



Town of Vegreville Policy

Policy No.:	GOV-1010
Policy Title:	Mobile Application Policy
Approval Date:	January 13, 2020
Revised Date:	
Department:	Corporate Services

Policy Statement:

The Town of Vegreville endeavours to ensure our Mobile Application provides relevant and accurate content to our residents by promoting the timely communication of pertinent information.

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Policy No.: Policy Title: Approval Date: Revised Date: Department:	GOV-1010-1.0 Mobile Application Policy January 13, 2020 Corporate Services

1.0 Reason for Policy

This policy establishes foundational guidelines for the Town of Vegreville’s Mobile Application.



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2.0 Definitions

- 2.1 **Communications Coordinator** shall mean the employee responsible for all internal and external communications for the Town of Vegreville.
- 2.2 **Mobile Application** shall mean the mobile-based communication tool that the Town of Vegreville uses to inform and engage residents.
- 2.3 **Connect System** shall mean a component of the Mobile Application that allows the Town of Vegreville to send notifications to residents.
- 2.4 **Content** shall mean the information that appears on the Town of Vegreville's Mobile Application.
- 2.5 **Notification** shall mean a push notification, email, text message, or voice call sent from the Town of Vegreville's Connect System.



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3.0 Responsibilities

3.1 Town Council to:

- 3.1.1 Approve by resolution this policy and any amendments.
- 3.1.2 Consider the allocation of resources for the successful implementation of this policy in the annual budget process.

3.2 Chief Administrative Officer to:

- 3.2.1 Implement this policy and approve procedures.
- 3.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

3.3 Director of Corporate Services to:

- 3.3.1 Ensure the implementation of this policy and procedure.
- 3.3.2 Ensure that this policy and procedure is reviewed every three years.
- 3.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

3.4 Communications Coordinator to:

- 3.4.1 Support employees by establishing guidelines for the Town’s Mobile Application and Connect System.
- 3.4.2 Advise all content on the Town’s Mobile Application.
- 3.4.3 Oversee all notifications issued through the Town’s Connect System.



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3.0 Responsibilities Continued

3.5 Managers to:

- 3.5.1 Understand and adhere to this policy and procedure.
- 3.5.2 Ensure employees are aware of this policy and procedure.
- 3.5.3 Inform the Communications Coordinator of content that should appear on the Mobile Application that is directly related to their day-to-day operations.
- 3.5.4 Inform the Communications Coordinator of notifications that could be sent to residents through the Connect System that directly relate to their day-to-day operations.

3.6 All Employees to:

- 3.6.1 Understand and adhere to this policy and procedure.

3.7 Director of Emergency Management to:

- 3.7.1 Work with the Communications Coordinator to ensure there are processes in place for the Town's Connect System in the event of an emergency.



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4.0 Standards

4.1 Content and Notifications shall be:

- 4.1.1 Pertinent – The content shall be of value to residents.
- 4.1.2 Quality Controlled – The content shall be written in plain language, free of errors in spelling and grammar.
- 4.1.3 Functional – All links shall be tested for functionality.
- 4.1.4 Timely – The content must be recent and currently in use at the Town.

4.2 All content on the Town of Vegreville’s Mobile Application shall be posted to **vegreville.com** before the Town’s Mobile Application.

4.3 All notifications issued through the Town of Vegreville’s Mobile Application shall be posted to **vegreville.com** before the Town’s Mobile Application.

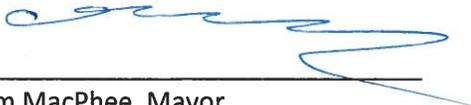
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5.0 Special Situations

5.1 During Times of Emergency of Crisis refer to the Emergency Management procedures.

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6.0 End of Policy



Tim MacPhee, Mayor



Cliff Craig CLGM, Town Manager