

**EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017**

### 3 INTERNAL AUDIT REPORT – SOCIAL MEDIA

- 1) That the recommendation contained in the following report of the Director of Internal Audit, dated March 6, 2017, be approved; and
- 2) That Communication C8, presentation material titled “Social Media Audit”, dated March 6, 2017, be received.

1. That the Internal Audit Report on the Audit of Social Media be received.

## Economic Impact

## Communications Plan

## Purpose

## Background - Analysis and Options

The corporate social media accounts managed by Corporate Communications have metrics, a yearly strategy and resources dedicated to managing the accounts. At the end of October 2016, the corporate Twitter account had 10,905 followers (an increase of 68 per cent from the previous October) and the corporate Facebook account had 4,049 (an increase of 97 per cent from the previous October). With thousands of share, likes and retweets, the metrics show that the sites are an effective communication channel with residents.

## **CITY OF VAUGHAN**

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A number of City departments have created their own social media sites to communicate specific programs and initiatives including Recreation Services, Emergency Planning, Animal Services, Vaughan Fire and Rescue Service and Vaughan Public Libraries.

The objective of the audit was to evaluate the adequacy and effectiveness of the internal controls, processes and procedures in place to mitigate risks associated with the use of social media.

The audit was part of the 2015 to 2018 Risk Based Internal Audit Plan previously approved by the Finance, Administration and Audit Committee.

#### **Relationship to Term of Council Service Excellence Strategy Map (2014-2018)**

This report supports the Term of Council Priority: Continue to Advance a Culture of Excellence in Governance, and the Service Excellence Initiative: Demonstrating Value for Money.

#### **Regional Implications**

Not applicable.

#### **Conclusion**

Improvements are required to ensure risks related to the use of social media are efficiently and effectively mitigated. The following opportunities were identified:

- Developing a corporate wide social media framework that links social media use to the City's Service Excellence Strategy Map.
- Reviewing social media policy and guidelines to ensure that they align with the social media framework.
- Developing and implementing a formal social media training program for staff.
- Establishing and implementing corporate wide performance metrics for monitoring and reporting on the effectiveness of social media use.
- Authenticating and branding the City's social media accounts in a consistent manner.

We will follow up on the status of outstanding Management Action Plans related to this audit and will report the status to the Finance, Administration and Audit Committee.

#### **Attachment**

1. Internal Audit Report – Audit of Social Media

#### **Report prepared by:**

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)