

OFFICE OF THE CHIEF COMMUNICATIONS OFFICER

Edmonton

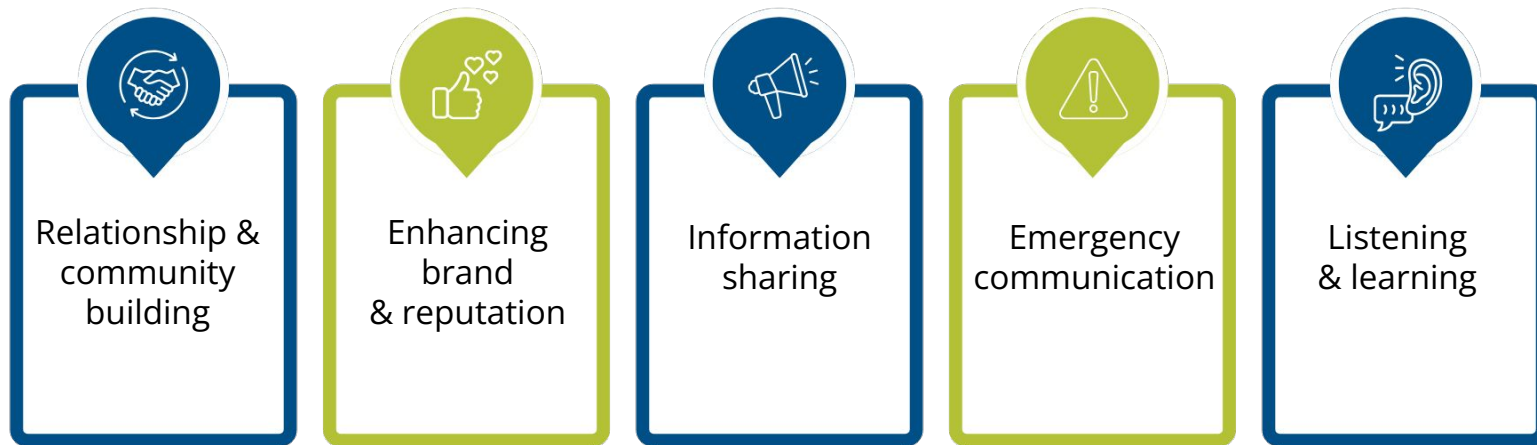
Social Media Engagement

7.2 - OCM03050
City Council
August 19, 2025

Overview

- ▣ Why the City Uses Social Media
- ▣ Social Media Platforms and Presence
- ▣ Engagement Overview
- ▣ Content Themes
- ▣ Platform Strengths
- ▣ Team Operations
- ▣ Alternate Platforms
- ▣ Risks and Benefits
- ▣ Safeguarding Dialogue

Why the City Uses Social Media



Social Media Presence

Social media followers and annual posts as of June 2025

X/Twitter
Est. 2009



273,341 followers

825 posts

Facebook
Est. 2009



139,346 followers

567 posts

Instagram
Est. 2012



105,958 followers

1,443 posts + stories

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Engagement Overview

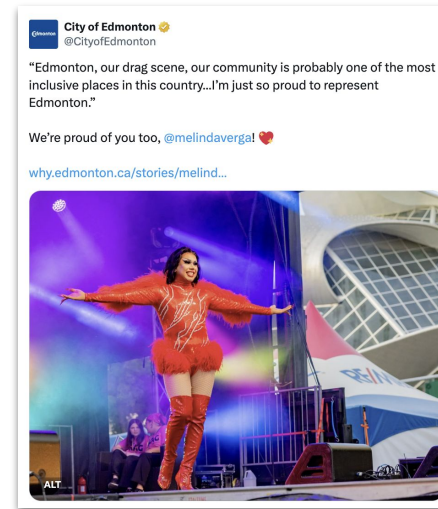
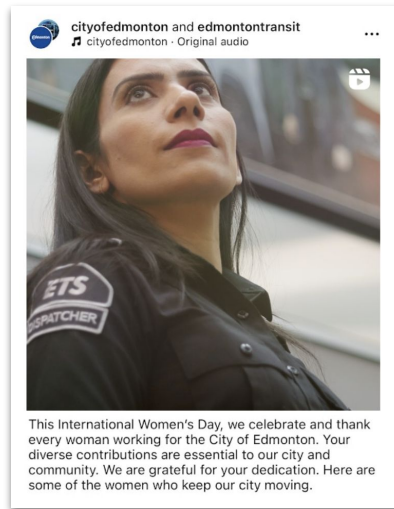
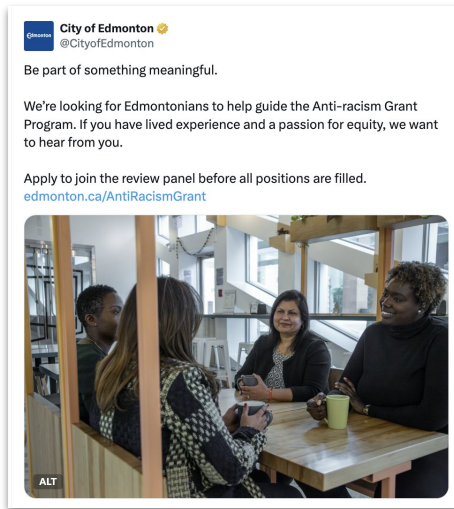
2024 Engagement Outcomes

