



City of
Peterborough

To: Members of the Accessibility Advisory Committee

From: Trish Reed, Accessibility and Communication Specialist

Meeting Date: January 4, 2017

Subject: Report AAC17-005
Accessibility Social Media Campaign

Purpose

A report to introduce a presentation by the Customer Service Coordinator on a social media campaign to promote accessibility.

Recommendation

That the Accessibility Advisory Committee (AAC) approve the recommendation outlined in Report AAC17-005 dated January 4, 2017 of the Accessibility and Communication Specialist as follows:

That the presentation by the Customer Service Coordinator on a social media campaign promoting City of Peterborough accessibility be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

Social media allows the City of Peterborough (City) to engage residents and promote City business. The City Twitter account currently has over 6000 followers, which include local media sources.

The Accessibility Office would like to use this tool to educate, promote and build accessibility awareness in our community. The campaign will highlight accessibility resources, types of barriers, quick fixes and information of the AAC.

Submitted by,

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Accessibility and Communication Specialist

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