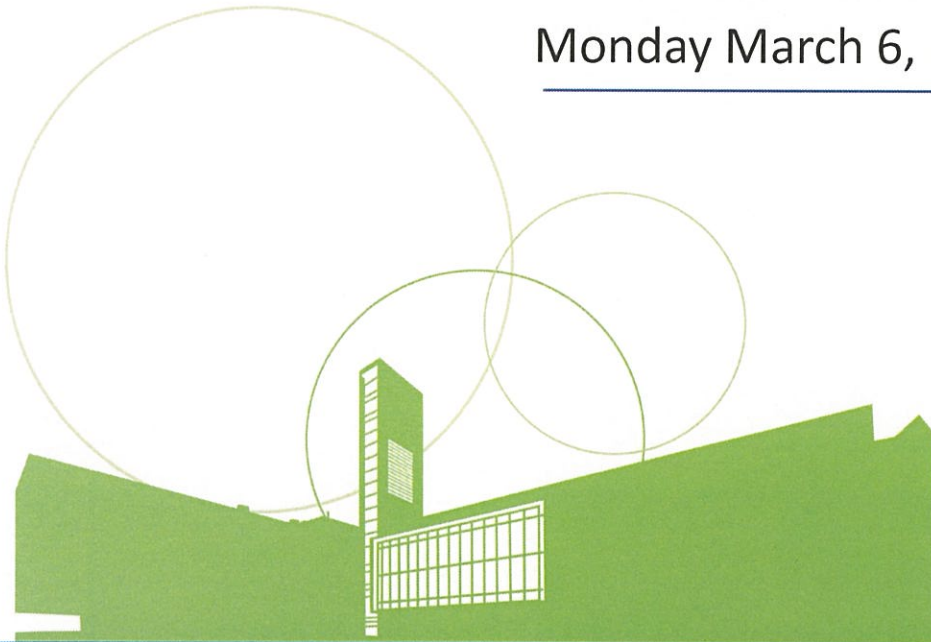


# Social Media Audit

Monday March 6, 2017

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# Today's Presentation

- Audit Objective, Scope and Methodology
- Audit Conclusion
- Audit Observations
- Management Action Plans
- Next Steps
- Questions

# Audit Objective

- To evaluate the effectiveness of the controls, processes and procedures in place to mitigate the business risks associated with the use of social media.

# Audit Scope & Methodology

- Review of existing Policies, Procedures & Guidelines
- Staff interviews
- Analyses of the City's social media account activities
- Review of January – October 2016 social media activities

# Audit Conclusion

- Organization wide improvements are required to better utilize and manage social media
- Tools and controls are not in place on a corporate wide basis to assist management with determining whether the current approach is the most efficient and effective way to engage with residents, businesses and visitors



# Issues and Observations

1. Develop a corporate wide social media framework.
2. Review and address gaps in existing social media policy and guidelines.
3. Develop a formal social media training program.
4. Establish and implement corporate wide performance metrics.
5. Authenticate and brand the City's social media accounts in a consistent manner.

# Management Action Plans

1. Develop a corporate wide social media framework.
  - New governance framework will address many of the observations raised in the audit
  - Key focus will be the rollout
    - Education is important component
    - Will include formal social media training program

# Management Action Plans

2. Review and address gaps in existing social media policy and guidelines.
  - Current policy dates to 2012
  - Update will involve soliciting feedback from appropriate departments, reviewing best practices
  - Will roll out with governance framework



# Management Action Plans

3. Develop and a formal social media training program.

→ Designed to support site administrators as well as employees interested in corporate approach to social media

→ Offer hands-on learning and other resources

# Management Action Plans

4. Establish and implement corporate wide performance metrics.
  - Assist site administrators to get started using social media management tools
  - Provide templates for tracking metrics

# Management Action Plans

5. Authenticate and brand the City's social media accounts in a consistent manner.
  - Provide support to site administrators to validate their accounts
    - Corporate Twitter account has been verified
  - Branding requirements will be outlined in new governance framework

# Next Steps

- Action plans have been developed.
- Implementation is underway.
- Internal Audit will follow up and report on the status of these action plans.



# Questions?