(source: Hootsuite)

Platform	Followers	Impressions	Shares	Comments	Engagement Rate
X 2024	272.4 K	10.2 M	9.4 K	6.9 K	1.81 %
change from 2023	↑ 5.7 %	↓ 50.8 %	↓ 50.8 %	↓ 50.8 %	-
Facebook 2024	137.5 K	31.7 M	38.8 K	40.6 K	3.97 %
change from 2023	↑ 10.4 %	↑ 37.6 %	↑ 105 %	↑ 39.2 %	-
Instagram 2024	96.1 K	3.7 M	3.7 M	8 K	4.18 %
change from 2023	↑ 28.6 %	↓ 19.5 %	↑ 451 %	↑ 162 %	-

Content Themes

- News, service delivery and core functions
- Crisis and emergency communications
- Engagement and participation opportunities
- Corporation impact and recognition
- City attractions and events
- Place brand and civic pride



Platform Optimization

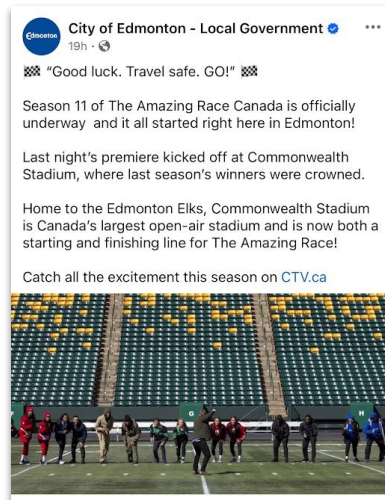
X

Real-time updates



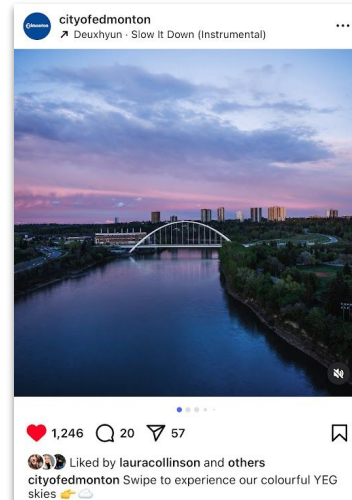
Facebook

Broad reach



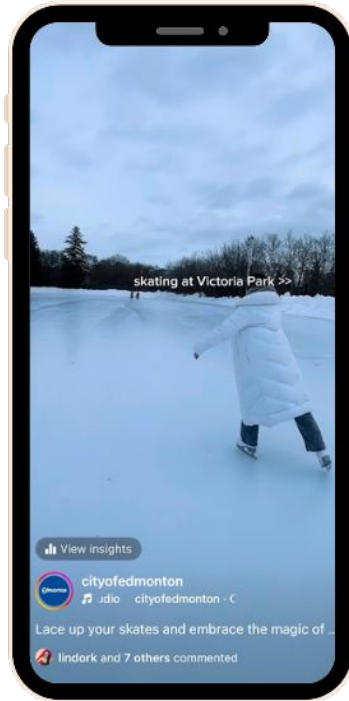
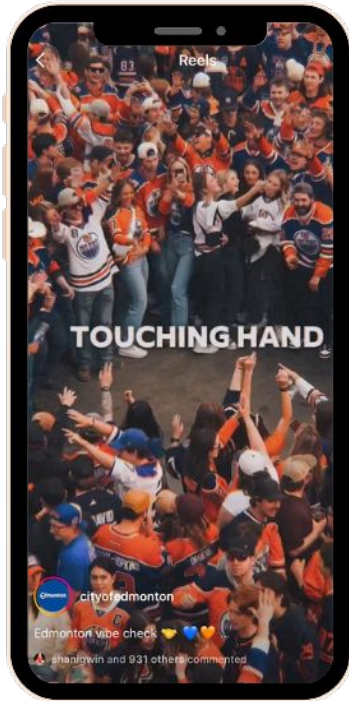
Instagram

