INFORMATION REQUEST

INFORMATION REQUEST #: IR-012-26

REQUESTED BY: **Councillor Stevenson**

TOPIC: **Social Media Monitoring Tool**

DATE OF REQUEST: **November 2, 2026**

DATE OF RESPONSE: November 3, 2026

QUESTION: Please provide more information on the media monitoring and social listening tool - is it possible to move forward to 2027? What would be the impact?

Response

Formal media monitoring and social listening scans can be a valuable tool for organizations, as they can provide helpful insights and raise awareness on potential issues or risks, such as misinformation.

The Corporate Communications Department appreciates the opportunity to move up the implementation of this type of tool. Given the current capacity of the department and initiatives that are already planned for 2027, we recommend this business case be moved up to 2028, which will allow the necessary time and flexibility to research, plan, and implement a media monitoring and social listening tool.

Background

The City of Spruce Grove does not currently use or subscribe to a media monitoring and social listening platform. Monitoring in this space is done manually on an as-needed basis. A communications audit completed in 2026 includes a recommendation to procure and implement a media monitoring and social listening tool. The initiative is currently planned for 2029 within the City's three year fiscal plan and is not part of the proposed 2027 budget for Council approval.

Financial Implications / Taxation Impact

The planned budget for a media monitoring and social listening tool in 2029 is $26,500; however, actual

costs would depend on the platform selected and the desired level of monitoring and service. As a result, the final cost could be higher or lower than the projected amount. Should Administration proceed with advancing implementation to 2028, funding would be brought forward for Council's consideration through the annual budget process at that time.

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