

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 11/4/2024 4:55:29 PM

Subject: City Social Media Scan refresh: We'd love your feedback!

Attachments: Social Media Scan - October 29, 2024.msg

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Dear Mayor and Council,

As you know, the City's Communications team produces a daily Social Media Scan (sample attached) that captures social media highlights and metrics from the previous day. It is distributed to elected officials and staff across the City to help inform our work and keep abreast of the latest news and trends.

The scan is getting an update for 2025! With new tools and your feedback, we hope to evolve this scan to keep it continually relevant and helpful.

The team is requesting your participation in [a short, anonymous survey \(5-10 minutes\)](#) designed to gather your feedback. We'll also be soliciting input from staff across the City who use the tool. Maria would be glad to take your feedback via a quick call or meeting, if that's preferred.

The survey will be open until Friday, November 15 at 5 pm. Please feel free to reach out directly to Maria at [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca) or 604.218.6319 if you have questions or would like to set up some time. The updated product will roll out in Q1 2025.

Best,  
Paul

Paul Mochrie (he/him)  
City Manager  
City of Vancouver  
[paul.mochrie@vancouver.ca](mailto:paul.mochrie@vancouver.ca)



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱ ḵ y̱ m̱ (Musqueam), S̱ wxw̱7mesh (Squamish), and s̱ lilw̱ ta̱ (Tsleil-Waututh) Nations.

From: "Delf, Rowena" <Rowena.Delf@vancouver.ca>

To: [McMahon](#)

[Megan](#)

Date: 10/29/2024 10:00:53 AM

Subject: Social Media Scan - October 29, 2024

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*//The content captured below does not represent the views of the City of Vancouver. The purpose of this communication is to provide an overview of how the City's business is reported on social media, and the City's post performance.*

## Highlights

- **Federal Election ? David Eby re-elected as premier after narrow win and long wait for BC voters. (Mixed Sentiment)**
- **Urban Planning and Development ? New study reveals zoning effects affordability. (Mixed Sentiment)**
- **Public Safety ? More than half of B.C.'s small businesses report surge in crime over last year. ( Negative Sentiment)**

## Social conversation overview

- **A [visual overview](#) of top tweets, retweets, popular topics and sentiment ? password is ?social?**

## Blogs and videos