



Appendix VI: Established Social Media Programs

Strategic Services oversees ongoing established social media programs, ensuring they reflect the City's Social Media Standards, Brand Guidelines and Visual Identity Standards. These programs effectively communicate city initiatives keeping residents informed and engaged. Established programs cover media releases, initiatives, activations and deactivations with the goal of maintaining active community involvement and awareness.

Established Programs Include:

Extreme Weather Response - Informing residents about weather-related service changes through social media. This includes both the activation of services like snow removal and emergency shelters during extreme weather conditions, and the deactivation of such services when they are no longer needed. Timely updates provide essential details and safety tips during weather activations and inform about the discontinuation of services during deactivations

More information on this program can be found [here](#).

Media Releases - Providing important information to the public through press releases, such as Public Service Announcements (PSAs), News Releases and Media Statements. Key information, announcements and updates are shared via social media, ensuring wide reach and immediate access for residents.

More information on this program can be found [here](#).

To submit requests to Strategic Services in WorkFront for Media Releases please contact your communications team.