

THE CORPORATION OF THE MUNICIPALITY OF SOUTH DUNDAS

BY-LAW NO. 2014-54

A BY-LAW to adopt a communications policy for the Municipality of South Dundas.

WHEREAS *the Municipal Act, 2001, S.O. 2001, Chapter 25*, as amended, states that a municipality and a local board shall adopt policies with respect to certain matters;

NOW THEREFORE the Council of the Corporation of the Municipality of South Dundas hereby enacts as follows:

1. THAT Policy No. 3-15, Communications for the Municipality of South Dundas, attached as Schedule "A" to this by-law is hereby approved.
2. THAT the Policy in Schedule "A" shall be effective on the date of passing.

READ and passed in open Council, signed and sealed this 3rd day of June, 2014.

MAYOR

CLERK

Schedule "A" to By-Law No. 2014-54

POLICY MANUAL	Policy No. 3-15
For Municipality of South Dundas	Effective Date: June 3, 2014
Subject: Communications Policy	Department: Administration



MUNICIPALITY OF SOUTH DUNDAS

Communications Policy **June 3, 2014**

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Communications Policy Overview

The Mayor is the official spokesperson on behalf of Council, and the CAO is the official spokesperson for all operational matters.

Co-operation and co-ordination between departments is necessary to better serve and inform the public. This ensures that municipal themes and priorities are consistently reflected in the information and messages communicated to the public.

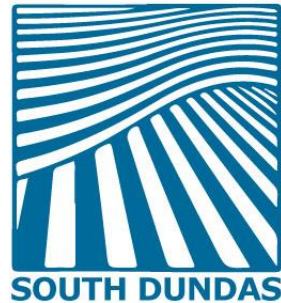
I. Desired Outcomes

- Provide citizens with timely, accurate, clear, objective and complete information about the Municipality of South Dundas policies, programs, services and initiatives.
- Employ a variety of ways and means to communicate and provide information to accommodate diverse needs.
- Provide a platform where citizens will know where to find information on their local government and will be able to complete routine transactions with the government in a timely manner.
- Municipal information, both online and in print, will have a clearly recognized identity.

II. Visual Identity

A clear and consistent visual identity assists the public in recognizing and accessing the policies, programs, services and initiatives of the Municipality. To present a strong, unified identity, departments will adhere to the guidelines as outline in the "Corporate Identity Toolkit". This includes following all font, color and logo guidelines.

- Correct Municipal Logo



The words "South Dundas" can be removed from under the graphic ONLY when text is located immediately to the right identifying "South Dundas" or "Municipality of South Dundas". This horizontal version of the logo will accommodate applications where additional text (such as an address on letterhead) is required.

When the horizontal version of the logo is used, the graphic is to be the same height as the text immediately to its right.

Letterhead Example:



MUNICIPALITY OF SOUTH DUNDAS

34 Ottawa Street, P.O. Box 740

Morrisburg ON K0C 1X0

613.543.2673 | southdundas.com

The Municipal logo is available on the Common Drive.

- Core coloring

Blue (main color) RGB: 1, 102, 153

Grey (accent color) RGB: 159, 161, 161

- Correct font: Verdana, Size 12, as per accessibility requirements.

The "Corporate Identity Toolkit" should and must be used as reference to ensure the correct identity is being used, for consistency and branding purposes. This must be carried out throughout all Municipal Communications including those defined in this document.

Please note that the Municipality of South Dundas Communication Policy is strictly in relation to Municipal Communications, and is not an Advertising Policy.

1. Municipal Website

The primary source for official information for the citizens of South Dundas is www.southdundas.com

The South Dundas website, herein known as "the website", is utilized to access information written by administration and is a resource for searchable reference material on the Municipality. This includes but is not limited to: Council Information, Staff Contacts, Calendar of Events, Tourist Information, Departmental Information and more.

A variety of other tools, including but not limited to social media and newsletters, are used to direct viewers to the South Dundas website, which should be considered the "home" for Municipal information online.

1. The website will maintain up-to-date information to assist citizens in their business with the Municipality. The site will be informative to facilitate communication between the public, Council and staff. A calendar of municipal meeting and events open to the public will be kept up to date on the municipal website.
2. The website is the primary source of official Council information. It shall be neutral in focus, shall archive agendas and minutes of official meetings.
3. The website is not a forum for commenting on municipal issues and services. It is a tool to share information with audiences.

4. The website (post-refresh) will maintain an updated "News Update" section.

I. Community Calendar of Activities & Events

Content will be included on the Community Calendar of Activities & Events strictly at the discretion of Municipal staff. However, in order for an event or activity to be included on the Community Calendar of Events, it must:

- Take place in the Municipality of South Dundas or be recognized as a Municipally supported event
- Be open to the general public; this does not preclude events/activities that have applicable entrance fees or events/activities that are organized for a specific demographic or interest group
- Be co-ordinated or sponsored by not-for-profit or charitable organizations

For more detailed information on the Community Calendar, please see the "Community Calendar of Activities & Events Guidelines".

II. Third Party Links

The website may contain links to other websites (eg. Government web pages, Community non-profit links). These may be placed and/or removed at the discretion of the Municipality.

This type of link is provided for the convenience of the visitor. Inclusion of the link does not imply endorsement by the Corporation and the Municipality.

If the Municipality chooses to post a third party link (which falls) in accordance with the "Terms of Use and Privacy Policy" on the website the link must open in a new web browser.

III. Documents

Any document that is posted on the website will be posted in PDF or fillable PDF format (except in special circumstances). This is to ensure that the original document cannot be altered or edited, and appears in a professional format.

