

The Corporation of the Township of Whitewater Region

By-law Number 19-10-1211

A by-law to establish a Corporate Communications Policy

Whereas, section 224 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended states the role of Council includes the development and evaluation of the policies and programs of the municipality; and

Whereas, the Council of the Township of Whitewater Region deems it expedient and necessary to provide a formal policy for corporate communications;

Now therefore Council of the Corporation of the Township of Whitewater Region enacts as follows:

1. That the Corporate Communication Policy is hereby established.
2. That the corporate communication policy attached shall form a part of this by-law.
3. This by-law shall come into force and take effect upon the date of the final passing thereof.

Read a first, second and third time and finally passed this 2nd day of October, 2019.



Michael Moore, Mayor



Carmen Miller, Clerk



Policy: Corporate Communications
Main Contact: Chief Administrative Officer
Last Revision: New

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Policy Statement

The Corporation of the Township of Whitewater Region employs corporate communications to inform targeted audiences of the Township's activities, programs and services.

Purpose

The purpose of this policy is ensuring corporate communications are accurate, consistent, timely and reach the intended target audience.

Definitions

Communication includes any verbal discussion, electronic communication, hardcopy document, or social media post.

Policy Requirements

1.0 Notice

The Township's adopted Public Notice Policy addresses statutory and other notice requirements for public hearings, strategic plan and budget.

2.0 External Communications

Open and proactive communication ensures that the public receives clear, relevant and accurate information from the Township regarding activities, programs and services. The following tools may be used:

- Township website
- Township block and other newspaper and radio advertisements
- Media releases
- Directories
- Waste collection calendar
- Guides and marketing materials
- Telephone, voicemail and email messages
- Quarterly administration reports
- Signage
- Customer interaction
- Public events and announcements
- Annual budget, strategic plan and business plans
- Social media.

3.0 Internal Communications

Effective internal communication ensures that employees are better able to understand the Township's activities, decisions, mission, vision, strategic areas of focus, corporate values and competencies. The following tools may be used:

- A mix of published materials including, but not limited to newsletters, pay stub inserts, memos, notices, bulletins, and emails
- Staff meetings and training sessions
- Employee orientation programs
- Document templates and guides
- Surveys and evaluations.

4.0 Social Media

4.1 Social media can be utilized for the following purposes:

- To disseminate time-sensitive information as quickly as possible;
- As a marketing or promotional tool which increases the Township's ability to deliver its message to the widest possible audience;
- To provide brief, but informative posts that direct users to the Township website for more detailed information.

4.2 The use of social media will adhere to the following standards:

- Legislated requirements (confidential information, harassment free)
- Terms of service of social media sites
- All relevant Township policies and practices.

4.3 All content must meet the following guidelines:

- Information will be updated regularly.
- Social media channels will be monitored regularly.
- A link to the Township’s website will be provided on each social media site.
- All information posted should also be available on the website.
- Content should avoid slang, abbreviations, jargon or acronyms.

4.4 If comments or discussion boards are enabled, the following guidelines apply:

- Comments should be monitored to ensure content by outside users is appropriate.
- Inappropriate content can be removed.
- Content that is negative, controversial or inaccurate will be monitored to determine the appropriate course of action, including rebuttal, removal or correction.

4.5 Social media is subject to appropriate use requirements:

- Posts are considered an extension of the Township’s communication efforts and are governed by appropriate use practices.
- Only staff approved by the CAO will access and maintain official Township social media accounts.

Monitoring

The CAO shall be responsible for receiving complaints related to this policy.

Authority

Section 224 of the *Municipal Act, 2001* states the role of Council includes the development and evaluation of the policies and programs of the municipality.

Contact

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Change History

Policy Name	Effective Date	Significant Changes	By-law No.
Corporate Communications Policy	October 2, 2019	New policy	19-10-1211