

OUR CITY. OUR FUTURE.

Youth Engagement Panel

Survey Seven Results
Social Media

October 2022



ST. JOHN'S

Social Media

The City would like to improve communication, not only in this Youth Engagement Panel, but also in our other communications.

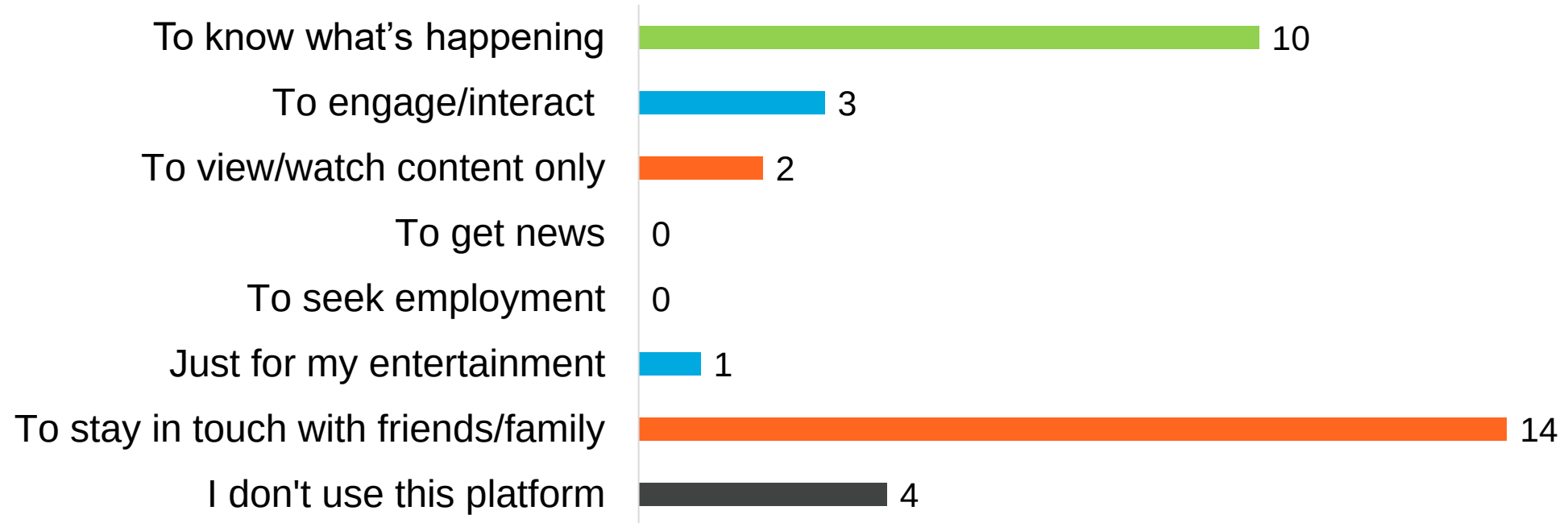
The City recognizes that the Youth perspective is necessary to get social media “right” – e.g., crafting messages which resonate with Youth in St. John’s.

The City will use responses, in partnership with the Youth Engagement Working Group, to improve City communications through social media.

Social Media

How do you primarily use each of these platforms, if you use them?

Facebook

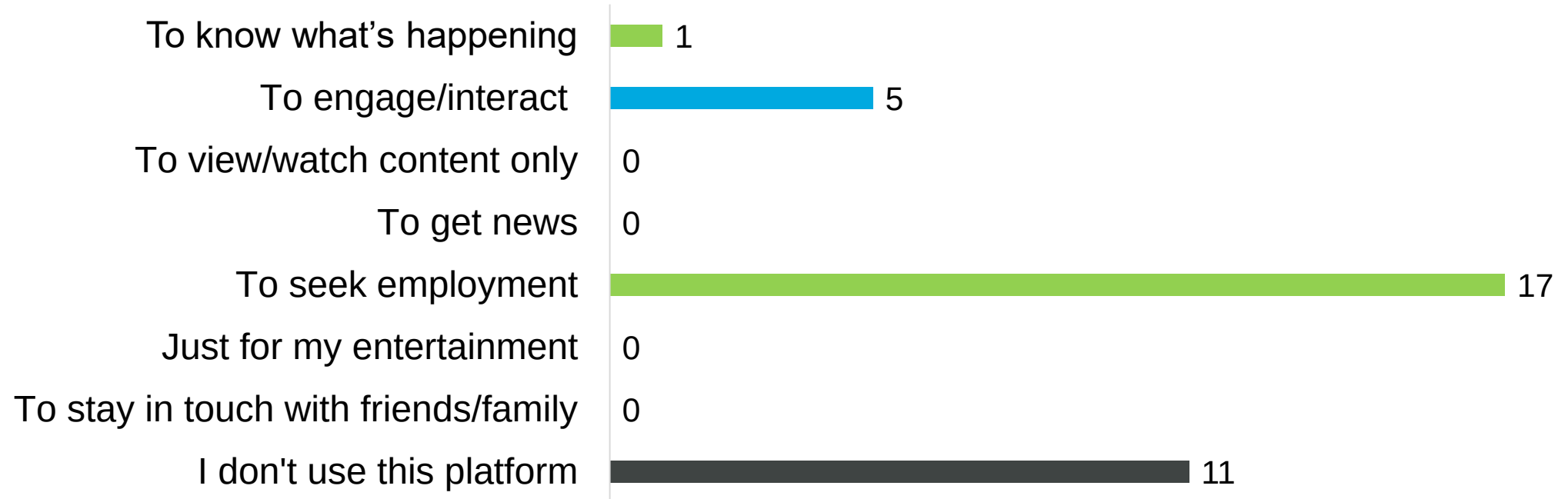


n = 33

Social Media

How do you primarily use each of these platforms, if you use them?

