

Public Education and Outreach the IPC

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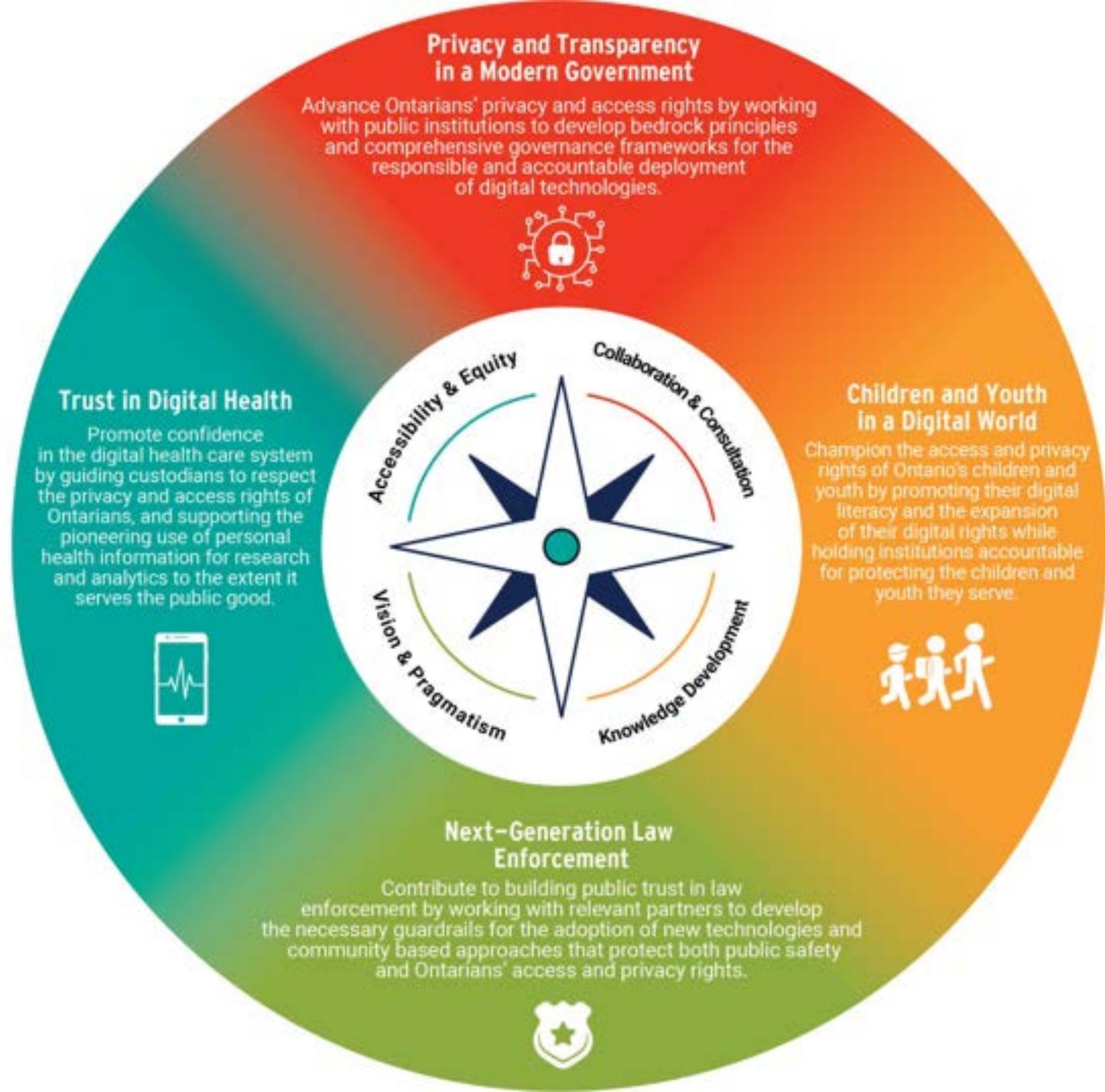
Information and Privacy
Commissioner of Ontario

Commissaire à l'information et à la
protection de la vie privée de l'Ontario

FOI Coordinators
Meeting

October 20, 2022

IPC Strategic Priorities 2021-2025



IPC on YouTube

youtube.com/@IPCOntario

Objectives:

- Use modern multimedia content to educate, engage, and encourage collaboration with Ontario youth.
- Generate accessible and simply-communicated video content which can be utilized by a diverse range of Ontarians.
- Increase awareness of the IPC using a modern, popular platform.
- Repurpose and reimagine current IPC content in an engaging format.

