

# The Township of The Archipelago

## Recommendation Report to Council

**Report No.:** DLIS-2024-01

**Date:** October 17, 2024

**Originator:** Shauna Lehtimaki, Director of Legislative and Information Services

**Subject:** Request for Banko Creative Studios communication and training for Councillor Social Media

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### **RECOMMENDATION**

That Council approve, contingent upon budget and interest, Banko Creative Studio's proposal for a hybrid Council Social Communications Training ½ day session at a cost of \$1500.

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### **BACKGROUND**

In January 2023, Banko Creative Studio (herein referred to as Banko) secured the Request for Proposal (RFP) contract to conduct an audit and develop a comprehensive communications strategy plan.

On January 19<sup>th</sup>, 2024, Council granted approval for Banko's Communications and Brand Service Package. This package includes a monthly cost of \$4,537, totaling \$54,324 annually, for a two-year period. This suite of services was focused exclusively on corporate communications services like brand identity guidelines, graphic design, social media strategy, staff training and Banko managed social media. At the time, council did not approve the option that included the one-day Social Media Training & Bootcamp for Council.

Since then, some members of Council have highlighted the need for social media support for the creation of separate Facebook, Twitter or other social media accounts that separate their Councillor related posts from their personal social media presence.

Given the firm's familiarity with The Township of The Archipelago and Council members, this report outlines options for Council Social Media Communications support services from Banko.

After conducting a sector scan and speaking with select staff at other organizations, it was determined that support for Council Social Media Communication services is not typically included in Corporate Communication departments in most municipalities. The activities in this proposal would then be a one-time project with no sustaining or long-term services (staff or consultant) provided to Councillors for the maintenance of their social media presence. Also, it is important to remember that section 15 of the Code of Conduct for Members of Council and

Local Boards outlines the expectations of Councillors who choose to use Social Media in their roles.

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### **FINANCIAL IMPLICATIONS**

\$1500, for the preparation and hosting of a half-day hybrid social media training session by Julia Marchionda. This hybrid option will allow Councillors to participate remotely and result in reduced travel costs.

Costs for this project are not included in the 2024 Budget.

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### **ANALYSIS/OPTIONS**

#### **Option 1 (Hybrid ½ Day session) – Recommended**

Approve Banko Creative Studio's Council Communications: Social Media Training session at a cost of \$1,500, for the preparation and hosting of a half-day social media training session by Julia Marchionda in a hybrid format. This half day session will include a review of best practices in social media with an emphasis on Facebook, Twitter and Instagram incorporating The Archipelago's new brand standards.

**Total Cost – \$1,695 (includes 13% HST)**

#### **Option 2 (In Person ½ Day session) – Not Recommended**

Banko Creative Studio to prepare and host a Council Communications: Social Media Training session at a cost of \$2,000, by Julia Marchionda in person. This half day session will include a review of best practices in social media with an emphasis on Facebook, Twitter and Instagram incorporating The Archipelago's new brand standards.

**Total Cost – \$2,260 (includes 13% HST)**

#### **Option 3 (Hybrid Full Day session with Optional 2<sup>nd</sup> Day) – Not Recommended**

Banko Creative Studio to prepare and host a Council Communications: Social Media Training session with Julia Marchionda and Dan Banko (or Hanna Navarro) online at a cost of \$3,000. This full day session (Day 1) will include a review of best practices in social media with an emphasis on Facebook, Twitter and Instagram, trends in AI on social media, and incorporating The Archipelago's new brand standards. This hybrid full-day session will also include break-out sessions for individuals or groups to work with the Banko Team hands on to help streamline and adjust their social media channels are required. **Optional add-on:** Support session by ward or by individual Councillor on an optional second full day (Day 2) to allow for Councillors to sign up for one-on-one training or training in small groups in person at a cost of an additional \$1,500.

**Total Cost – \$3,390 (includes 13% HST) 1 Day**

**Total Cost – \$5,085 (includes 13% HST) 2 Days**

Option 4 - (In Person Full Day session with Optional 2<sup>nd</sup> Day) Not Recommended

Banko Creative Studio to prepare and host a Council Communications: Social Media Training session with Julia Marchionda and Dan Banko (or Hanna Navarro) in person at a cost of \$4,000. This session will include a review of best practices in social media with an emphasis on Facebook, Twitter and Instagram, trends in AI on social media, and incorporating The Archipelago's new brand standards. This full-day session will also include break-out sessions for individuals or groups to work with the Banko Team hands on to help streamline and adjust their social media channels are required. **Optional add-on:** Support session by ward or by individual Councillor on an optional second *full day* (Day 2) to allow for Councillors to sign up for one-on-one training or training in small groups online at a cost of an additional \$3,000.

**Total Cost – \$4,520 (includes 13% HST) 1 Day**

**Total Cost – \$7,910 (includes 13% HST) 2 Days**

Option 5 – (Hybrid) Hourly services Not Recommended

Supplemental social media services for Council, as required, either one-on-one or in small groups in a hybrid format. Hourly rate \$150. It is suggested that a maximum cap of hours and/or costs be defined if this option is selected. For example, no more than 10 hours or \$1,500 (+HST) in total costs.

Option 6 – Not Recommended

Do not approve any option.

Options Summarized

	Format	Length	Workshop	1:1 Hands on	Cost	Grand Total
<b>Option 1</b>	Hybrid	0.5 day	x		\$1,500	\$1,695
<b>Option 2</b>	In Person	0.5 day	x		\$2,000	\$2,260
<b>Option 3</b>	Hybrid	1 day	x	x	\$3,000	\$3,390
<b>3.1</b>		+1 day		x	\$1,500	\$5,085
<b>Option 4</b>	In Person	1 day	x	x	\$4,000	\$4,520
<b>4.1</b>		+1 day		x	\$3,000	\$7,910
<b>Option 5</b>	Hybrid	TBD		x	\$150/hr	-
<b>Option 6</b>	Do not approve any option				\$0	\$0

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**STRATEGIC PLAN**

- Effective Relationships & Partnerships
- Sustainable and Cost-Effective Services

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**CONCLUSION**

That Council approve, contingent upon budget and interest, Banko Creative Studio's proposal for a hybrid Council Social Communications Training ½ day session at a cost of \$1500.

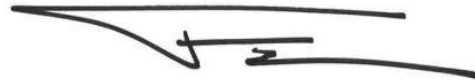
Respectfully Submitted,



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Shauna Lehtimaki, Director of  
Legislative and Information Services

I concur with this report  
and recommendation,



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John B. Fior, CAO

**ATTACHMENTS**

**Code Of Conduct For Council Members And Local Boards**