LinkedIn

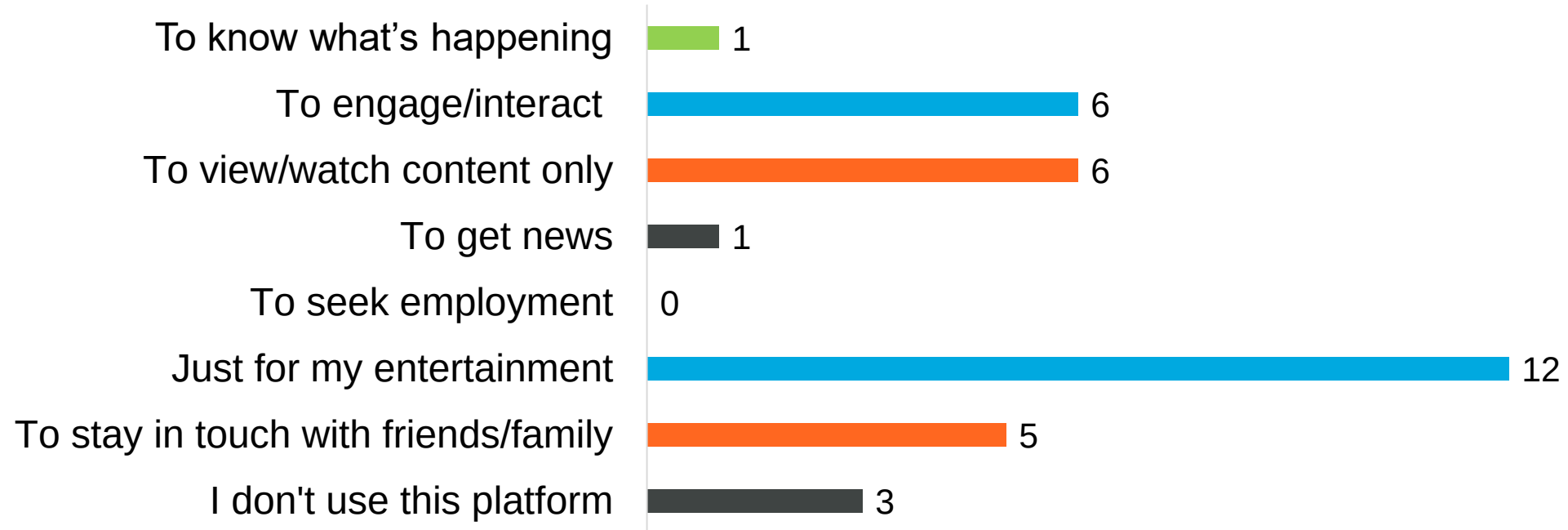


n = 33

Social Media

How do you primarily use each of these platforms, if you use them?

Instagram

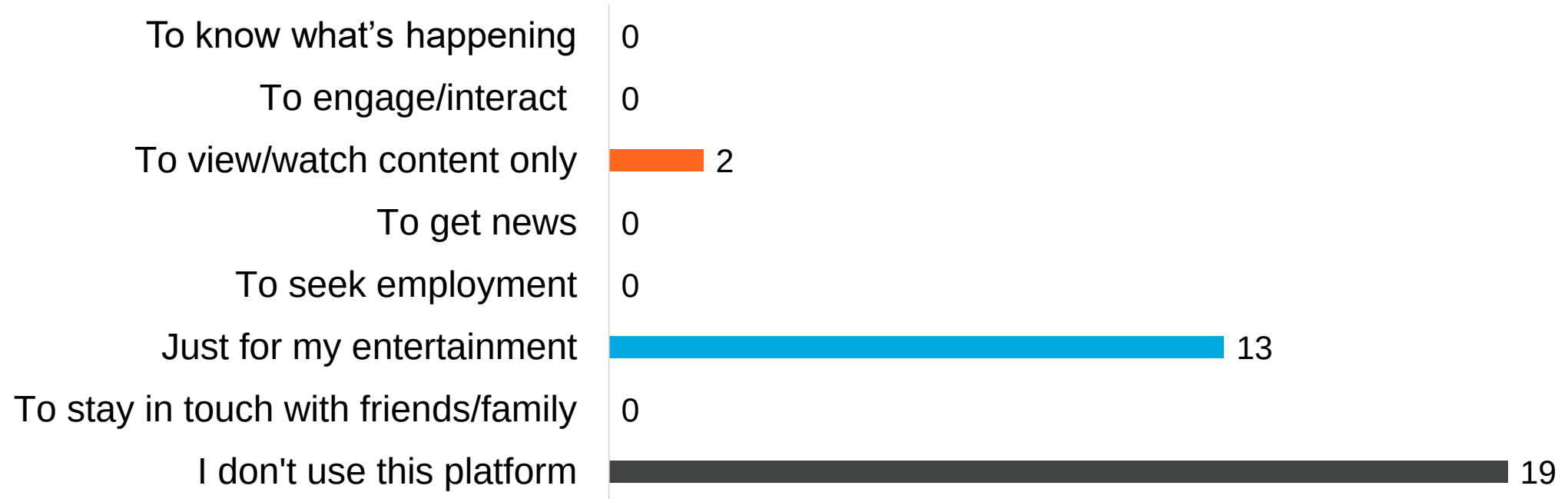


n = 33

Social Media

How do you primarily use each of these platforms, if you use them?

TikTok

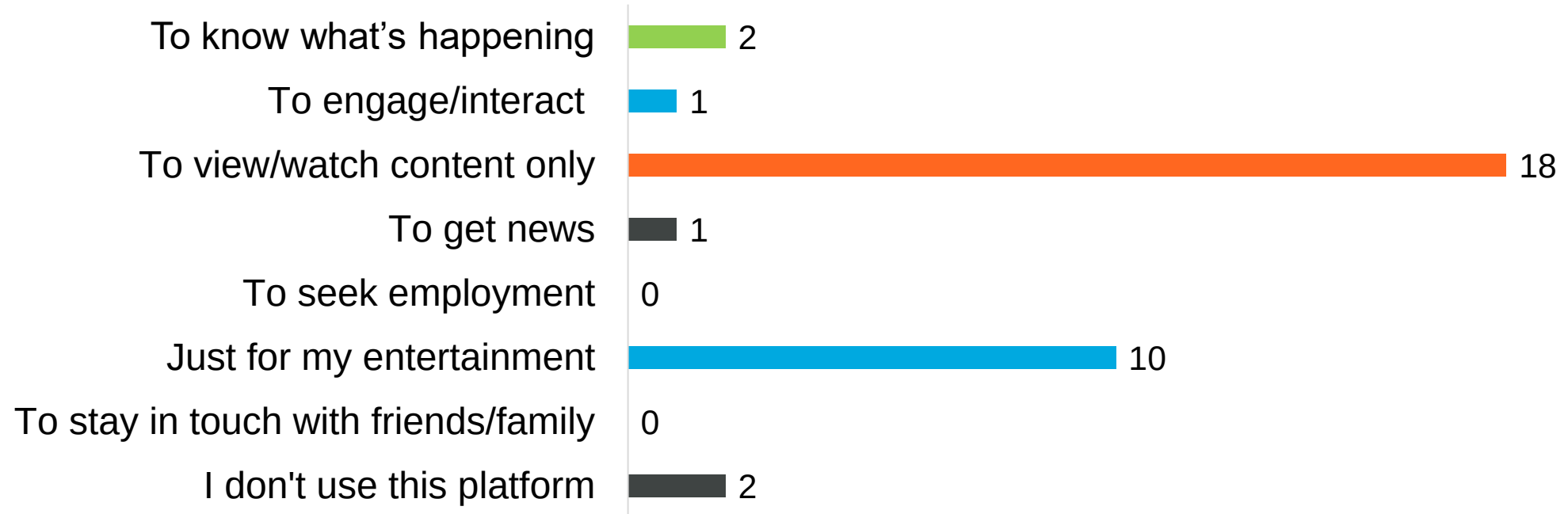


n = 33

Social Media

How do you primarily use each of these platforms, if you use them?

