



# City Studio Durham: Enhancing Social Media Presence

## Project Summary:

This project involves enhancing social media presence as it is important for effective online engagement and visibility. To optimize the social media presence, first, we will focus on tailoring strategies to better connect with residents in the Durham region. This involves researching other regional municipalities to see what works for them, and determining if it would be relevant to the Durham community. By implementing this targeted approach, we can elevate the social media presence, determine if the media content posted is too detailed or not detailed enough, and determine better ways for content to reach Durham residents.

## Project Goals:

- #1 – Identify Durham Region Baseline for Public Engagement and Social Media
- #2 – Conduct a Jurisdictional Scan
- #3 – Marketing Communications Plan
- #4 – Final Written Report and Presentation

## Methods:

We approached this project by using the Excel reports that City Studio pulled from Sprout Social, detailing Durham Region's social media performance and comparative reports on other regional municipalities (Waterloo Region & York Region).

## Outcomes:

Upon completion of deliverables, we were able to compare all municipalities social media platforms and noticed Waterloo and York regions had good KPIs across their platforms. We were able to come up with a marketing communications plan for Durham which included introducing a new social media platform, Instagram, to help reach a larger audience, helping to build brand awareness and attract new followers.

## Why is this important?:

Through jurisdictional scans of York and Waterloo regions, we were able to determine areas of improvement for Durham region. Through comparing KPI's like follower growth, engagement rates, and content effectiveness, we can better determine whether Durham's social media accounts are doing well or poorly.

