

Date: May 17th, 2021
Location: Virtual Zoom Meeting (invite sent separately)

Burlington City Council Workshop

Communication and Social Media

Agenda

Overarching Meeting Objectives:

- Enhance understanding of the communication environment.
- Strengthen mutual understanding of communication best practices.
- Share aspirations, key considerations and tips for impactfully conveying messages.
- Identify the elements of clear, cogent and well-rounded communication.
- Identify opportunities for communication enhancements/refinements.
- Engage meaningful participation and harness the collective insight of the group.

9:30 Opening Remarks

- Council Workshop Chair: Call the meeting to order
- Facilitator welcome and session purpose/agenda overview

9:40 Speaking of Good Communication...

- Let's hear first from Council:
 - *Who does social media well? What makes you say that?*
 - *What opportunities and challenges does social media create for the City?*

10:00 Council Communication

- An overview presentation by Redbrick Communications Inc.
- Followed by:
 - Questions and answers
 - Council 'top-ups/refinements/challenges/points of emphasis'

11:05 Break

11:15 An Illustrative Exercise

- Redbrick overview of a working session scenario: '*Coyotes in the Community*'
 - Council discussion to explore the scenario, with a view to offering best advice for communication/social media approaches: *What's your positioning statement? Key messages? Suggested tactics?*
 - Constructive feedback from each other and Redbrick

11:50 Looking Ahead and Open Forum

- What's next
- Additional participant comments/observations

11:55 Closing Remarks and Adjournment