YouTube

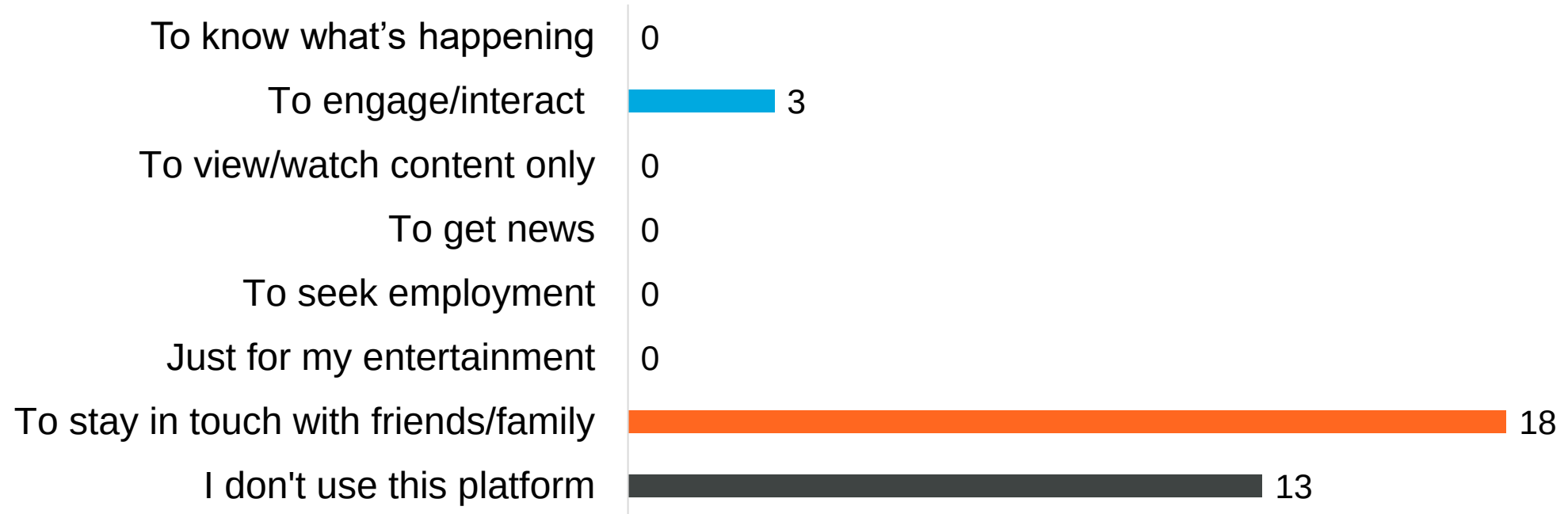


n = 33

Social Media

How do you primarily use each of these platforms, if you use them?

SnapChat

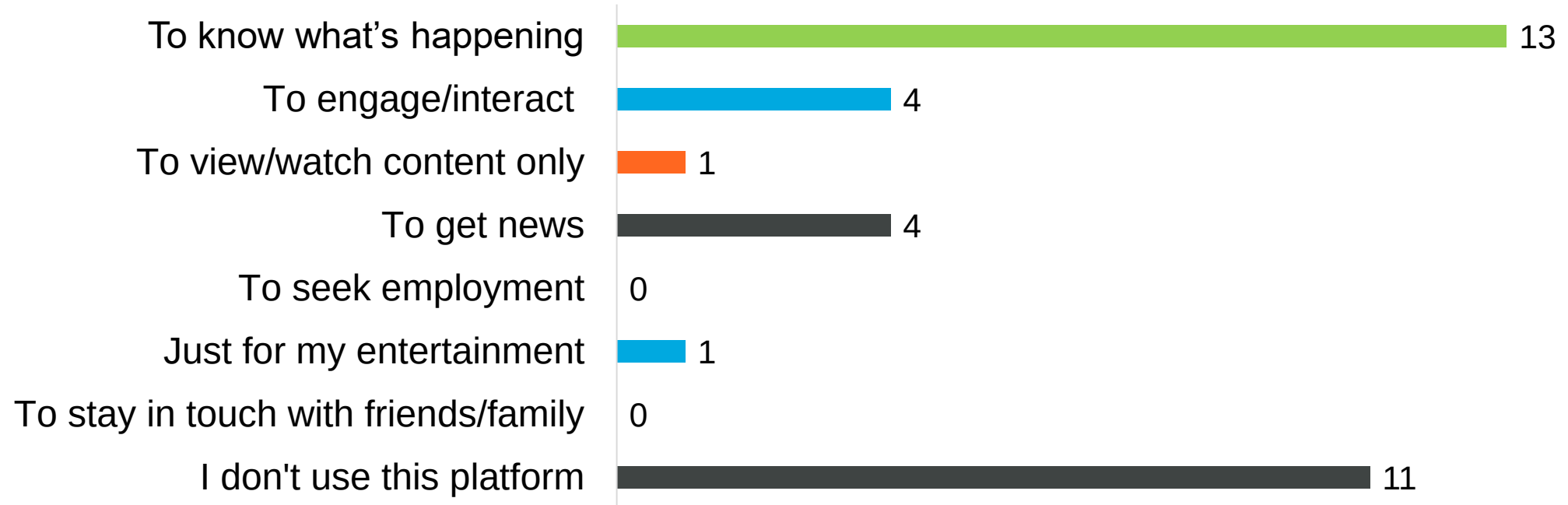


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Social Media

How do you primarily use each of these platforms, if you use them?

