



TOWN OF HIGH RIVER POLICY

Policy Number:	POL-04-100-02
Policy Title:	Communications Policy Included in Governance Policy (3.4)
Related Procedure Number:	N/A
Related Procedure Name:	
Approval Date:	February 14, 2005
Revision Date:	June 27, 2011
Policy Category:	Communications/Public Relations
Responsible Department:	Corporate Services

Policy Statement:

Any communication that is done on behalf of the Town of High River will meet specific corporate standards, maintain a consistent message and reflect a professional image in a high quality format that fits with the town's brand.

Therefore its:

Primary Purpose:

External communication:

To provide the residents of High River and the general public with accurate, up-to-date information on town-based events, initiatives, activities and programs which will enhance the community's knowledge of the town's services, demonstrate transparent communication between constituents and municipal government, and facilitate community participation in local government decisions.

Internal communication:

To support open communication between departments, staff and other internal stakeholders on corporate activities, events, programs and initiatives, which will assist in developing a more transparent and positive work environment.

Responsibilities:

Primary responsibility for implementing and/or supervising strategies that meet these goals will be under the jurisdiction of the Communications Department. These include, but are not limited to:

1. Ensuring that all town communication materials reflect the Town's brand and corporate image as defined by the Graphic Standards Manual and the Corporate Standards Guide.
2. Production and distribution of the Town Crier as per the Town Crier Advertising Procedure (to be developed).
3. Develop, maintain and update the town's current and future social media platforms such as broadcast radio promotions, television, the website, Twitter, Flickr, Sharepoint, Youtube and Facebook as per the Social Media guidelines (to be developed).
4. Liaise with council and administration to develop communication strategies, plans and materials to support council initiatives, activities and events.

5. Provide the Mayor, Council, or Spokesperson support on communications with the public; for example, Mayor's minute, media briefs, media briefs during State of Local Emergency.

All town staff and council are responsible for adhering to this policy and all procedures and standards associated with it.

The above list is examples only, and may not be complete.

This policy may be reviewed within twelve (12) months to determine effectiveness.

Related Documents:

Town Crier advertising procedure
Graphic Standards Manual
Corporate Standards procedure
High River logo bylaw

End of Policy

Approval

This policy shall come into force and effect upon adoption by Council at a Regular or Special Meeting.

February 14, 2005 Regular Meeting of Council
Resolution #058/2005

January 14, 2008 Regular Meeting of Council
Resolution #025/2008

June 27, 2011 Regular Meeting of Council
Resolution #238/2011

MAYOR/DEPUTY MAYOR

DIRECTOR OF LEGISLATIVE & ADMINISTRATIVE SERVICES/
DIRECTOR OF CORPORATE SERVICES

DATE