



## ACCESS BARRIE MEMORANDUM

---

**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: C. HARRIS, MANAGER MARKETING AND COMMUNICATIONS**

**NOTED: R. JAMES-REID, DIRECTOR OF ACCESS BARRIE**

**RE: EVENT PAGE ON CITY'S FACEBOOK PAGE**

**DATE: OCTOBER 7, 2019**

---

The purpose of this memo is to update Council on the event page on the City of Barrie's Facebook account as requested by motion 19-G-222 that staff in Access Barrie investigate the feasibility of posting an "Event Page" on the City of Barrie Facebook page for all statutory and neighbourhood meetings and report back to General Committee.

The City of Barrie has been on Facebook since 2010 and since that time, the account has grown to have 17,448 followers. The followers receive relevant, timely information and along with customer service from the City of Barrie.

From the promotion of events and programs, to educating residents on city initiatives and by-laws, Facebook is an effective tool to engage with residents. Over the years we have improved the account by having regular posts and prompt response to inquiries.

In 2014 we began posting Planning Department Neighbourhood Meetings to the event calendar on the City's Facebook page. The content for event listing is adapted from the Planning information bulletin. Staff have taken into consideration the volume of Public Meetings over the years and the social media monitoring that would be required for these additional events. Moving forward, Access Barrie will be able to fulfil motion 19-G-222 and will also post all statutory Public Meetings to the City's Facebook event calendar and will follow the same process we have established internally with the Planning Department for Neighbourhood Meetings.

Any questions regarding information contained in this Memorandum may be directed to Cheri Harris, Manager Marketing & Communications at ext. 4714.