Content Approach:

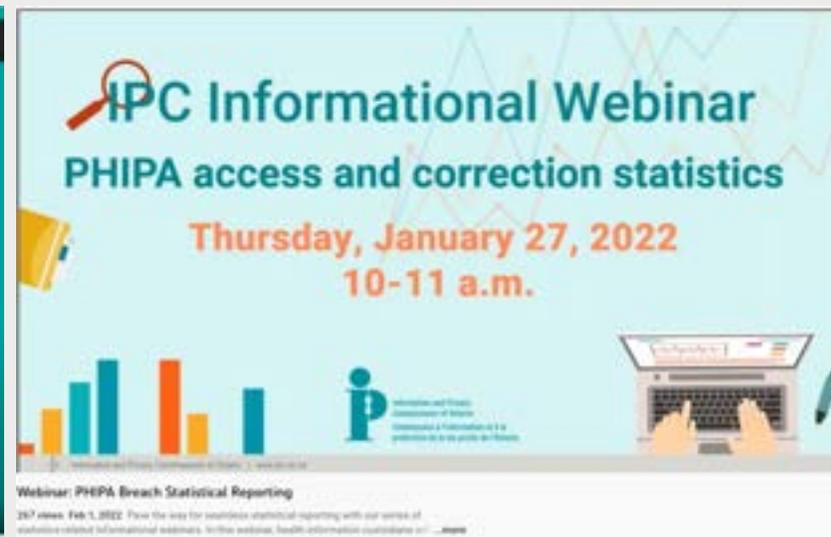
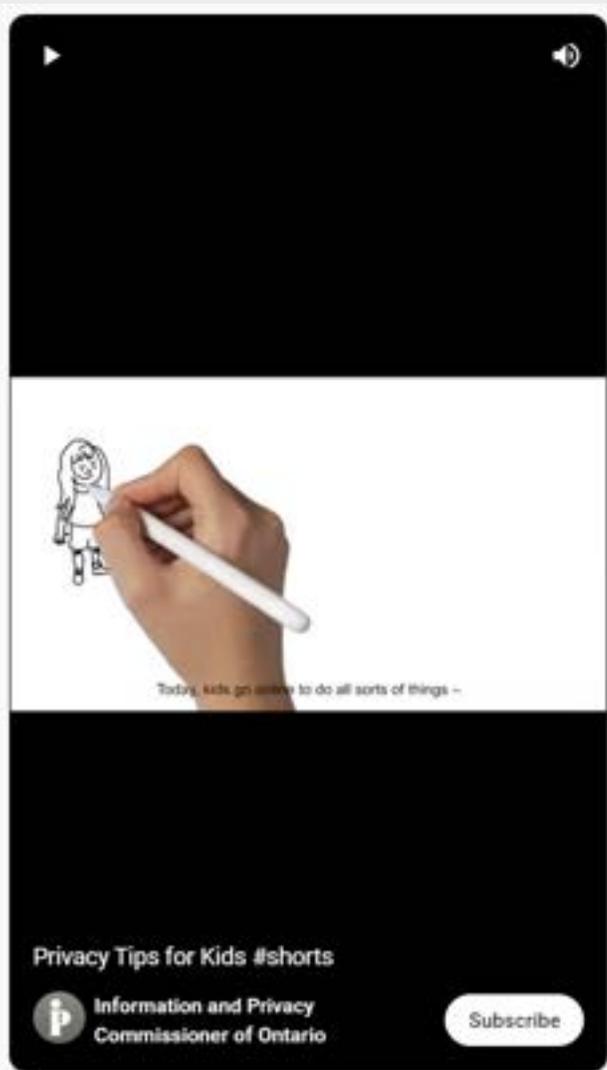
- Engage a diverse audience utilizing multimedia content as a means of simplifying IPC content in an accessible way.
- Archive and repackage live events and webinars to broaden their impact and accessibility.
- Utilize YouTube Shorts to reach a larger, more youth-centric audience.
- Take cues from modern digital content for reimagining existing IPC content in new engaging ways.