2. News Updates and/or Press Releases

I. News Updates

The Municipality of South Dundas shall post News Updates on the “News Updates” section found on the homepage of the website (post-refresh) regarding municipal announcements, services, policies, and/or other information deemed acceptable by administration and on “Public Notices” (pre-refresh). News Updates, typically one paragraph in length, are not emailed to the media.

II. Media Releases

The media play an important role in providing information to the public on matters of civic interest.

Stories based in part on importance or length, or deemed so by administration, may be sent to local media in the form of a formal media release.

Should the Municipality choose to send a formal press release, they will be emailed to local print and local online media within South Dundas, North Dundas, South Stormont, North Stormont, South Glengarry, North Glengarry and Cornwall and posted on the “News Updates” section of South Dundas website. The Municipality of South Dundas does not take responsibility for ensuring the media list is comprehensive, but will add suitable parties upon request. In certain situations, the staff at their discretion may also send media releases to stakeholders. The media release list does not reflect or impact any advertising decisions from the Municipality.

The issuance of a press release does not guarantee publication.

Press releases may be initiated and prepared by staff in advance. Council and related staff may have the opportunity to see media releases in advance prior to submission to the local news outlets (approximately 2 hours); however, in the event of an urgent situation affecting public health, safety or danger to persons or property, staff will make every attempt to distribute the media release as soon as possible, as outlined in the South Dundas Emergency Management Plan.

3. Social Media

The Municipality of South Dundas authorizes specific individuals to utilize social media in an official capacity to insure that, as with all communications activities, communications through social media channels are accurate, consistent and professional. Currently, this access is distributed to the Economic Development Officer, Recreation Program Coordinator and Communications Coordinator.

South Dundas accounts on social media websites are for the use of the Municipality, as follows, and not for personal employee use.

The primary goals of the Municipality's use of social media are as follows:

1. Increase the awareness of municipal services
2. Augment existing corporate communication methods and processes
3. Provide an additional means through which the Municipality communicates with ratepayers and stakeholders
4. Disseminate time-sensitive information quickly
5. Promote/ make residents aware of information found on Public Notices (pre-refresh), News Updates (post-refresh), departmental information, information found in Community Calendar of Events, Recreation news and program, South Dundas 360 Community Guide, Newsletter Updates and other information as deemed appropriate by administration
6. Share information from organizations with which South Dundas departments have a partnership
7. Utilize social media analytic tools to help monitor, track and evaluate the Municipality's communications and marketing efforts

Currently, the Municipality of South Dundas has a presence on Facebook and Twitter:

Facebook Page: [facebook.com/southdundas](https://www.facebook.com/southdundas)

Twitter: @southdundaslive

I. Response

Comments containing any of the following shall not be allowed on any of the Municipality of South Dundas social media presence:

1. Profane language or content
2. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation
3. Sexual content or links to sexual content
4. Conduct or encouragement of illegal activity
5. Comments determined by the Municipality to be a specific attack on group or individuals or to be inherently political in nature or cause
6. Content that reveals personal or private information about any particular or is otherwise protected by the Municipal Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation
7. Content that violates a Municipal policy
8. Electronic Spam; unsolicited bulk messaging

4. Newsletters

Newsletters may include items of general interest as deemed appropriate by the Municipality including Council information, Recreation News, new programs and policies, local events, information from local clubs (as defined in the "Community Calendar of Events") and more.

Newsletters are emailed to the CAO, Clerk, Economic Development Officer and Recreation Program Coordinator for approval prior to release.

*Please note that South Dundas Fire & Emergency Services newsletter is a separate entity, and South Dundas Fire & Emergency Services maintains editorial responsibility for their respective newsletter.

I. Electronic Version

The *Minute by Minute with South Dundas* electronic newsletter will be emailed once a month to those individuals who wish to subscribe. Citizens can subscribe on the website, by clicking on the subscribe button on the newsletter itself, or by emailing the Communications Coordinator.

All email addresses provided will remain confidential, as described in the "Terms of Use and Privacy Policy" on the website.

The Communications Coordinator shall maintain editorial responsibility and issuance of the electronic newsletter.

II. Paper Version

Paper copies of the electronic newsletter will be available at the South Dundas Municipal Office. A paper newsletter will be mailed twice (2) per year to residents of South Dundas with the tax bills.

Print Communications

Traditional forms of Communication are important, and The Municipality of South Dundas publishes a number of print materials to communicate with ratepayers on a semi-annual, annual or as needed basis. This includes, but is not limited to:

- South Dundas 360° Community Guide
- Tax Inserts
- Event Posters
- Business Cards
- Brochures
- Newspaper Notices
- Mail-Outs

When available, print media will be posted on the website.

Print Communications must adhere to the Municipal identity as outlined in the "Corporate Identity Toolkit". It is the Municipality's discretion to choose the method of communication used to disseminate information.

Additional Communications

I. Morrisburg Visitor Information Centre T.V.

The T.V. in the Morrisburg Visitor Information Centre is used to display Municipal Communications, Community Events (as per the guidelines) and photos.

II. Emergency Communications

The Municipality of South Dundas will use the tools at its disposal and use the most appropriate method to address the needs associated with each circumstance in an emergency. In the event of an emergency, the Emergency Communications Plan found in the "South Dundas Emergency Management Plan" will come into effect.

Detailed information on Emergency Communications can be found in the "South Dundas Emergency Management Plan".

Referenced Policies/Guides:

- Corporate Identity Toolkit
- Website Terms of Use & Privacy Policy
- Community Calendar of Activities & Events Guidelines
- South Dundas Emergency Management Plan