Twitter

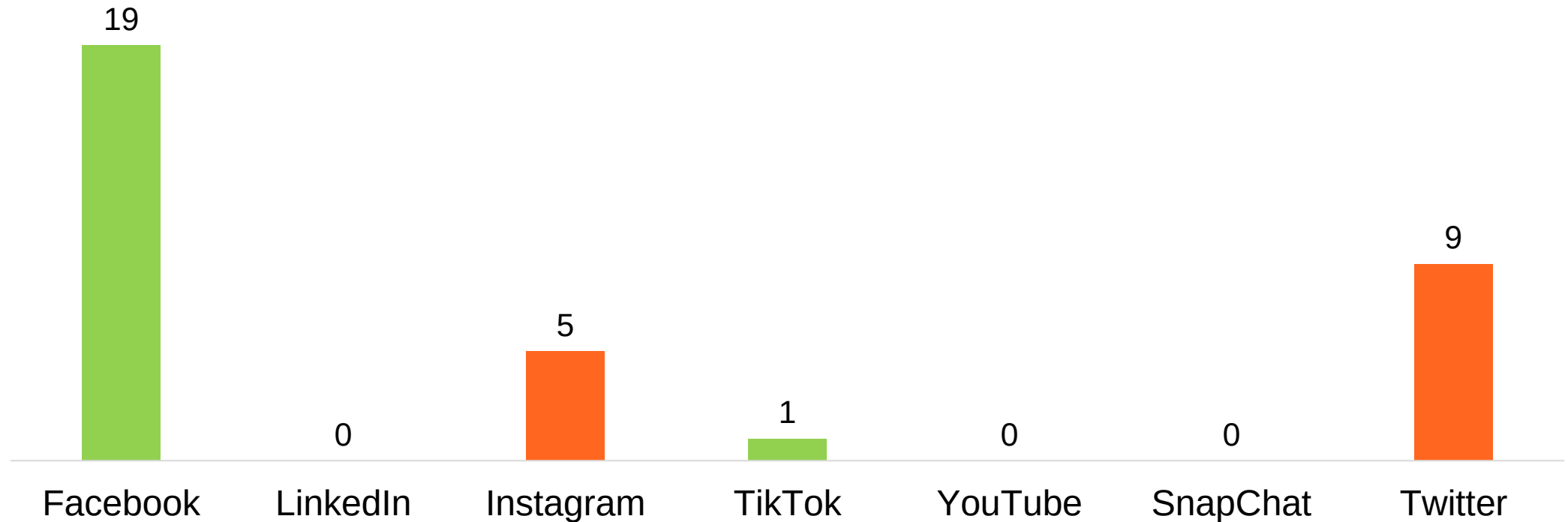


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Social Media

Which platform should the City primarily use for each of these types of information?

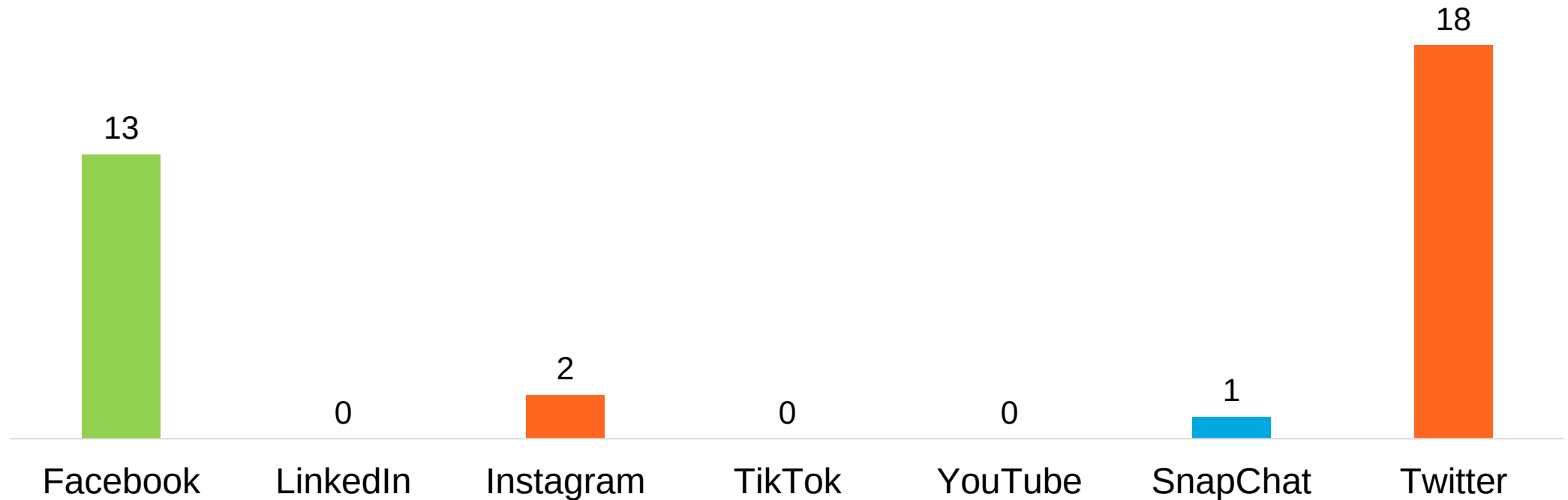
Community Events



n = 33

Social Media

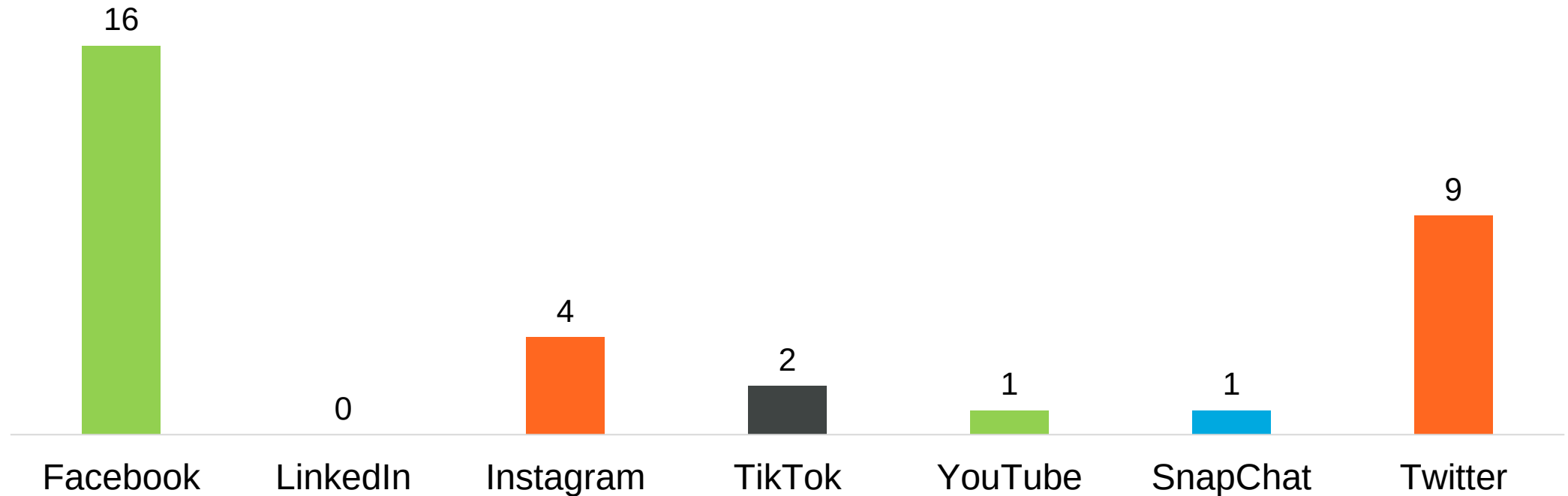
Which platform should the City primarily use for each of these types of information?
Emergency information