The screenshot shows the YouTube channel page for the Information and Privacy Commissioner of Ontario. The channel has 447 subscribers and a red 'SUBSCRIBE' button. The navigation menu includes HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. The 'Uploads' section is active, displaying a grid of video thumbnails with their titles, view counts, and upload dates. The videos include:

- PHIPA - A Video Guide for Training and Education**: 42K views • 7 years ago (45:07)
- Is It Worth It?**: 8.7K views • 7 years ago (0:51)
- Understanding Exemptions in FIPPA and MFIPPA**: 4K views • 5 years ago (19:29)
- The Do's and Don'ts of Video Surveillance**: 4K views • 3 years ago (21:39)
- The Impact of Records and Information Management on Access and Privacy**: 3.8K views • 5 years ago (12:51)
- Access, Privacy and the Child, Youth and Family Services Act**: 2.5K views • 3 years ago (17:13)
- IPC Webinar: Understanding Exemptions in FIPPA and MFIPPA**: 1.9K views • 5 years ago (58:50)
- Government and Big Data: Privacy Risks and Solutions**: 1.9K views • 5 years ago (2:23:37)



IPC on YouTube: Visual Examples



IPC on LinkedIn

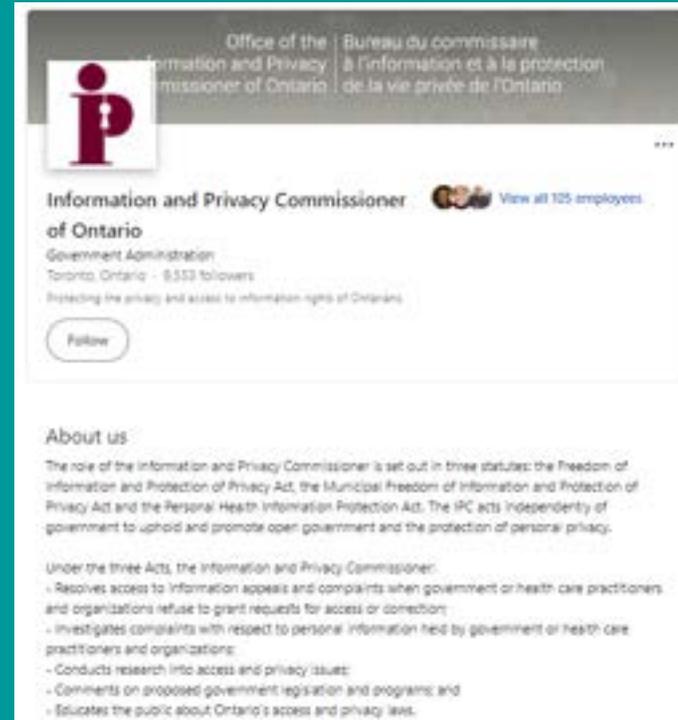
linkedin.com/company/office-of-the-information-and-privacy-commissioner---ontario-canada/

Objectives:

- Connect with Ontarians, institutions, and professionals within the access and privacy space to greater expand awareness of the IPC and its mandate.
- Generate interest in the IPC as an organization – both for prospective employees and potential collaborators.
- Develop a strong professional network that leverages digital tools to generate and facilitate strong relationships with key IPC decision-makers.
- Archive and disseminate IPC successes and involvement in a way that creates a culture of celebration and professional recognition.

Content Approach:

- Provide frequent updates on the IPC's achievements, public concerns, and public appearances.
- Create posts which stimulate interest in recruitment activities.
- Post information that is useful for Ontarians interested in access & privacy – including comments on orders, decisions, and navigating requests and appeals.
- Create opportunities to be proactive and transparent about IPC activities, such as sharing strategic priority work, Commissioner blogs, joint statements, and whitepaper responses.





