

Communication Policy

POLICY TITLE: <i>Communication</i>	ADOPTED BY: <i>Town Council</i>	EFFECTIVE DATE: June 10, 2025
ORIGIN: <i>Community Service</i>	RESOLUTION #: 2025-135	PAGE NUMBER 1 OF 3

1. Purpose

This policy establishes clear guidelines for effective communication among council members, municipal employees, and external stakeholders. It ensures transparency, professionalism, and consistency in all communication while promoting a respectful and inclusive environment.

2. Scope

This policy applies to all council members, municipal employees, contractors, and volunteers acting on behalf of the municipality. It encompasses verbal, written, and digital communication, including emails, social media, public statements, and interactions with media or the public.

3. Key Principles

- 3.1 Transparency: Communication should be clear, accurate, and easily accessible, supporting open government.
- 3.2 Accountability: All parties are responsible for ensuring communication aligns with municipal policies and procedures.
- 3.3 Respect: Professionalism and respect must guide all interactions, both internal and external.
- 3.4 Consistency: Messaging should be unified, ensuring accurate information is being shared across all platforms.

4. Roles and Responsibilities

4.1 Council Members

- (a) Communicate with the staff, public and media in accordance with the Code of Conduct.
- (b) Direct inquiries from the media or public regarding municipal operations to the Chief Administrative Officer (CAO) or designated spokesperson.
- (c) Refrain from making statements on behalf of the municipality unless authorized.
- (d) Communicate with other council members in accordance with the Code of Conduct.

4.2 Municipal Employees

- (a) Represent the municipality professionally in all communications.
- (b) Respond promptly and accurately to inquiries within their area of responsibility.

- (c) Refer sensitive or policy-related questions to the CAO or appropriate supervisor.
 - (d) Communicate with the council, public and media in accordance with the Code of Conduct.
-

4.3 Chief Administrative Officer (CAO)

- (a) Act as the primary spokesperson for municipal operations and administrative matters.
- (b) Ensure communication aligns with municipal policies, legal obligations, and strategic objectives.
- (c) Provide training or resources to staff to improve communication practices.

5. Internal Communication

- 5.1 Council to Administration: Use official channels, such as email, teams or scheduled meetings, to provide direction or seek information.
- 5.2 Employee Collaboration: Use designated platforms (e.g., email, teams) for efficient sharing of information.
- 5.3 Council to Council: Use official channels, such as email, teams or scheduled meetings, to provide direction or seek information.

6. External Communication

- 6.1 Media Relations
 - (a) Only authorized individuals may engage with media on behalf of the municipality.
 - (b) Press releases must be approved by the CAO or council before distribution.
- 6.2 Public Inquiries
 - (a) Ensure responses are clear, respectful, and timely.
 - (b) Direct complaints or escalations to the appropriate department or individual.
- 6.3 Social Media
 - (a) Use official accounts for municipal messaging; personal accounts should not represent municipal opinions.
 - (b) Maintain professionalism and follow guidelines for posting and responding to comments.

7. Guidelines for Effective Communication

- 7.1 Clarity: Avoid jargon; use language suitable for the audience.
- 7.2 Accuracy: Verify information before sharing.
- 7.3 Timeliness: Respond promptly to inquiries and concerns.
- 7.4 Confidentiality: Do not disclose sensitive or private information.

8. Training and Support

- 9. Regular training sessions will be provided to council members and employees to ensure compliance with communication standards and updates in communication tools or policies.

10. Monitoring and Enforcement

9.1 The CAO or a designated officer will oversee adherence to this policy.

9.2 Breaches may result in disciplinary action as outlined in the municipality's
personnel policies.

11. Policy Review

This policy will be reviewed every three years or as required to ensure it remains relevant and effective.

Approved by Council: June 10, 2025

Resolution Number: 2025-135

Date

Mayor

Date

CAO