n = 33

Social Media

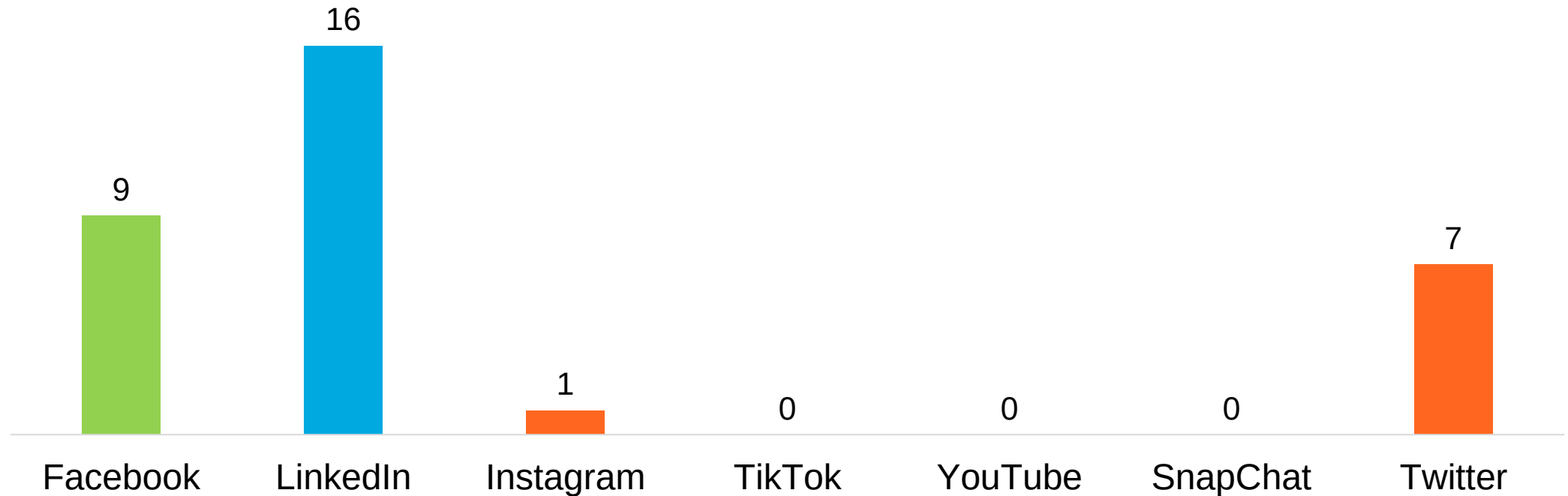
Which platform should the City primarily use for each of these types of information?
Engagement projects



n = 33

Social Media

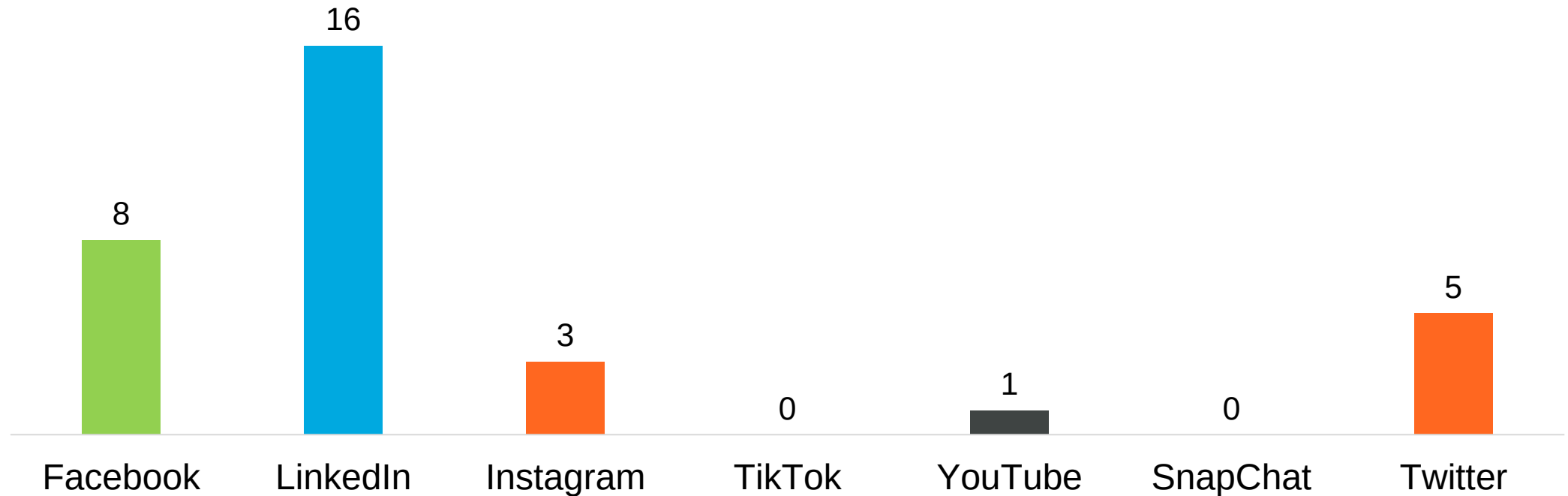
Which platform should the City primarily use for each of these types of information?
Employment opportunities



n = 33

Social Media

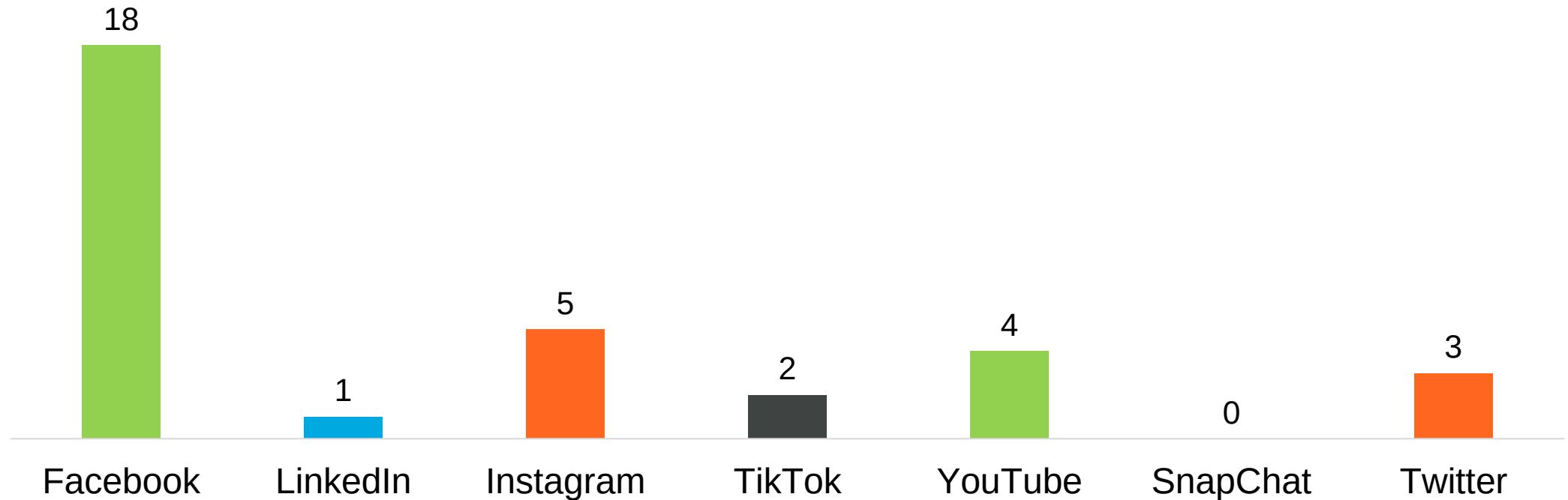
Which platform should the City primarily use for each of these types of information?
Entrepreneurship resources



