



## County of Brant Council Report

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**To:** To the Mayor and Members of County of Brant Council  
**From:** Melissa Connor, Director of Communications and Public Relations  
**Date:** November 22, 2022  
**Report #:** RPT- 0353 - 22  
**Subject:** Members of Council Individual Introductory Videos  
**Purpose:** For Approval

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### **Recommendation**

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That Council approve the participation of Council members in a short introductory video to showcase on County of Brant communication channels with the aim to support building a positive relationship between Council and the community.

### **Strategic Plan Priority**

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Strategic Priority 2 - Effective Communication

### **Impacts and Mitigation**

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#### Social Impacts

The videos will provide members of Council an opportunity to introduce themselves to the community, and the community an opportunity to learn more about their elected officials. The goal is to help facilitate positive future interactions between members of Council and the community while opening lines of communication and establishing a rapport.

#### Environmental Impacts

None

#### Economic Impacts

None

### **Report**

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#### Background

With the 2022 Elections complete and members of Council sworn in, staff would like to take the opportunity to work with each individual member of Council to create a short introductory video that will be showcased on various County of Brant channels.

## Analysis

The individual introductory video will be less than one-minute in length as analytics demonstrate that short videos, overall, have higher rates of engagement. Each member of Council will be asked the same five (5) questions:

1. Introduce yourself and tell us briefly about yourself
2. What ward do you represent?
3. What are you passionate about in terms of the County of Brant?
4. In your four-year term, what is the one thing you hope to accomplish?
5. Tell us one fun fact about yourself.

Staff also encourage members of Council to invite the community to connect with you as your closing message.

Each video will be similar, to provide equal representation of each member of Council.

Council members will have the opportunity to review and approve their individual video prior to public release.

Videos will be showcased on the County's website [www.brant.ca](http://www.brant.ca), the County's social media platforms @BrantCommunity and the County's YouTube channel.

Staff aim to complete individual Council member webpages before the end of 2022 which will include a professional headshot, short biography, contact information, ward information and the introductory video.

## Summary and Recommendations

Each member of Council is requested to participate in a short video that will be used on County of Brant channels to support building a positive relationship between Council, and the community.

## **Attachments**

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None

## **Reviewed By**

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## **Copied To**

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Alison Newton, General Manager of Strategic Initiatives  
Evan Morrison, Digital Communications Specialist  
Lisa Henrique, Communications Specialist

## **By-law and/or Agreement**

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By-law Required	No
Agreement(s) or other documents to be signed by Mayor and /or Clerk	No