City of Toledo

COMMUNICATIONS

Hootsuite Social Platform

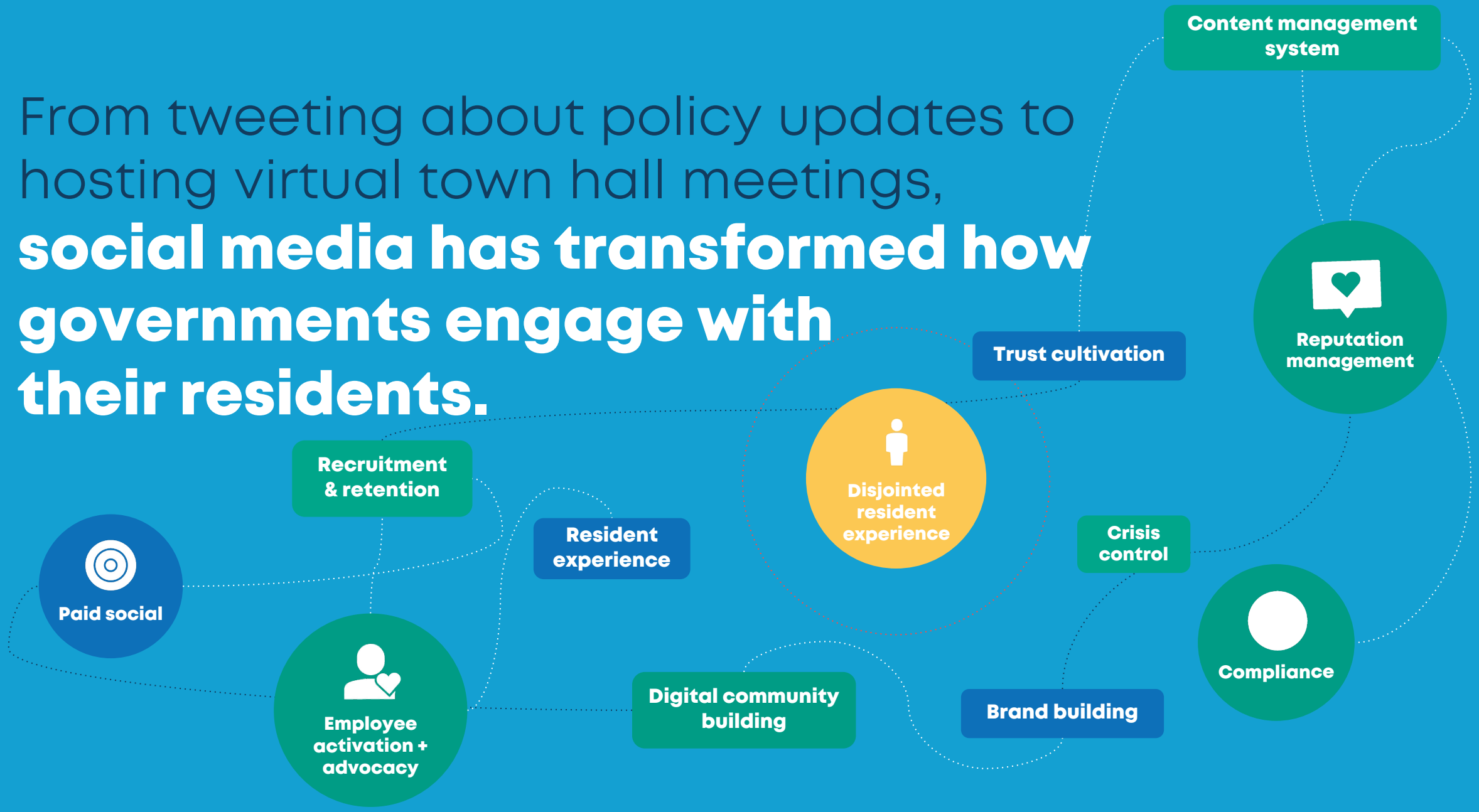
Community
engagement
builds better
communities.

53%

of US adults say they get the majority of their news from social media.

Pew Research Centre

From tweeting about policy updates to hosting virtual town hall meetings, **social media has transformed how governments engage with their residents.**



Residents expect more—and many governments and agencies, from local to national, are feeling the pressure to evolve their social media strategies.

We can turn these challenges into an opportunity.

1

PAIN POINT

Measure impact and return on investment across channels

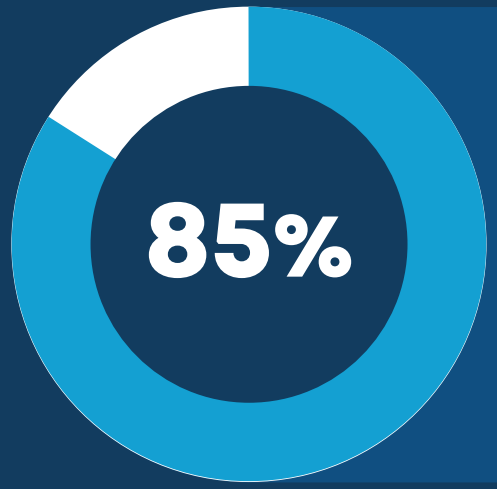
HOW HOOTSUITE HELPS

Monitor metrics and performance in one dashboard

- Make more informed, transparent, and effective decisions with cross-platform metrics and goal-based reporting.
- Reduce response time with a centralized inbox to manage all private messages and public comments.
- Learn from 2,000+ other government customers with industry benchmarks and best practices.