n = 33

Social Media

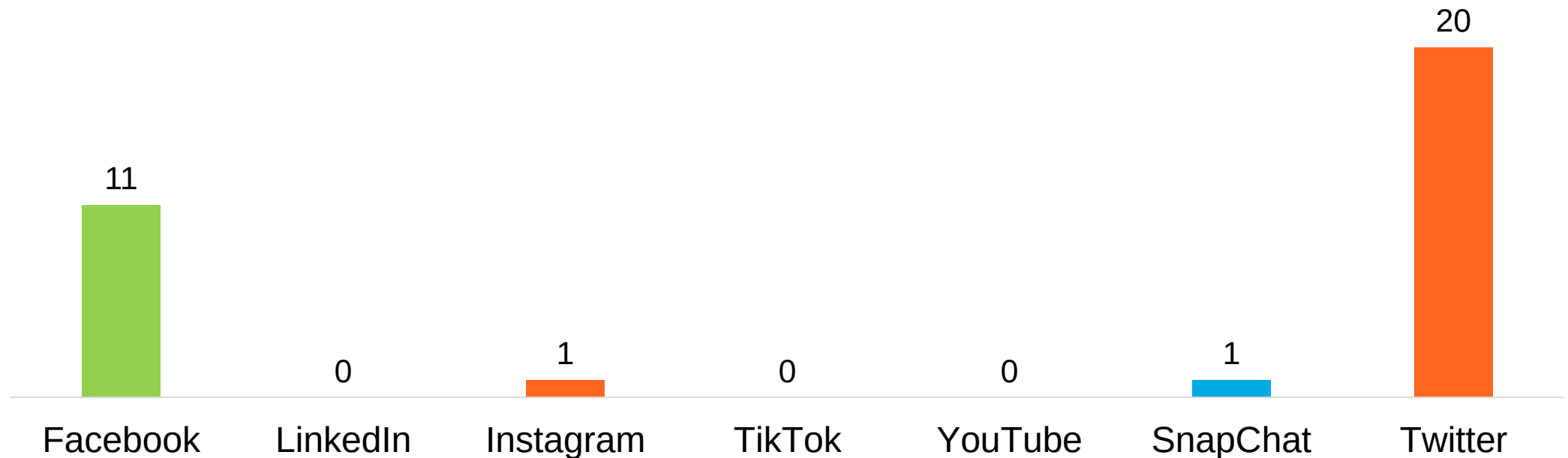
Which platform should the City primarily use for each of these types of information?
General interest about the City as an organization



n = 33

Social Media

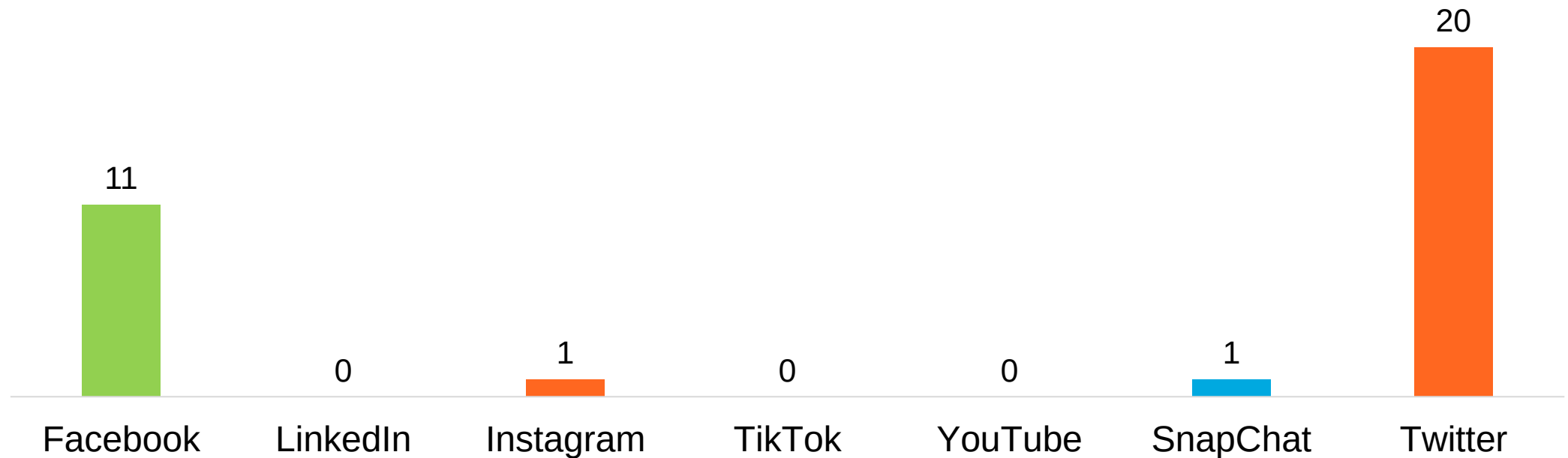
Which platform should the City primarily use for each of these types of information?
Notifications (e.g., snow clearing, street cleaning)



