

TIMELINE: March to July 2020

TOTAL PRODUCTS RELEASED: 111

VISITS TO [SPEAK TO COUNCIL](#) WEBPAGE: 533

TACTIC BREAKDOWN PER DATE:

March 16:

- News Release: Mayor Bevilacqua calls special council meeting – <https://www.vaughan.ca/news/Pages/Mayor-Bevilacqua-calls-special-Council-meeting.aspx>
- Social posts – 4 (total on Facebook, Twitter, Instagram and LinkedIn)
- City Update issued

March 17:

- Council Communications Package re: City's response to COVID-19 (after special Council Meeting)

March 19:

- Statement: Mayor Bevilacqua calls special council meeting – [HTTPS://WWW.VAUGHAN.CA/NEWS/PAGES/MAYOR-BEVILACQUA-CALLS-SPECIAL-COUNCIL-MEETING.ASPX](https://www.vaughan.ca/news/PAGES/MAYOR-BEVILACQUA-CALLS-SPECIAL-COUNCIL-MEETING.ASPX)
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn
- City Update issued

March 27:

- PSA: City holds first ever electronic-participation Committee and Council meetings – <https://www.vaughan.ca/news/Pages/City-holds-first-ever-electronic-participation-Committee-and-Council-meetings-.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

March 30:

- The “join a public meeting” scrolling web banner launch on vaughan.ca.



SpecialVirtualCouncil -
Hero_.jpg



SpecialVirtualCouncil -
Hero_2.jpg



SpecialVirtualCouncil - PSA
(002).jpg

•

March 31:

- Constituent Response re: Board of Trade sent to Mayor and Members of Council

April 7:

- Council Communications Package sent re: Special Council Meeting

April 8:

- Council Communications Package sent re: Video - Special Council Meeting
- Vaughan.ca/LiveCouncil social post: 2:00 PM Special Committee of the Whole
- Vaughan.ca/LiveCouncil social post: 2:00 PM Special Council

April 13:

- PSA: Committee and Council Meetings Continue Online – <https://www.vaughan.ca/news/Pages/Committee-and-Council-meetings-continue-online.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

April 20:

- PSA: Committee and Council meetings resume tomorrow – <https://www.vaughan.ca/news/Pages/Committee-and-Council-meetings-resume-tomorrow.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

April 21:

- Vaughan.ca/LiveCouncil social post: 2:00 PM Committee of the Whole (2)
- Vaughan.ca/LiveCouncil social post: 5:00 PM Council

May 4:

- PSA: Committee and Council meetings continue online – <https://www.vaughan.ca/news/Pages/Committee-and-Council-meetings-continue-online-May.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

May 5:

- Council Communications Package sent re: Additional Content - Committee and Council meetings continue online

May 8:

- Constituent Response sent re: Board of Trade

May 9:

- PSA: Update: Committee and Council meetings continue online in May – <https://www.vaughan.ca/news/Pages/Update-Committee-and-Council-meetings-continue-online-in-May.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

May 12:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole Working Session – Tuesday, May 12 at 10 a.m.

May 20:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole – Wednesday, May 20 at 2 p.m.

May 27:

- Statement: Mayor Bevilacqua established ready, resilient and resourceful committee – <https://www.vaughan.ca/news/Pages/Mayor-Bevilacqua-establishes-Ready-Resilient-and-Resourceful-Committee-.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn
- Vaughan.ca/LiveCouncil social post: Council Meeting – Wednesday, May 27 at 2 p.m.

June 2:

- PSA: Virtual public meetings continue in June – <https://www.vaughan.ca/news/Pages/Virtual-public-meetings-continue-in-June.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

June 5

- Paid social media campaign launch on Facebook, Twitter and Instagram. Live until June 29.
- The “public meetings continue online” scrolling web banner launch on vaughan.ca.



Council - Hero
2.jpg



Council -
Hero.jpg

-

June 7:

- PSA: Have your say at Vaughan's virtual public meetings – <https://www.vaughan.ca/news/Pages/Have-your-say-at-Vaughans-virtual-public-meetings.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

June 8:

- Media Coverage on YorkRegion.com - <http://c3.vaughan.ca/news/2020/06-June/clip6-8-1.html>

June 9:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole (1) – Tuesday, June 9 at 2 p.m.

June 11:

- Print ad: Vaughan Citizen PG. 3 – <https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&pubid=1ad5b5a8-57bd-470f-a0a6-1a23c4c772ea>
- Print ad: Thornhill Liberal PG. 5 – <https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&pubid=0a976b76-0f62-4b56-bb1e-9c09620c65a8>
- Online ad: Yorkregion.com – live until June 25
- Vaughan.ca/LiveCouncil social post: Council Meeting – Tuesday, June 9 at +/-4:30 p.m.

June 16:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole (2) – Tuesday, June 16 at 2 p.m.

June 22:

- “Have your say” digital sign launch. This will remain up until end of virtual public meetings.

June 23:

- Vaughan.ca/LiveCouncil social post: Ready, Resilient and Resourceful (RRR) Committee of Council – Tuesday, June 23 at 10:30 a.m.
- Vaughan.ca/LiveCouncil social post: Committee of the Whole (Public Hearing) – Tuesday, June 23 at 7 p.m.

June 25:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole (Public Hearing) – Thursday, June 25 at 7 p.m.

June 29:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole – Monday, June 29 at 1 p.m.
- Vaughan.ca/LiveCouncil social post: Council Meeting – Monday, June 29 at 2 p.m.

June 30:

- Council Communications Package sent re: Board of Trade

July 2:

- PSA: Virtual public meetings continue in July – <https://www.vaughan.ca/news/Pages/Virtual-public-meetings-continue-in-July.aspx>
- Council Communications Package sent
- City Update issued
- Social media – 4 posts total on Facebook, Twitter, Instagram and LinkedIn

July 3:

- The “public meetings continue online” scrolling web banner launch on vaughan.ca. This will be live until July 15.



-

July 6:

- Paid social media campaign launch on Facebook, Twitter and Instagram. Live until July 15.

July 7:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole (Public Hearing) – Tuesday, July 7 at

July 8:

- Vaughan.ca/LiveCouncil social post: Special Committee of the Whole – Wednesday July 8 at 7 p.m.

July 13:

- Vaughan.ca/LiveCouncil social post: Committee of the Whole (1) – Monday, July 13 at 2 p.m.
- Vaughan.ca/LiveCouncil social post: Committee of the Whole (Public Hearing) – Monday, July 13 at 7 p.m.

July 15:

- Vaughan.ca/LiveCouncil social post: Special Council Meeting – Wednesday, July 15 at 2 p.m.