

To the Lord Mayor and  
Members of Dublin City Council

Report No. 234/2024  
Report of the Deputy Chief Executive,  
Corporate Services, Transformation &  
Human Resources



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

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## Dublin City Council: Positive use of social media

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### Positive use of social media

The City Council currently has 1,008,389 followers/subscribers from its accounts across the 5 main social media platforms of Twitter/X, Instagram, Facebook, LinkedIn and YouTube.

In terms of communication strategies, social media has proven to be an effective and fast way to communicate the work of Dublin City Council to the public, stakeholders, and the media, and to reach a very significant audience.

In line with the social media strategy, the City Council proactively uses its social media presence to promote the positive work the City Council is doing right across the city, and to positively engage the public.

Over the past year, the City Council has promoted the work done by our Waste Management team, from posting frequent photos of our Night Shift Crew cleaning the inner city to a video of a crew clearing leaves along Griffith Avenue that was viewed over 156,000 times.

Tree pruning updates along the Quays, O'Connell Street and Drumcondra were well received, with over 1,000 likes on the posts while works conducted in Eamonn Ceannt Park gained over 100,000 impressions.

The City Council's swift action and clean-up efforts in the aftermath of the November 2023 Dublin riot garnered significant attention on social media, with seventeen threaded posts of staff working throughout the day accumulating 256,600 views.

Regular updates on our Active Travel Network have kept the public informed, with highlights including the opening of the Dodder Greenway between Ballsbridge and Donnybrook and the continued construction of the Clontarf to City Centre route, with a video gaining 250,000 impressions of the opening of an additional 950 meters in December 2023.

We have showcased the refurbishments of many streets such as Francis Street, Capel Street and Liffey Street. A time-lapse video of the latter has been watched a total of 410,000 minutes across our channels, which equates to 277 days.

Our social media platforms have been used to help recruitment, with all new openings posted on our platforms. The most recent Clerical Officer recruitment getting over 1,000 shares while the Trade Apprentice advertisement reached 90,000 accounts across all our platforms. Our social media channels play a key role in the advertising events organised by the City Council. Every event gets promoted prior and is showcased extensively during the event.

New events such as Dublin City Council Ceoil Country and one-off events such as the Olympic Homecoming were very positively received with posts about the Olympic Homecoming gaining over 1,000 likes across all our channels.

Every section regularly uses the corporate social media channels to showcase their work throughout the city, from housing launches to plaque unveiling, with one such plaque for a tenant turning 100 in Whitefriar Gardens gaining over 2,000 likes.

The City Council Customer Service x.com (@DCC\_help) posts information daily and has a direct message service for followers.

The Dublin Fire Brigade social media strategy to Promote, Inform, Prevent is used to excellent effect, as demonstrated by the 11 Social Media Awards they have received for their work across social media platforms since 2015.

## **Social Media Governance in Dublin City Council**

Dublin City Council has a social media policy and strategy in place since July 2019. These documents govern the use and management of social media platforms by employees in the City Council.

### ***Social Media Policy***

The Council's social media policy encourages and enables employees to use social media appropriately to enhance the work of the organisation. The role of Dublin City Council in the social media community is to promote and inform the public about our services and make it easier to access those services.

The policy sets out best practice when posting on social media channels. It acknowledges the many benefits of social media but also stresses the responsibilities that come with using this form of communication. The policy sets out the social media etiquette which all employees are expected to adhere to in their use of social media. It sets out what employees should do in the case of cyberbullying and how to report it in the workplace.

### ***Social Media Strategy & Toolkit***

This strategy provides Dublin City Council with a roadmap that supports and enhances the use of social media throughout the organisation. The City Council's strategy for social media is to maximise the opportunity it presents to be an effective customer service tool and signpost to information on our services and activities. The City Council communicates content that promotes Council services, projects and programmes and encourages engagement in consultation and decision-making processes.

The strategy also sets out the governance arrangements on establishment and management of social media accounts in the organisation.

The toolkit contained within the strategy acts as a guide to enable employees responsible for social media accounts to establish and manage accounts. It sets out best practice, templates and guidelines for content planning, audience engagement and social media channel management.

### ***Social media moderation***

The social media strategy specifically references countering misinformation. Where the Communications Unit become aware of incorrect information being posted, factual inaccuracies are corrected and signposts given to additional information when needed.

The Council's social media policy advises that employees should not engage with trolls who aim to enter into a negative conversation. At present, the Communications Unit review posts on the City Council's main social media accounts and take action on ones that are considered to be in breach of the Council's social media policy (report and/or block the poster).

### ***Strategy and Policy Review***

Both the policy and strategy are regularly reviewed. The social media policy was reviewed in 2021 to update references to cyberbullying. The Social Media Strategy & Toolkit reviewed in 2022 to update procedures on setting up and consolidation of accounts, Irish language requirements, and accessibility of posts.

The policy and strategy are currently being reviewed in relation to social media moderation and current best practice on dealing with trolling, harassment, misinformation and bots.

In line with the views expressed by the City Council at the Special City Council meeting of 15<sup>th</sup> October, the following actions have been included in the City Council's Communications Strategy:

- Review our social media presence to ensure that the platforms we use, and our use of them, align with and support the City Council's values and brand
- Review and update protocols for timely and effective communication of information on important city-wide and local messages, events, press releases and news to Elected Members to support them in their role
- Provide clear, factual information about key Council services and how they work so that the public have a better understanding of how decisions are made
- Design our communication campaigns so that they reflect and increase visibility of the diversity of the communities we serve

**Eileen Quinlivan**  
**Deputy Chief Executive**  
**4<sup>th</sup> November, 2024**