6HAz9>

The City of Calgary - New recreation facilities for

Find More Friends

Dennis, Your Friends Are Waiting

The friend finder is better than ever. Try it.



Your Email

Email Password

Find Friends

Facebook won't store your password.

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Weight Loss Forever

Ashley Reimer from Calgary has lost over 96lbs! Learn More!



Like · Sayeed Khan likes this.

RentClick

Visit our Page and 'Like' us today!



Like · Sayeed Khan likes this.

Euro Canadian Outfitters ~...

Professionally Guided Fishing Adventures in and around Toronto, Pike, Salmon, Musky, Bass, Walleye. From \$375.00 for 2 persons.



Like · Sayeed Khan likes this.

Pamela Danz, Eco-Friendly Realtor™

Looking to Buy or Sell? Call Now to Make a Smart Move! Invest Maple Ridge, B.C. www.pameldanz.com

Like · Sayeed Khan likes this.

Why Is Policy Required

- Align branding of current social media sites with corporate Facebook, Twitter and YouTube sites
- Ensure common brand approach (Markham logo)
- Ensure Facebook is used effectively and integrated with other communications
- Discipline on approval, content, branding, content management, moderator protocols, privacy and records retention and auditing.
- Department heads have responsibility to ensure compliance and staff awareness of policy

Markham Current Situation

- Facebook sites for Corporate, Culture and Greenprint
- Twitter for Corporate and Fire'
- Corporate YouTube
- Began Corporate followers two weeks ago
- Budget first real push of social media
- Need time to develop a following to our sites

Markham Corporate Twitter Account




[Home](#)
[Profile](#)
[Messages](#)
[Who To Follow](#)

[Dennis Flaherty](#)

Town of Markham



@townofmarkham Markham, Ontario, Canada

Official Twitter account featuring the latest news, events and programs about the Town of Markham.
<http://www.markham.ca>



Following



@townofmarkham



125 Tweet

Tweets

[Favorites](#)

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townofmarkham Town of Markham

#Markham waterworks repairing watermain break at 150 Main St. Unionville. Some lane restrictions. Normal service expected by 5pm today.
 7 hours ago

townofmarkham Town of Markham

About @townofmarkham

13

Tweets

51

Following

79

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5

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What's Happening in the Town of Markham and the...

[Following](#) · [view all](#)



Markham Corporate Facebook Site



Welcome to the official Facebook Page of the Corporation of the Town of Markham...

48 like this

mytf Markham Mayor's Youth Task Force

Town of Markham

Government Organization · Markham, Ontario

Wall

Town of Markham · Everyone (Most Recent) ▾

Share:  Post  Photo  Link  Video

Write something...

Create a Page

You and Town of Markham

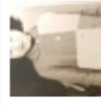


 7 friends like this.

 SNAP Markham, The Varley Art Gallery, York Regional Police

People You May Know

See All

 **Fanny Lau**
 Add Friend

Marlo Fieldstone

 Add Friend

Sponsored Stories

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 **Teresa Summerhays and Sayeed Khan** like Dole Salads Canada.

 **Dole Salads Canada**
 Like

Town of Markham

Markham waterworks has responded to watermain break this morning at 150 Main St. Unionville. Some lane restrictions. Repairs underway. Normal service expected by 5pm today.

 Like ·  Comment ·  Share · 7 hours ago

Town of Markham shared a link.

Listen Live to #Markham General Committee Meeting @ 9 AM

www.markham.ca

Council & Standing Committee meetings are open to public and held at the Markham Civic Centre, 101 Town Centre Blvd. (northwest corner of Hwy. 7 & Warden Ave.) You are welcome to attend meetings in person or listen live by audiostream on the Town's website.

 Like ·  Comment ·  Share · 9 hours ago

Town of Markham

Lanes re-opened on Woodbine Ave between Steelcase Rd. and Esna Park Dr. Crews work through weekend to repair broken watermain and asphalt in time for Monday morning rush hour.

 Like ·  Comment · Share · 10 hours ago

Nov. 10

Key Policy Elements

- Markham encourages the use of Social Media
- Social media part of disciplined/integrated communications strategy
- Policy establishes basic principles, guidelines and procedures for staff

Policy Goal

Actively engage residents, stakeholders and business partners;

Build stronger relationships with key audiences;

Enhance access to our services;

Build Markham's brand.

Principles

- Improve citizen engagement and public communication through interactive conversation.
- Provide and receive information on Markham's public services, facilities and programs.
- Enhance Markham's brand reputation as a public service corporation committed to excellence.
- Social media part of overall Strategic Communications Plan that is specific and targeted.

Social Media Sub Committee of Portal Steering Committee



- Committee of appropriate cross section of staff appointed by the CAO and Chaired by Corporate Communications Director.
- Responsible for establishing protocols, procedures and guidelines:
 - i) Identifying preferred Social Media tools
 - ii) Recommending protocols for branding Social Media sites
 - iii) Establishing guidelines for use of individual Social Media tools
 - Examine and review current social media sites

Business Use of Social Media

- Written consent of the Department Head and Commissioner
- Identify the Social Media tool(s) to be used - chosen from those previously approved by the Social Media Committee.
- Develop Strategic Communication Plan in consultation with Communications
- Identify users to administer Social Media sites and to receive training
- Ensure Social Media site(s) properly branded
- Ensure Social Media sites are formatted to minimize the risk to the Corporation

Social Media Guidelines



- Compliance with Markham's existing policies and legislation.
- Transparency in use including indentifying Users by position within the municipality, and by name when appropriate.
- Use does not disclose confidential information, or release personal information without prior consent.
- Information is accurate and consistent with corporate information, messages and policies.
- Postings consistent in professionalism as other corporate external correspondence.
- Only properly designated staff are to use social media for corporate comment. (refer to Markham's Media Relations Policy for media protocols.)

Important Control Features

- **Records Management and Retention**
- **Auditing and Monitoring**
- **Review of Social Media Sites established Prior to the Policy**
- **Roles & Responsibilities**

Thank You