IPC on Instagram

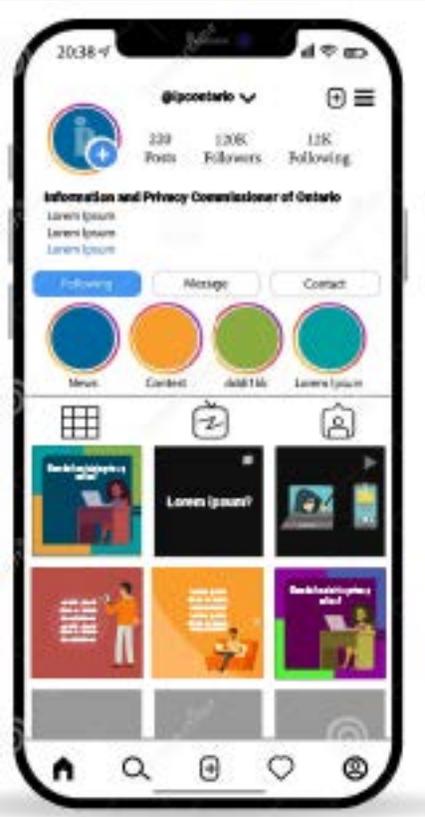
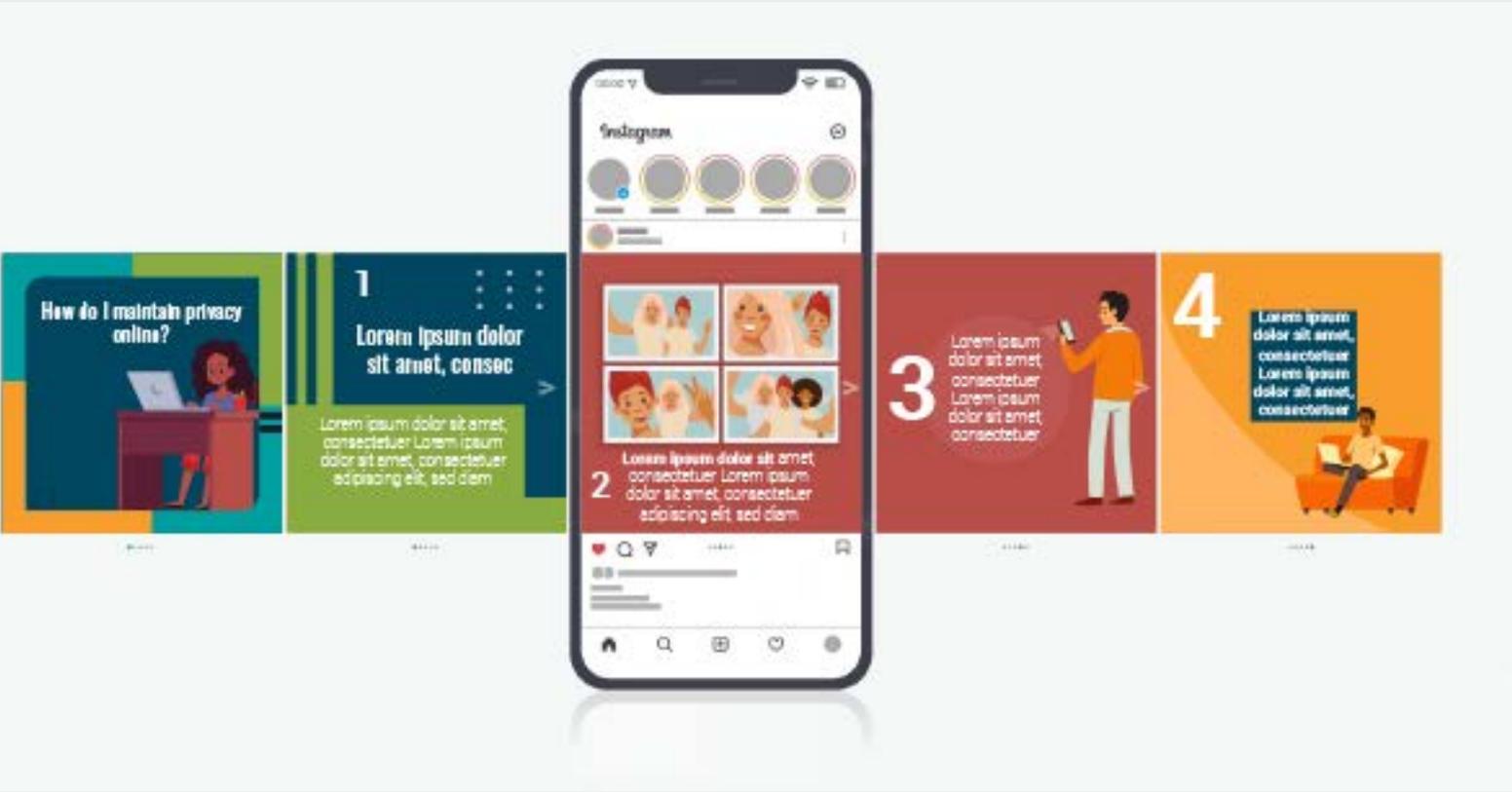
Objectives:

- Expand digital presence to younger audiences.
- Increase awareness of IPC in spaces most relevant to youth, including professionals whom work directly with/for youth
- Enhance IPC online visibility through platform-specific content and audiovisual media.
- Broaden the impact of existing IPC content through broader distribution and conversion to new media.

Content approach:

- Provide helpful, relevant information and tips specific to a youth and family audience.
- Create content which is more accessible, entertaining, and immediately relevant to the lived experiences of Ontarians – focus on youth, but create content that appeals on a large and diverse scale.
- Be proactive, timely, and relatable.

IPC on Instagram: Visual Examples



IPC on Social Media



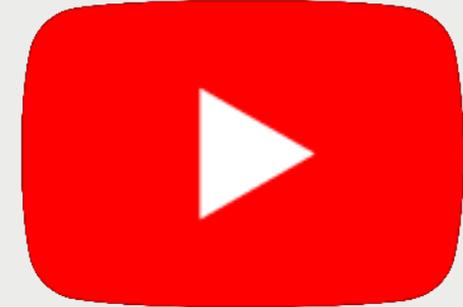
Twitter

- 4,785 followers
- 2,395 tweets
- 523,772 impressions



LinkedIn

- 9,544 followers
- 2,022 posts
- 7,810 engagements
- 521,236 page impressions



YouTube

- 447 subscribers
- 83,512 views
- 41 videos
- 12,217 hours of watch time



16 episodes

Conversations about people, privacy, and access to information. Hosted by Patricia Kosseim, Information and Privacy Commissioner of Ontario.

Info Matters

Information and Privacy Commissioner of Ontario

Government

★★★★★ 5.0 • 3 Ratings

MAY 31, 2022

In conversation with Jim Balsillie: Data, technology, and public policy >

Data is the engine of the modern economy, a key driver of innovation and growth. While the power of data is undeniable, questions emerge about the impact of digital transformation on our human rights, our collective well-being, and the state of our democracy. Commissioner Kosseim speaks with Jim...

[▶ PLAY](#) 29 min

MAY 3, 2022

Focusing in on police use of body-worn cameras >

In recent years a global movement has taken shape, calling for greater scrutiny of interactions between citizens and police. Cameras worn by police officers have emerged as a tool to support greater transparency and accountability, documenting what an officer sees and hears on the job....

[▶ PLAY](#) 37 min

MAR 22, 2022

Power to the people! Access, privacy, and civic engagement >

This episode explores the role of civic engagement in fostering greater government transparency and clearer privacy policies that work for everyday people. Commissioner Kosseim speaks with community activist and bestselling author Dave Meslin about barriers that keep people from engaging in societal...

[▶ PLAY](#) 35 min

FEB 24, 2022

Family ties: Using investigative genetic genealogy to solve crimes >

www.ipc.on.ca/media-centre/info-matters-podcast/



5,889 Downloads/ Total

OVER TIME

ACCUMULATIVE

M... ▾



Info Matters Podcast - Stats

- 5,889 total downloads
- 17 episodes as of this report
- Roughly 250-450 downloads per-episode.

ALL TIME

Top Episodes

#	EP #	TITLE	DOWNLOADS
1	S1E3	Demystifying the FOI Process	547
2	S1E1	Don't get caught! Protect yourself against phishing	495
3	S1E7	First Nations data sovereignty	465
4	S2E5	In conversation with Jim Balsillie: Data, technology, and...	422
5	S1E5	Putting patient trust at the centre of virtual health	368



Commissioner's Blog

219 results

Commissioner Kosseim's blogs on privacy, access, cyber safety, and more.



