



City of Lloydminster

Policy

Policy Title:	Communications and Public Participation Policy	Policy Number:	133-01
Date of Adoption:	September 24, 2018	Motion Number:	280-2018
Date of Amendment:	February 6, 2023	Motion Number:	30-2023
Sponsoring Department:	Office of the Chief of Staff		

1. Purpose:

- 1.1. To establish principles and standards for communication methods and messages to meet the needs of the public.
- 1.2. To ensure effective communication for all Persons and City Administration.
- 1.3. To ensure legislative compliance.

2. Objective:

- 2.1. To ensure City communication measures, materials, and messages are citizen-focused, inclusive, transparent, and clearly presented.
- 2.2. To provide City communications that are accessible through multiple channels, encouraging public dialogue and participation.

3. Definitions:

Administration	An employee, contract employee or volunteer of the City.
City	Corporation of the City of Lloydminster
State of Local Emergency (SOLE)	A declaration made in accordance with the Emergency Management Bylaw as amended from time to time.
Member of Council	An individual elected pursuant to <i>The Local Government Election Act</i> (Saskatchewan) as a Member of Council.
Spokesperson	The Mayor or designate which may include members of Council, Communications staff or members of Administration appointed by the City Manager.

Partnership	An arrangement where parties agree to cooperate to advance their mutual interests to increase the likelihood of each achieving their mission and to amplify their reach
Person	An individual, a group of individuals, a corporation, firm, partnership, proprietorship, association, society, or co-operative organization.
Social Media	Websites and applications that enable users to create and share content or to participate in social networking.
Sponsorship	A cash/or gift in kind paid by a sponsor to the City in return for the commercial rights related to a City-owned asset.
Community Members	A current resident of the City of Lloydminster.
Stakeholders	Any person or organization with a vested interest in the actions and decisions of City of Lloydminster Administration and Council.
LAFOIP Act	The Province of Saskatchewan's <i>Local Authority Freedom of Information and Protection of Privacy Act</i> , which respects a right of access to documents of local authorities and a right of privacy with respect to personal information held by local authorities.

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, transparent, and accurate information about items of community importance, including municipal activities, projects, programs, and services.
- 5.2. Administration shall deliver prompt, courteous and responsive communications that are sensitive to the current needs and concerns of the public.
- 5.3. Administration shall utilize a variety of methods and means to communicate and provide information in the most appropriate formats to accommodate diverse needs.
- 5.4. Administration shall work collaboratively and coordinate communications activities with other community stakeholders, where possible, to communicate and engage effectively with the public.

5.5. Administration shall ensure the City owned communication channels and resources are properly identified as such.

5.5.1. The City shall not promote matters;

- i. of exclusionary nature;
- ii. pertaining to political campaigns; or
- iii. contrary to City policies, bylaws, or other applicable legislation.

5.6. The Mayor shall act as the City's principle spokesperson in response to matters of official correspondence, public announcement of City-owned initiatives, Communications with different levels of government and organizations, but may delegate as required.

6. Public Participation in City-owned Online Media:

6.1. The City shall strive to deliver prompt, courteous, and responsive communications on City-owned Social Media channels and web-based resources that are sensitive to the needs and concerns of the public, while respecting privacy and individual rights.

6.2. Notwithstanding 6.1, response periods for public inquiries are subject to the time and date of receipt. Responses are compiled and delivered within regular business hours.

6.3. Wherever possible, City-owned resources shall clearly indicate that any articles, comments, and other content posted or submitted for posting are subject to regulations for disclosure as defined within the *LAFOIP Act*.

6.4. Content shall not be permitted on City owned Social Media sites, or other digital assets that;

6.4.1. Contains abusive, obscene, indecent or offensive language;

6.4.2. Includes defamatory, abusive, harassing, or hateful remarks, or makes any unproven or unsupported accusations against individuals or organizations;

6.4.3. Constitutes spam or the promotion of products or services;

6.4.4. The invasion of anyone's privacy or the impersonation of anyone;

6.4.5. Are not remaining on the topic being posted and discussed;

6.4.6. Are posted without the necessary rights, licenses, and consents;

6.4.7. Encourage conduct that may, or would, constitute a criminal offence or give rise to civic liability or otherwise violate any local, provincial, national, or international law or regulation;

6.4.8. Contain long embedded URLs;

6.4.9. Contain excessive links or code;

- 6.4.10. Are contrary to the Canadian Charter of Rights and Freedoms; or
 - 6.4.11. Are meant to engage the moderator(s) in an argument.
- 6.5. The City reserves the right to restrict or remove any content deemed in violation of this policy or any applicable law.

7. Public Participation:

- 7.1. Administration may design and facilitate opportunities for all Community Members and Stakeholders to contribute and participate in discussion on topics of significant community interest, as identified by Council. Participation opportunities may include, but are not limited to, open houses, virtual meetings, focus groups, surveys, and non-statutory public hearings.
- 7.2. Where possible, Administration shall provide opportunity for Community Members and Stakeholders to access information and provide input on community-shaping initiatives.
- 7.3. Administration shall compile and present information collected through community engagement for the review and consideration of Council and the Executive Leadership Team (ELT).

8. Partnerships and Third-Party Communications:

- 8.1. As a course of regular business, there is an expectation the City acknowledge partnerships and/or sponsorships within its regular communications pertaining to sponsored initiatives. This may include, but is not limited to, short statements outlining the partnership or sponsorship arrangement, or use of a logo on advertising materials.
- 8.2. Respecting fairness and impartiality, the City reserves the right to decline sharing or promoting of information on behalf of a third party via City-owned communication resources.
- 8.3. Administration shall not advertise or otherwise promote a for-profit, third-party service, or product unless subject to a formalized partnership or initiative, or with written approval from the Director of Communications or designate.
- 8.4. Contractors, consultants, and vendors conducting any form of public communication or advertising relating to City-owned projects, sites, personnel, or activities, shall conduct themselves in accordance with this policy, as well as communications and advertising protocols specified within agreements.

- 8.5. The City reserves the right to refuse or revoke third-party communication pertaining to its brand or operations at any time.
- 8.6. Endorsements and testimonials for third-party organizations are subject to written approval from the Director of Communications or designate.

9. Branding, Sub Brands, and Brand Elements:

- 9.1. The City's branding reflects the organization's role as the accountable and authoritative body and distinguishes the City from other Persons and organizations. The logo is protected by copyright and trademark and cannot be used without the expressed consent of the City.
- 9.2. City branding used by outside entities shall reflect the City's official role or partnership in a program, service or event and requests made by third parties shall be directed to the Director of Communications or designate.
- 9.3. The City maintains branding guidelines that provides details on logo placement, colours, typography and other branding elements that guide development of all public marketing and communication campaign identities and communication resources.

10. Penalty:

- 10.1. Any member of Administration found to be in violation of this policy may be subjected to disciplinary action. Such action may be dependent upon the nature of the breach of this policy; discipline may range from a verbal warning to dismissal with cause.
- 10.2. Any Persons deemed in contravention of this policy through misuse of City digital media or other assets may be subject to removal of offending content and/or permanent loss of access.

11. Responsibility:

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