n = 33

Social Media

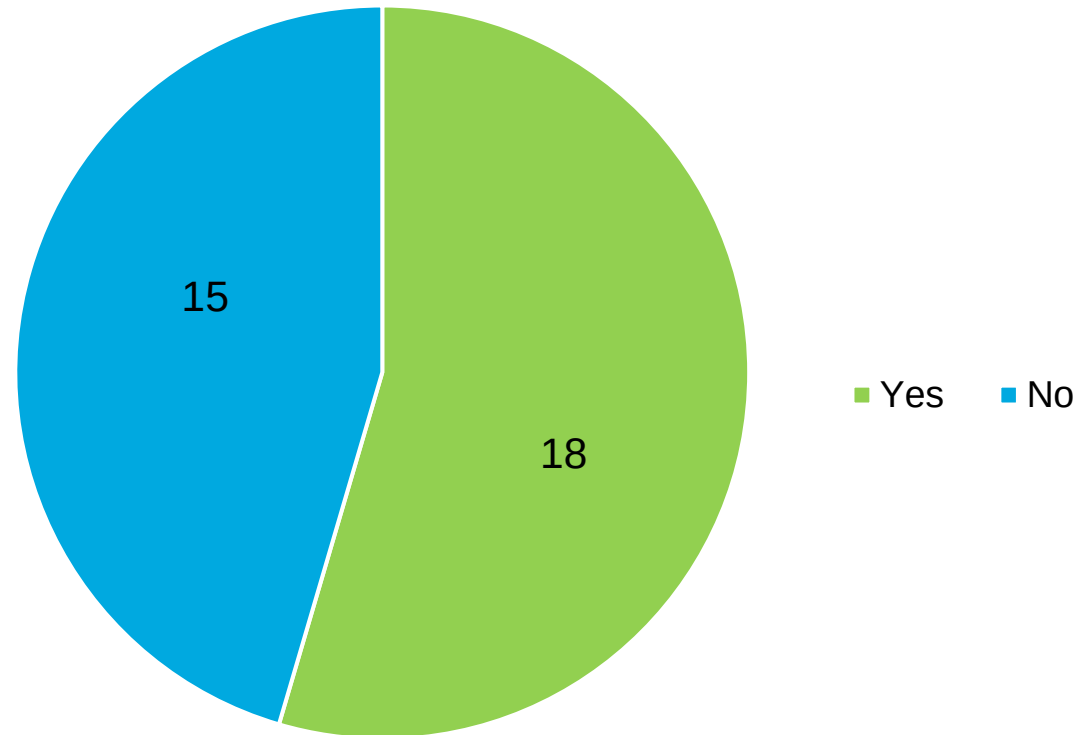
Which platform should the City primarily use for each of these types of information?
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n = 33

Social Media

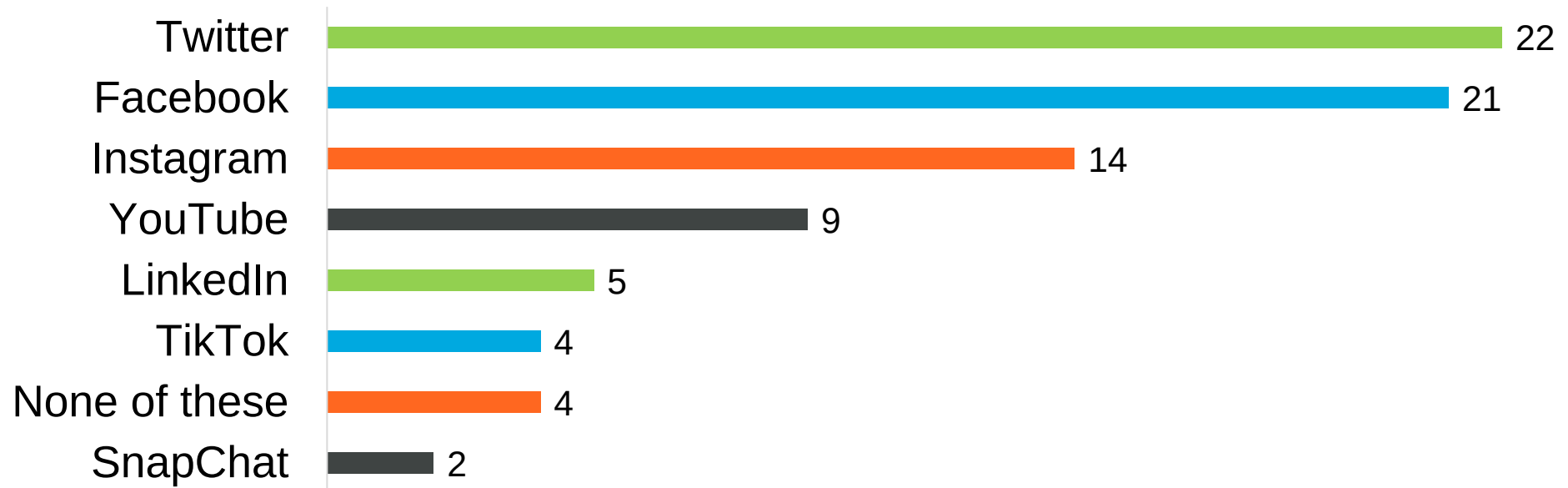
Are you interested in helping the city develop a youth-focused social media strategy?



n = 33

Social Media

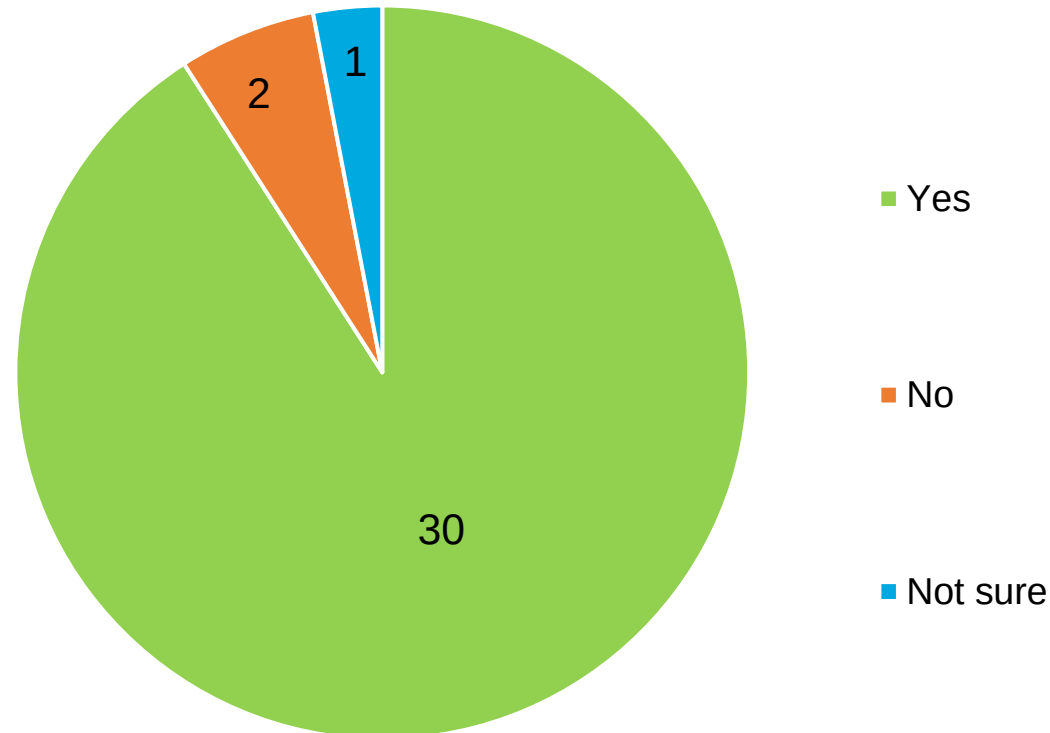
Of these platforms, which would you like for the City to use to communicate with you (select all that apply)?