CASE STUDY

City of New York



increased digital reach

3x social media followers

300+ social channels to serve residents

2

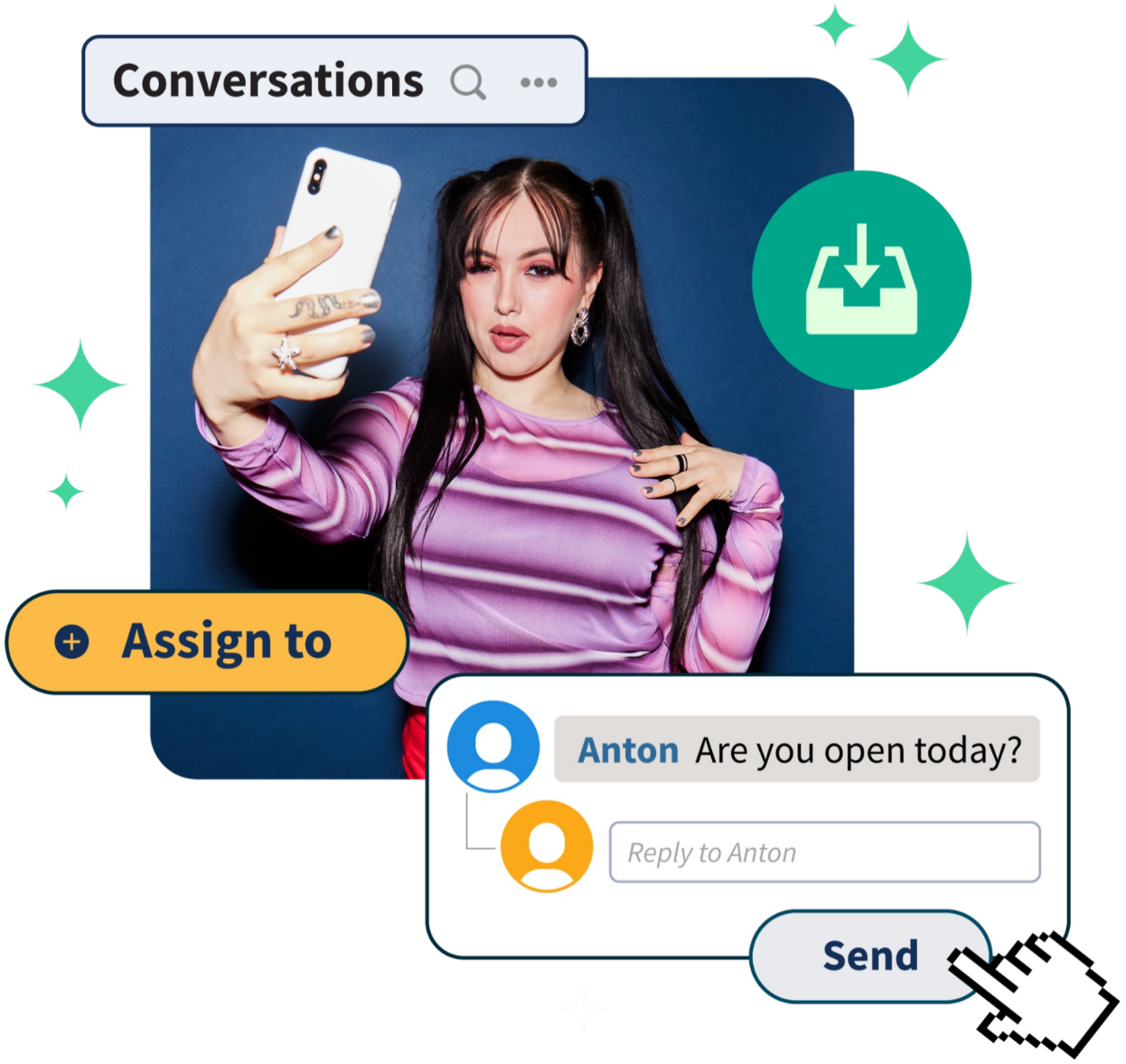
PAIN POINT

Consistent messaging and user experience

HOW HOOTSUITE HELPS

Integrate unlimited accounts and apps

- Shared management through Hootsuite offered to Police, Fire, and City Council accounts for easy cross posting and reducing response times.
- Reduce workload through automated responses, preloaded FAQs and answers, and scheduled content.
- Integrates with any CRM to allow seamless creation of service requests through Engage Toledo without leaving the platform.