Visual storytelling



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High Impact Storytelling Through Video



Video content saw phenomenal growth in 2024 with a 430% increase from 2023.

This highlights the growing demand for visual storytelling across our platforms.

💡 SPOTLIGHT: VIRAL MOMENT

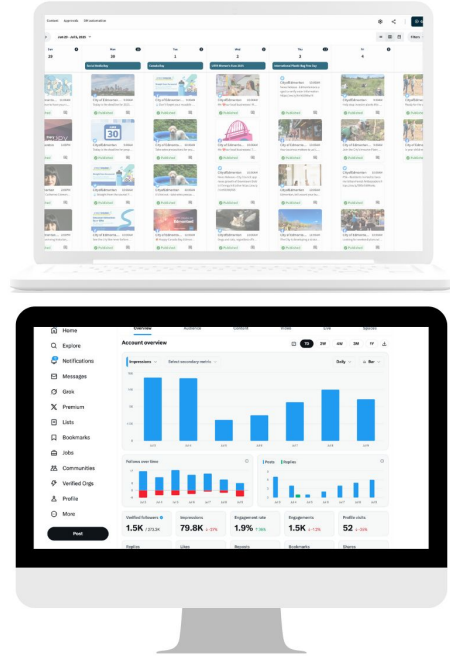
The City's 2024 video of Oilers fans at the Moss Pit has earned to-date*:

- **4.6 million** views
- **3.1 million** accounts reached
- **22,000** shares
- **8,300** profile visits

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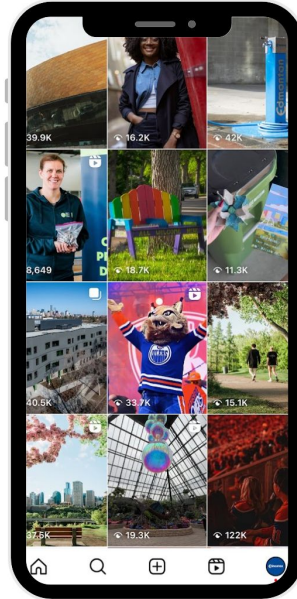
**As of June 30, 2025*

Social Media Operations



Responsibilities include:

- Strategic and operational management of corporate social media channels
- Guidance and approval social media plans
- Scheduling and monitoring
- Moderating and responding
- Analytics and reporting
- Training, support and advisory services
- Multimedia content creation and curation



Alternative Social Media Platforms



Considerations:

- Alignment with strategic goals
- Audience demographics and reach
- Platform longevity and stability
- Content format and style
- Employee training and onboarding
- Community management
- Performance tracking and evaluation
- Capacity to sustain engagement

Social Media Tradeoffs

Benefits

- Timely & Broad Reach
- Inclusivity & Representation
- Public Dialogue
- Cost-Effectiveness

Risks

- Mis/Disinformation
- Platform Instability & Sustainability
- Online Abuse

Safeguarding Public Dialogue

Guided by Policy



- Aligned with City's Social Media Terms of Engagement
- Defines respectful conduct and moderation criteria

What We Moderate



Content may be hidden, deleted, or accounts blocked for:

- ✗ Hate speech or discrimination
- ✗ Threats or inciting violence
- ✗ Harassment or bullying
- ✗ Harmful misinformation
- ✗ Spam or repeated off-topic posts

Why It Matters



- Not censorship; critical feedback remains welcome
- Fosters safe, inclusive civic dialogue
- Moderation is transparent, fair and consistent

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Thank you.
Questions?