

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL"
Date: 11/13/2024 9:31:19 AM
Subject: RE: City Social Media Scan refresh: We'd love your feedback!

Dear Mayor and Council,

Thanks to those of you who have responded to the City's social media scan refresh survey. Should you still wish to provide input, please do so via the link below by this Friday at 5 pm, or by connecting with Maria directly.

Best,
Paul

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



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x'm k'y m (Musqueam), S'wxwú7mesh (Squamish), and s'liilw ta (Tseil-Waututh) Nations.

From: Mochrie, Paul <Paul.Mochrie@vancouver.ca>
Sent: Monday, November 4, 2024 4:55 PM
To: Direct to Mayor and Council - DL
Cc: Frankcom, Zoe <Zoe.Frankcom@vancouver.ca>; Veras, Maria <Maria.Veras@vancouver.ca>; City Manager's Correspondence Group - DL
Subject: City Social Media Scan refresh: We'd love your feedback!

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 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
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paul.mochrie@vancouver.ca



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