n = 33

Social Media

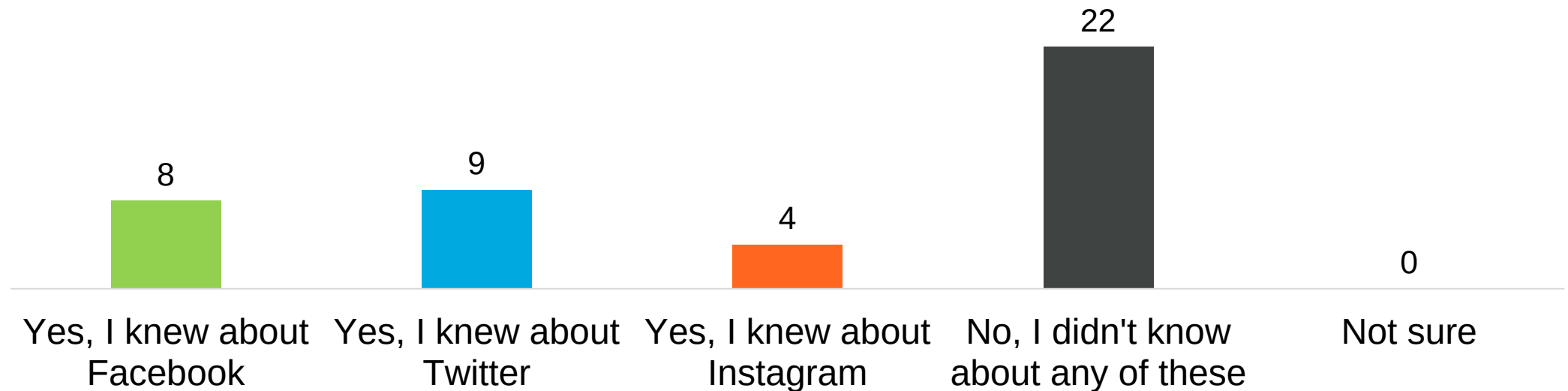
Are you interested in one place online to learn what is happening in the City and about things to do?



n = 33

Social Media

Were you aware the City launched new social media accounts to provide one place online to learn what is happening in the City and about things to do (select all that apply)?



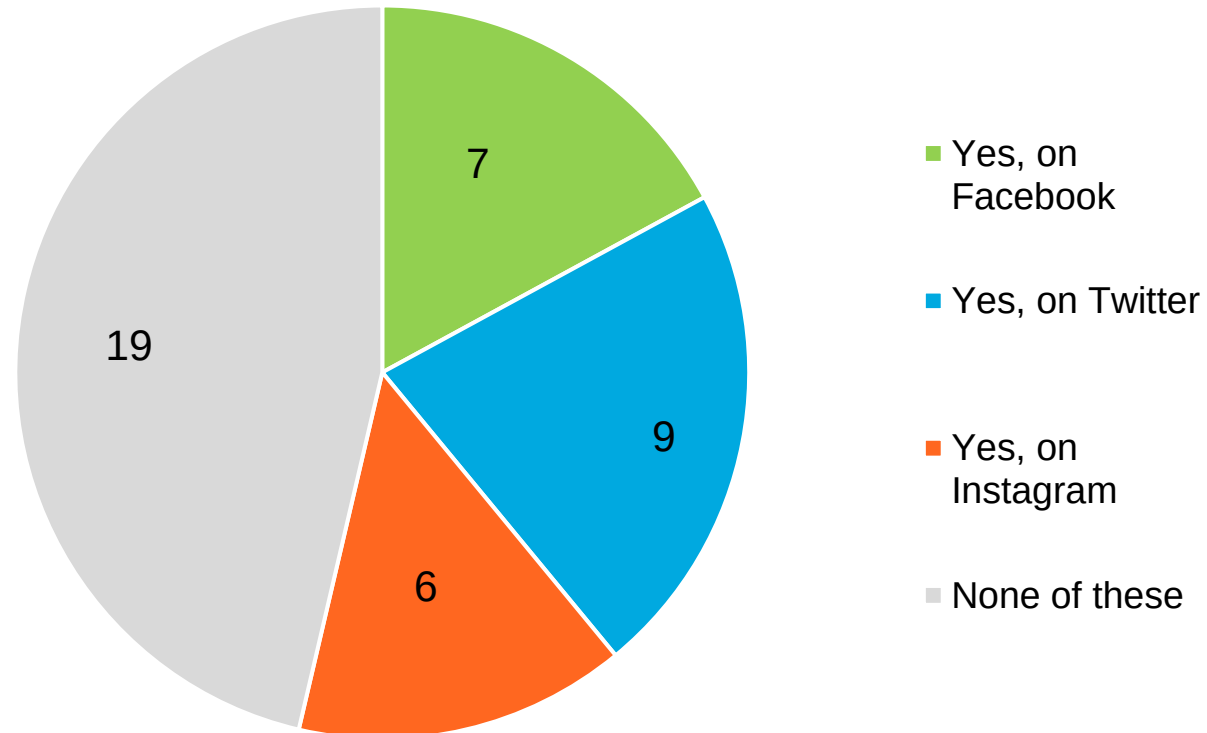
n = 33

<https://www.facebook.com/WhatsHappeningStJohns/> <https://mobile.twitter.com/WhatsHapStJohns>

<https://www.instagram.com/whathappeningstjohns/>

Social Media

Do you follow the new accounts on these platforms (select all that apply)?



n = 33

Social Media

What's one thing the City can do right away to better connect with you on topics that matter to you?

- More emails; e.g., general newsletters about what's happening (5)
- Post more frequently on social (3)
- Develop Curb It app for more features; e.g., emergencies (2)
- Use ad campaigns on social to target youth (2)
- Bike paths
- More direct comms
- More events on Facebook
- Less stock photos on Twitter
- Hire youth for comms
- Respond to social media quickly
- Events page
- Polls on social media
- Ask more what people care about
- Education
- Improve cross-culture communication
- More transparency on city committee processes
- Tell people where to get official City info
- Texts aren't always working
- Use TikTok, see Quebec election
- Use tags in posts on social (e.g., Programs)
- More explanation of City decisions
- Event reminders
- Share local news on YouTube

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The City will use responses, in partnership with the Youth Engagement Working Group, to improve City communications through social media.

New surveys and survey results will be published monthly.

