



**City of  
Lloydminster**

***Policy***

<b>Policy Title:</b>	Communications		<b>Policy Number:</b>	133-01	
<b>Date of Council Approval:</b>	September 24, 2018	<b>Motion No.:</b>	280-2018	<b>Year of Review:</b>	2021
<b>Department Sponsored by:</b>	Office of the Chief of Staff				

**1. Purpose:**

- 1.1. Establish principles and standards for communication measures, materials and messages to meet the needs of the public.
- 1.2. Ensure effective communication for citizens and City staff.
- 1.3. Ensure all applicable legislative requirements are met.

**2. Objective:**

- 2.1. City's communication measures, materials and messages are citizen-focused, transparent and clearly presented.
- 2.2. City communications are accessible and available through multiple channels, encouraging public dialogue and participation.
- 2.3. City participates in social media to share information and encourage dialogue with citizens while using sound judgment and logic in accordance with City policies and procedures.

**3. Definitions:**

<b>Administration</b>	An employee, contract employee or volunteer of the City.
<b>City</b>	Corporation of the City of Lloydminster
<b>State of Local Emergency</b>	A declaration made in accordance with Bylaw No. 08-2018 the Emergency Management Bylaw.
<b>Members of Council</b>	An individual elected pursuant to <i>The Local Government Election Act</i> (Saskatchewan) as a Member of Council.
<b>Spokesperson</b>	Is the Mayor or designate which may include Members of Council, communications staff or

	members of Administration appointed by the City Manager.
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#### **4. Scope:**

- 4.1. This policy applies to all Members of Council and Administration.

#### **5. Principles of Good Communication:**

- 5.1. Administration shall provide the public with timely, clear and accurate information about City activities, programs and services.
- 5.2. Administration shall employ a variety of methods and means to communicate and provide information in the most appropriate formats to accommodate diverse needs.
- 5.3. Administration shall deliver prompt, courteous and responsive communications that are sensitive to the needs and concerns of the public and respect privacy and individual rights.
- 5.4. Administration shall ensure departments within the City work collaboratively to achieve clear and effective internal/external communications.
- 5.5. Administration shall coordinate communications activities with other community stakeholders, where possible, to communicate and engage more effectively and with the public.
- 5.6. Administration shall ensure the City is identified in a clear and consistent way through all forms of internal/external communications.

#### **6. Acceptable Use of Social Media**

- 6.1. Members of Council and Administration shall comply with copyright, fair use and financial disclosure laws.
- 6.2. Social media usage, even when anonymous or conducted under a pseudonym, shall be in compliance with the *Canadian Human Rights Act*, *the Criminal Code of Canada*, *the Local Authority Freedom of Information and Protection of Privacy Act for Saskatchewan*, *the Copyright Act* and shall be in accordance with the Terms of Service of each social media/networking site and any other applicable legislation.
- 6.3. Members of Council and Administration using social media in a personal capacity shall not state, suggest of or imply that information or opinion is provided on behalf of the City of Lloydminster. Members of Council may add a disclaimer to all personal social media profiles.

- 6.4. Social media activities shall not interfere with a member of Administrations work and/or performance.
- 6.5. If Members of Council choose to create an official social media profile or account for political or campaigning purposes, this capacity shall be clearly indicated in the profile information.
- 6.6. Members of Council and Administration shall not use City logos or trademarks for personal purposes, unless special permission has been provided by the Communications Director or the Office of the City Manager.
- 6.7. City-commissioned photography, images, logos or graphics are for organizational purposes only and shall not be copied or otherwise reproduced in physical or electronic form without the expressed written consent of the City of Lloydminster.
- 6.8. Members of Council and Administration shall not disclose any confidential City information or content on Social Media.
- 6.9. Social Media activities - including photos, videos and written content - shall not violate or compromise a colleague's right to privacy in the workplace.
- 6.10. The City may request that employees and members of Council edit, retract or delete social media content to ensure compliance with applicable laws, avoid harm to the City's reputation or mitigate harm to the City's relationships with suppliers, contractors, customers or ratepayers.

## **7. Community Engagement**

- 7.1. Council and Administration may design and facilitate opportunities for the public, businesses, non-profits and other stakeholder organizations to contribute and participate in discussion on topics of significant community interest, as identified by Council.
- 7.2. During community engagement, Council and Administration shall engage the community in an equitable and respectful way that fosters understanding of differing views, values and interests.
- 7.3. Council and Administration shall provide timely opportunity for the public, businesses, non-profits and other stakeholder organizations to access information and provide input.

## **8. Communicating Through the Media**

- 8.1. News releases, information bulletins, paid advertisements and other informational items shall be distributed to local media through the City communications department.
- 8.2. Media releases shall be posted to the City website and maintained in a searchable online archive.
- 8.3. Only designated Spokespersons shall provide information to media on behalf of the City.

## **9. Communicating During a State of Local Emergency:**

- 9.1. During a State of Local Emergency, the City shall communicate important, timely information to help preserve the health, safety, security and property of Lloydminster residents and businesses.

## **10. Penalty:**

- 10.1. Any member of Administration found to be in violation of this Policy may be subjected to a disciplinary action. Such action may be dependent upon the nature of the breach of this policy; discipline may range from a written warning to dismissal with cause.
- 10.2. Any Member of Council found to be in violation of this Policy may be dealt with utilizing the *Code of Conduct Bylaw* or provisions of *The Lloydminster Charter*.

## **11. Responsibility:**

- 11.1. City Council shall review and approve all policies.
- 11.2. City Administration shall administer the policy through the use of a supporting procedure.
- 11.3. Sponsoring Department is responsible for creating and amending a supporting procedure.