
	<h2>Town of Vegreville Policy</h2>
Policy No.: Policy Title: Approval Date: Revised Date: Department:	GOV-1004 Communication Policy June 11, 2018 Strategic Services


Policy Statement:

The Town of Vegreville recognizes the importance of providing a corporate communications strategy to effectively communicate both internally and externally.

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1.0 Reason for Policy

The Town of Vegreville’s Communication policy is to establish guidelines for communications to both external and internal audiences’. Communications that are timely, accurate, clear, objective and complete in information about policies, programs, services and initiatives.

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2.0 Related information

- 2.1. Confidentiality** – In all communications, spokespersons and departments must comply with all legislated requirements regarding access and disclosure of information. The Alberta Freedom of Information and Protection of Privacy Act outlines access and privacy principles and legislated requirement to Alberta municipalities.
- 2.2. Visual Identity** - In compliance with the Town of Vegreville Branding Guidelines, a clear and consistent visual identity assists the public in recognizing and accessing the policies, programs, services and initiatives of the Town. To present a unified and consistent identity, departments must display the corporate logo in all applications, regardless of medium, in external and internal use.

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3.0 Definitions

- 3.1. **CAO** means Chief Administrative Officer of the Town of Vegreville
- 3.2. **Communication Coordinator** means employee responsible for all internal and external communications for the Town of Vegreville
- 3.3. **Communications** means the practice of receiving, interpreting and transmitting information.
- 3.4. **Public** refers to taxpayers, civic employees, community organizations, businesses, suppliers to the Town, other levels of government, and all other individuals and groups which the Town works with and serves.
- 3.5. **Advertising** means the planning, coordination, production and placement of print, radio, television, web based and outdoor advertising.
- 3.6. **Production services** means the manufacture of publications, audio-visuals, emblematic and specialty products, displays and other material used to communicate with corporate publics.
- 3.7. **Media relations** means news releases, public statements, news conferences and other methods and materials used to communicate with media representatives and outlets.
- 3.8. **Special events** means grand openings, award nights, ground-breakings, recognition, commemorative, promotional or other events and functions sponsored by the Town of Vegreville, usually as a result of direction by the Mayor, Council, or Town Manager, involving senior civic elected and appointed officials, external dignitaries, invited guests, general public, news media, etc.
- 3.9. **Emergency communications** means internal and external communication activities required as a result of an officially declared emergency or any serious and unusual activity or event involving Town facilities or personnel, i.e. fatalities, serious injury or accident, major service outages, bomb threats, major thefts or other criminal activities, tornadoes, floods, etc.
- 3.10. **Town** means Town of Vegreville

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4.0 Responsibilities

4.1. Town Council to:


- 4.1.1. Approve this policy and any amendments thereto.
- 4.1.2. Advise CAO and Communications Coordinator of upcoming issues that could affect the positive public image of the corporation.

4.2. Communications Coordinator:

- 4.2.1. Monitors the policy and accompanying procedure, provides training and ongoing guidance to Town departments, and suggests revisions for Council’s consideration.
- 4.2.2. Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the CAO.
- 4.2.3. Approves and oversees communication tools for official corporate use.
- 4.2.4. Ensures consistent messaging and imaging for all corporate communication tools.
- 4.2.5. All account identities should adhere to corporate brand standards and should be seen as an adequate and accurate representation of the Town. The Communications Coordinator will assist with branding the account
- 4.2.6. As part of the annual budgeting process, prepare communication/marketing plans to support all elements of this policy.

4.3. Chief Administrative Officer to:

- 4.3.1. Implement this policy and approve procedures.
- 4.3.2. Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.
- 4.3.3. Advise Communications Coordinator of upcoming issues that could affect the positive public image of the corporation.

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4.0 Responsibilities Continued

4.4. Director of the Department to:


- 4.4.1. Ensure implementation of this policy and procedure.
- 4.4.2. Make recommendations to the CAO of necessary policy or procedure amendments.
- 4.4.3. Advise Communications Coordinator of upcoming issues that could affect the positive public image of the corporation.
- 4.4.4. If required, request advice and support of Communication Coordinator on any communication activities.

4.5. Supervisor to:

- 4.5.1. Understand, and adhere to this policy and procedure.
- 4.5.2. Ensure employees are aware of this policy and procedure.
- 4.5.3. If required, request advice and support of Communication Coordinator on any communication activities.


4.6. All Employees to:

- 4.6.1. Understand and adhere to this policy and procedure.

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5.0 Special Situations

During times of Emergency or Crisis refer to the Emergency Management procedures.

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6.0 End of Policy



Mayor Tim MacPhee



Cliff Craig CLGM, Town Manager