



**Date:** March 3, 2014  
**To:** Thomas Bonfield, City Manager  
**From:** Germaine Brewington, Director of Audit Services   
**Subject:** Transmittal of Use of Social Media Performance Audit (February 2014)

#### **Executive Summary**

The Department of Audit Services completed the report on the Use of Social Media Performance Audit dated February 2014. The purpose of the audit was to determine if adequate controls over using social media as a communication tool are in place.

#### **Background**

The Office of Public Affairs directs and supports the City's communications efforts to Durham residents through proactive and responsive activities, including media relations, publications, advertising, special events, website content management and government television.

Social media is one of the tools used by City departments to support the City's communication efforts. According to the Office of Public Affairs policy "Guidelines and Approval Requirements for All Uses of Social Media Networking Tools" social media is defined as online technologies and practices that people use to share opinions, insights, experiences, and perspectives. Social media can take many different forms, including text, images, audio and video. The City of Durham has multiple social media accounts to help inform and engage residents. Approximately 8 departments manage social media accounts; the City has approximately 18 total social media accounts.

#### **Results in Brief**

The use of social media as a communication tool by the City is still evolving and the Office of Public Affairs is in the process of establishing plans/strategies for social media engagement. The four main City accounts managed by staff from the Office of Public Affairs are monitored and tracked well. However, for the departmental accounts, opportunities for improvement exist in the following areas:

- The policy needs to be enhanced to incorporate additional guidance; and
- The departments need to start tracking social media performance.

#### **Issues and Analysis**

The attached report details the objectives, observations, and results of the Use of Social Media Performance Audit dated February 2014.

#### **Recommendation**

The Department of Audit Services recommends the City Council receive and accept the Use of Social Media Performance Audit dated February 2014 as presented and approved at the February 24, 2014 Audit Services Oversight Committee meeting.

Attachment