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PC's Strategic Priorities: One Year In

4 2022

A decade ago, at the 35th International Conference of Data Protection and Privacy Commissioners (as it was then called), the community of international protection regulators walked away with a key take-home message: "be selective to be effective." If that old adage was applicable th...

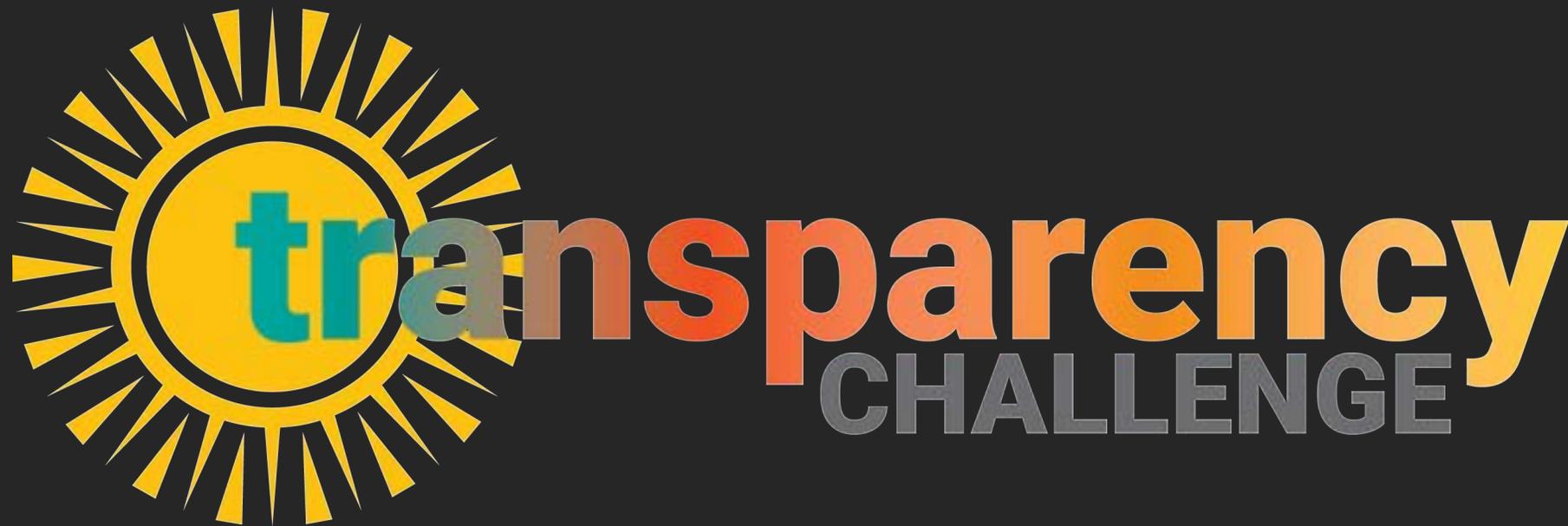
for public debate: Legal and ethical issues around de-identified data

7 2022

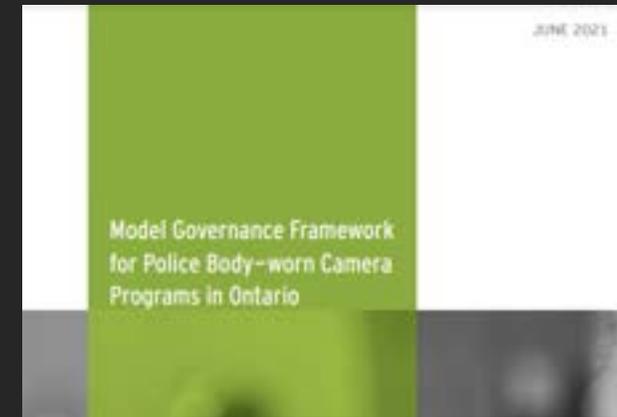
Once in a while, there are privacy investigation decisions that stand out because of their precedent setting nature. One such decision is PHIPA Decision which details an investigation into the sale of de-identified data by a health information custodian to a third-party corporation. My...

Gold Star for Privacy Day: Empowering a New Generation of Digital Citizens

Submission deadline: January 13, 2023



IPC Resources and Guidance



www.ipc.on.ca/resources/guidance-for-organizations



Questions?

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