



<b>POLICY TITLE:</b> External Communications	<b>POLICY #:</b> 0100-037
<b>AUTHORITY:</b> Administrative	<b>EFFECTIVE DATE:</b> September 21, 2010
	<b>REVIEW SCHEDULE:</b> 3 – 5 years
<b>ISSUED BY:</b> Chief Administrative Officer	<b>APPROVED BY:</b> Council
<b>DATE ISSUED:</b> September 14, 2010	<b>DATE APPROVED:</b> September 21, 2010

**PURPOSE:**

To establish communications protocol intended to inform residents of View Royal and the Capital Regional District of matters pertaining to the Town of View Royal.

**GENERAL:**

The Town of View Royal values an open, positive relationship with the community as an effective tool to distribute accurate, timely and factual information on Town issues, programs and events.

Staff members must act with the highest level of tact and should be courteous, business-like and helpful. The content and delivery of all communications must adhere to the parameters outlined in this policy.

In all cases, the Town of View Royal meets, and aims to exceed, statutory requirements for notification and involvement of the public.

**POLICY:**

1.0 Print Media

- 1.1 Notification of Council and Committee meetings is to be published in accordance with legislative requirements.
- 1.2 Print media may be used from time to time for advertisement of Town events, such as open houses and other notable issues, which may be of interest to the public.

RECORD OF AMENDMENTS	REVIEW DATE	AMENDED	OUTCOME	MOTION #
	September, 2018	February 5, 2019	See report	C-13-19

## 2.0 Website

- 2.1 The Town recognizes the importance of the internet as a communications tool and as a means of providing residents and business owners with outstanding service.
- 2.2 A well-designed and maintained website provides information to users in a timely and user-friendly manner.
- 2.3 Information relating to Town meetings, events, programs and initiatives is to be posted by staff as well as agendas and minutes of Council and Committee meetings.

## 3.0 Social Media

- 3.1 The Town will use social media such as Facebook and Twitter as an additional method of information sharing with the public about Town activities and initiatives.
- 3.2 Although the public are welcome to 'Follow' and 'Like' the Town's social media, these accounts are not intended to replace normal business processes for the public to contact the Town to request service or report an issue.
- 3.3 "Retweets", "Follows", "Likes" and "Shares" of external content or accounts does not imply endorsement by the Town of View Royal.
- 3.4 Social media accounts or websites representing members of Council or Town-affiliated community groups will not act as official information media platforms on behalf of the Town of View Royal.
- 3.5 All official information to be communicated to the public via social media will be provided by the Town's social media administrator and will be posted on the Town's official social media sites.

## 4.0 Newsletter

- 4.1 The Town's newsletter is published and distributed to all households and businesses in View Royal at least twice a year and consists of a wide scope of community information.

## 5.0 Monthly Electronic Update

- 5.1 The Monthly Electronic Update will be made available through the website and by e-mail.
- 5.2 The Update shall contain information pertaining to time-sensitive matters, meeting schedules and other material that may be of interest to the general public.

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## 6.0 Unaddressed Ad Mail

- 6.1 Canada Post Corporation's unaddressed ad mail will be used periodically to inform households and businesses of significant specific events or initiatives.

## 7.0 Strategic Plan

- 7.1 The Strategic Plan is the highest level of policy of the Town and one of Council's most important means of communicating with residents.
- 7.2 The Strategic Plan defines the parameters within which the Town does its work: mission, vision, values and operating philosophy.
- 7.3 The Strategic Plan identifies the strategic priorities of the current Council which are based on citizen feedback, existing plans, and opportunities to move forward into the immediate, medium and longer-term future states.

## 8.0 Public Notice Board

- 8.1 The Public Notice Board will be utilized for legislated notifications, such as meeting agendas (Council, Committee of the Whole, Advisory Committee and Board of Variance meetings), and for Town matters which are of general interest to the public such as Town Hall closures and changes in hours of operation.

## 9.0 Annual Report

- 9.1 The Town publishes an Annual Report each year that summarizes the highlights and achievements of the last year's activities and includes audited financial statements in accordance with Provincial legislation.
- 9.2 The Annual Report is a useful tool for offering the public an overall perspective of what the Town has accomplished in a given year.
- 9.3 The Annual Report is also a means for the Town to be held accountable by the public as objectives for the coming year are set in each year's report and objectives from the reporting year are evaluated.

**DISTRIBUTION:** Electronic file Y:\Administration\0340 Policies\50 - Final\0100 – Administration.

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