



| POLICY                      |                                  |
|-----------------------------|----------------------------------|
| Policy Number: CORP2020-028 | Date Approved: December 15, 2020 |
| Department: Corporate       | Date Reviewed:                   |
| Communications Policy       |                                  |

### 1. Policy Statement

Corporate communication practices within the Town of Kirkland Lake will strive to ensure consistent, accessible and transparent communications both internally and externally.

### 2. Purpose

This policy is intended to establish the desired standard for communications internally and externally for the Town of Kirkland Lake to ensure matters are addressed in a consistent and professional manner.

### 3. Scope

This policy applies to all Town of Kirkland Lake staff, members of Council and volunteers. This policy is to be followed in accordance with all other Town of Kirkland Lake approved policies specifically the Customer Service, Enquiries and Complaints Policy and the Council Staff Relations Policy.

### 4. Definitions

**Authorized Social Media Author:** Persons authorized by the Town to use, administer, manage, monitor, and/or publish to online locations on behalf of the Town of Kirkland Lake.

**Communication:** The transmission of information in verbal, non-verbal and written forms.

**Members of Council:** Elected officials for the Town of Kirkland Lake.

**Members of the Public:** Residents and property owners of the Town of Kirkland Lake, in addition to external persons contacting the Town.

**Social Media:** Online locations where commentary is publicly shared.

**Staff:** Any person employed through the Town of Kirkland Lake including seasonal and contracted positions.

**Volunteer:** Any person representing the Town of Kirkland Lake through a specific duty (including but not limited to committee members)

**Weekly Newsletter:** Correspondence transmitted electronically to staff and Council through Corporate email accounts.

## 5. Policy & Procedures

### 5.1 General

In all communications, staff, members of Council and volunteers must comply with all legislated requirements regarding access and disclosure of information. The Municipal Freedom of Information and Protection of Privacy Act governs access and privacy principles to Ontario municipalities.

The municipal website [kirklandlake.ca](http://kirklandlake.ca) will serve as the primary source of official information for the residents of Kirkland Lake.

The Communications Coordinator is to serve as the central resource for all corporate communication platforms and tools.

### 5.2 Corporate Identity

A clear and consistent visual identity assists members of the public in recognizing official corporate communications. All written communications are to use the default text of Arial 12, black. Posters and newsletters may use additional fonts and styles. The official Town logo is to be used on all communication templates.

Email communications are to be Arial 12, black font and should not contain backgrounds or images. Standardized email signatures are to be utilized for all external email communications.

### 5.3 Council Communication

The main form of communication to Council from staff is through reports and presentations at Council or Committee meetings. Reports and presentations are to be on approved templates with concise, clear information including a comprehensive recommendation. Information presented to Council is to be without bias.

General correspondence to Council from staff is circulated in the weekly newsletter.

Council inquiries to staff are to be by corporate email to the Chief Administrative Officer (CAO) with all other members of Council copied.

Members of Council's corporate email addresses are available to members of the public when requested. The municipal website allows members of the public to submit correspondence to members of Council directly.

Members of Council should monitor their corporate email to assist residents with inquiries through directing them to the appropriate department or section of the municipal website.

Members of the Public requesting action from the municipality or wishing to ensure their communication is addressed formally by all of Council should send their communication to the Municipal Office addressed to Mayor and Council.

The Head of Council is to be the official media spokesperson for the Town.

#### 5.4 Social Media

The Town of Kirkland Lake maintains a social media presence to extend the delivery of information to members of the public further than the municipal website.

Authorized social media authors will:

- Maintain a friendly, professional, respectful and constructive tone.
- Publish facts and refrain from debate over matters of opinion.
- Refrain from personal attacks or make defamatory or offensive statements.
- Refrain from making partisan political comments regarding any level of government.
- Not criticize Town policies, programs, initiatives, colleagues or members of Council.
- Acknowledge corporate questions or concerns and direct them to the appropriate department.
- Not share administrative passwords with individuals who are not authorized social media authors.

Only authorized social media authors are to post to any corporate social media platforms. Personal social media accounts of staff, members of Council and volunteers are not to post commentary, images, videos, confidential materials or content that may negatively impact the Town or its employees.

### **Summary**

The Town of Kirkland Lake recognizes the importance of having open and transparent communication between all parties involved. Having consistent corporate communication practices will ensure fair, accessible communication. The municipal website is the official source of information while social media accounts are an extension of information.