



TOWN POLICY

POLICY NUMBER: 1210

REFERENCE:

ADOPTED BY:

PREPARED BY: Administration

DATE: September 3, 2014

TITLE: CORPORATE COMMUNICATIONS POLICY

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POLICY STATEMENT:

The Town of Strathmore is committed to creating an environment which encourages two-way communication between council, municipal employees, and the public.

Through effective communications, employees are better able to understand, appreciate, contribute to and support Council's goals and objectives, and be motivated to achieve maximum performance and superior customer service.

External communications are central to the success of the Town of Strathmore and the wellbeing of its citizens. As a function of good government, open and proactive communications ensure that the public receives clear, relevant and timely information from the municipality.

THE PURPOSE OF THIS POLICY IS TO:

Ensure that communications across the Town of Strathmore are well coordinated, effectively managed and responsive to the information needs of council, municipal employees, the public and potential investors.

1.0 DEFINITIONS:

- 1.1 **“Advertising”** means
- 1.2 **“Chief Administrative Officer”** means the person appointed by Council to carry out the powers, duties and functions of the position of Chief Administrative Officer, or the person appointed to act as his designate.
- 1.3 **“Citizen Communication Form”** means a document available to the citizens of Strathmore to relay questions, complaints, or information to the Town of Strathmore.
- 1.4 **“Council”** means the Municipal Council of the Town of Strathmore as elected by it’s citizens.
- 1.5 **“Director”** means the administrator accountable for their department who may or may not directly supervise employees.
- 1.6 **“Employee”** means a person who is employed by the Town of Strathmore. This includes a permanent, part time, or casual employee.
- 1.7 **“Internal Communications”** means any short or long-term vehicle of communication between the employer and the employee such as publications, special events, memorandums, programs and forums. These vehicles may be targeted to specific employee groups, individual departments and offices or corporate-wide.
- 1.8 **“External Communications”** means communication between the Town of Strathmore, Council and/or staff members with the general public.
- 1.9 **“Official Correspondence”** means communications written, faxed or emailed to the Town of Strathmore that includes the resident’s contact information.
- 1.10 **“Senior Management Team”** means the Directors and Coordinators of all departments within the Town of Strathmore.
- 1.10 **“Social Media”** means the e-technologies and online sites used by the Town to share opinions, and information, promote discussion and build relationships.
- 1.11 **“Town”** means the Town of Strathmore as incorporated under the *Municipal Government Act* R.S.A. 2000, C. M-26 as amended.

2.0 RESPONSIBILITIES

- 2.1 Town of Strathmore Council is responsible to:
 - (a) Approve by resolution this policy and any amendments.
 - (b) Approve resources in the annual budget process for successful implementation of this policy.

- 2.2 The Chief Administrative Officer is responsible to:
 - (a) Approve procedure
 - (b) Administer the policy and procedures; and
 - (c) In liaison with Directors, identify issues to be communicated to employees;
 - (d) Mediate any unresolved multi-departmental internal communications issues;
 - (e) Approve internal communications programs and materials;

- 2.3 The Directors and Managers are responsible to:
 - (a) Ensure that all Department employees are familiar with the policy;
 - (b) Administer the policy within the Department;
 - (c) Recommend changes in policy and procedures.

- 2.5 All Employees are responsible to:
 - (a) Ensure that internal and external communications complies with all approved policies and procedures for the Town.

3.0 Internal Communications

- 3.1 Communication between Council, the Senior Management Team and other staff members must be open, timely and collaborative to achieve municipal goals and to ensure quality communication to the public.

- 3.2 Senior Management Meetings will be held as deemed necessary by the CAO in order to provide up to date information, provide opportunities for immediate feedback and to encourage common understanding among all Town departments.

- 3.3 Quarterly Staff Meetings involving every employee of the Town of Strathmore will be held in order to inform all employees of Council's goals, to inform employees of any news or developments within the organization, and to promote a positive work environment.

- 3.4

4.0 External Communications

5.0 Emergency Communications

- 5.1 This Social Media Policy may be overridden by the Municipal Emergency Plan, Emergency Operations Procedures, and Public Information Officer/Communications in emergency or issue related situations. Best practices in communications and public engagement will always apply.

6.0 END OF POLICY