CASE STUDY

City of Adelaide

Centralized management to enhance cross-platform consistency and scale online community

20+ social media profiles

16% increase in Facebook followers

3

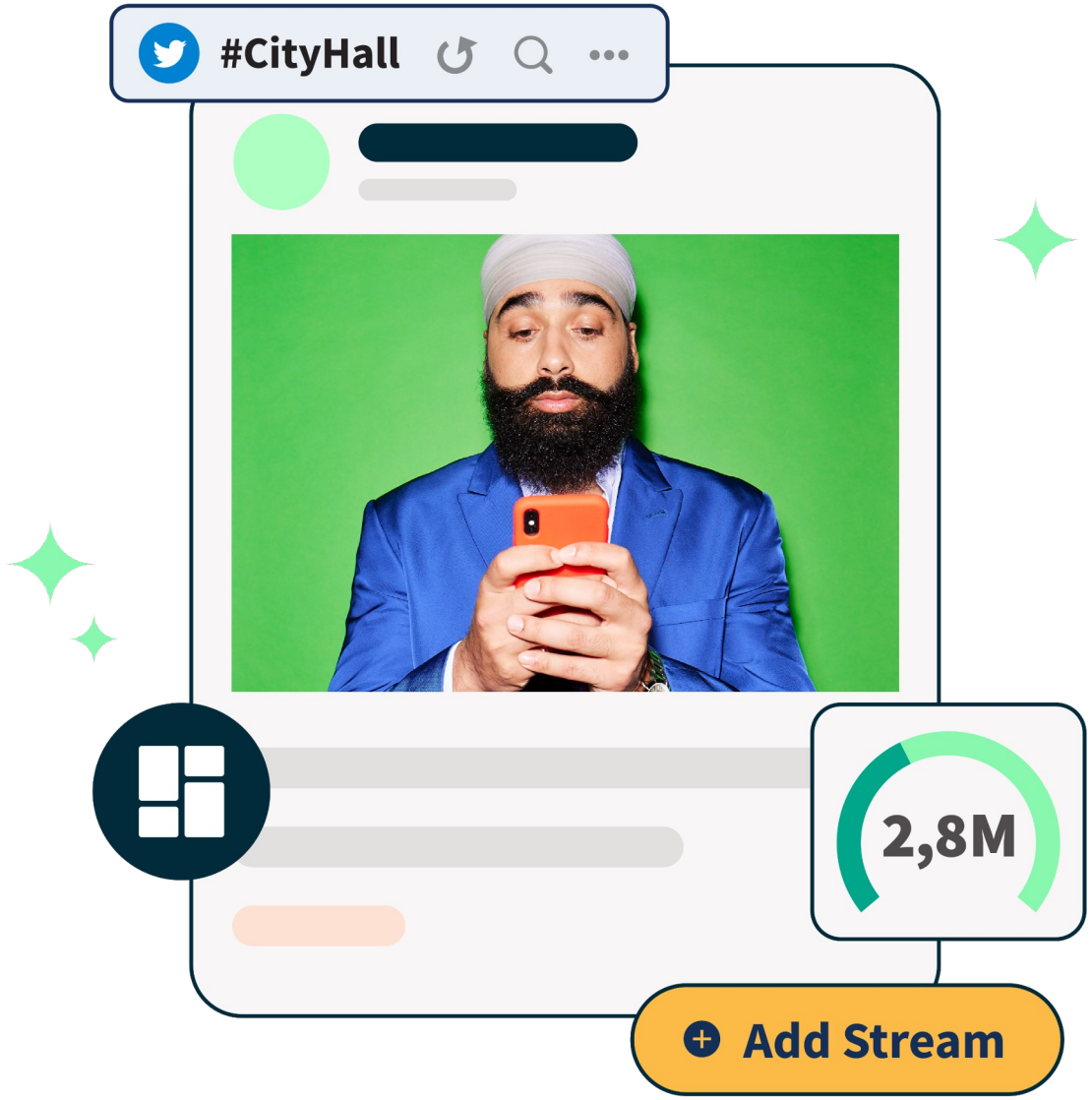
PAIN POINT

Misinformation and crisis management

HOW HOOTSUITE HELPS

Gather insights and situational awareness

- Hear beyond the same ten people with a custom dashboard of relevant news, neighborhood, and local business pages.
- Collect feedback on specific programs, services, and events from public comments and posts with a single search.
- Identify pain points or misinformation with data from over 150 million data sources including blogs, news, and reviews.



CASE STUDY

RMWB saved lives by using Hootsuite for crisis communication

88,000

residents safely evacuated

RMWB needed to be able to monitor what was being said during and after the 2016 Horse River wildfire.

“The Hootsuite platform is extremely comprehensive and has proved invaluable in emergency situations. It's been our one-stop-shop for everything from message management and rumor control to collaboration with other agencies and analytics to improve our programs.”

Allison Pennisi
Deputy Director of Communications, NYC Emergency Management

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City of Toledo

Thank you.

toledo.oh.gov