Changing Context
Social Media – Local Government | Case Study

“The Toronto Raccoon”
July 9, 2015 – 9 a.m.

@311Toronto
There’s a dead raccoon on the sidewalk outside 819 Yonge (at the SE corner of Church).

City responds to twitter feed 12 minutes later
How Responsive Do We Need to Be?
“The Toronto Raccoon”

Same Day – 12 noon

Note:
“Rest dear Raccoon. help is on the way from the City.”
How Responsive Do We Need to Be?
“The Toronto Raccoon”

Same Day – 3 p.m.

- A memorial begins to grow.
How Responsive Do We Need to Be?
“The Toronto Raccoon”

Same Day – 6 p.m.

• And grow.
Same Day – 9 p.m.

@311Toronto
12 hours and nothing?
Poor little dude.

Box:
“THE PROPER AUTHORITIES WILL ONLY MOVE THIS FELLA WHEN ENOUGH FUNDS ARE RAISED…”
Same Day – 11 p.m.

- Authorities arrive.
After the Removal:

@KrisReports
One last candle for our little buddy Conrad.
#DeadRaccoonTO
A Shift in Thinking?

old way

new way
Co-Creators
How do you Execute Aspirational?

INNOVATORS

TRANSLATORS

EXECUTORS
How do you Execute Aspirational?

STRATEGY + CULTURE = GREAT RESULTS
Results