



SMITHS FALLS

RISE AT THE FALLS

The Corporation of the Town of Smiths Falls

Corporate Communications Policy

June 30, 2023

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Introduction

The Town of Smiths Falls is committed to public engagement and proactively providing timely and factual communications to employees, elected officials, media, stakeholders and the community.

The Town of Smiths Falls Communications Policy was developed by assessing established best practices, consulting communication specialists and policies of other Ontario municipalities, Town Staff, and by referencing existing Town policies throughout the development of the policy including:

- Town of Smiths Falls Brand Style Guidelines
- Town of Smiths Falls Employee Code of Conduct
- Municipal Freedom of Information and Protection of Privacy Act
- Council Code of Conduct

This policy is intended to guide and cultivate open, honest and effective communication with the Town's stakeholders and ensure the Town of Smiths Falls' messaging is clear, cohesive and concise.

Purpose

Effective communication is shared responsibility among all Town employees. In all forms of communication, employees may not disclose confidential, proprietary, or sensitive information related to the Town, its business and affairs, employees, volunteers, vendors, suppliers, elected officials, citizens or other stakeholders unless obligated by a statute.

This document sets specific guidance and processes to ensure efficient, effective, timely and comprehensive communication to all the stakeholders of the Town of Smiths Falls. By governing communication, the Town establishes credible information and consistent messaging being shared. The policy will also guide all Town departments to ensure adherence to proficient service, brand standards and core values.

Scope

The Town of Smiths Falls Corporate Communications Policy applies to All Town of Smiths Falls staff and any individual retained by the Corporation who is acting on the Town's behalf, and includes, but is not limited to, full-time and part-time employees, temporary and contract employees, elected officials, appointees to agencies or boards, committees, volunteers and/or contractors or consultants doing work on behalf of the Town.

The policy guides activities related to:

- Internal and external communications related to the business or operations of the Town.
- Electronic, printed and/or verbal communications.
- The use of technology and Town property for communication in compliance with all the other relevant municipal policies, procedures, and guidelines, as well as provincial and federal legislation.

Guiding Ethics and Principles

- Provide clear, accurate, timely and accessible information related to the Town's policies, programs, services, and initiatives to stakeholders.
- Use a variety of communication methods to engage and provide access to local government information in formats that accommodate the needs of all citizens.
- Ensure all departments work collaboratively to achieve effective communications and a culture of open engagement that values two-way communications with stakeholders.
- Respect the access to information and privacy rights of citizens and employees.
- Ensure that the Town is visible, accessible, and accountable to all citizens.
- Ensure that Town staff and service delivery partners have opportunities for input into decisions affecting them and are well informed of current issues and direction.
- Provide clear and timely messaging to the community regarding emergencies and crises.
- Ensure communication regarding the official position of the Corporation of the Town of Smiths Falls on all matters reflect decisions of Council or existing policy framework adopted by Council and that messaging is consistent with tone and content.

Exemptions

The Corporate Communications Policy applies to all communications issued by the Town of Smiths Falls, with the following exceptions;

- In the event of an emergency, the Municipality's Emergency Management Plan will supersede this policy.
- Public Notices, pursuant of Municipal Act 2001.
- Where notice is otherwise prescribed by statute, regulation, by-law, or other policy.
- Where Council directs an alternate form or manner of public notice or deems that notice is not required.
- Where notice requirements may need to be altered pursuant to an Emergency Provision.

Definitions

Content Writer: Staff who are responsible for writing and updating the departmental website material.

Crisis: A situation, present or future, or major issue that may disrupt service or threaten public safety and trust of the Corporation.

Department Lead: The individual who oversees the daily operations of a department or division of the Town of Smiths Falls.

External Communication: The transmission of information between an organization and another person or entity in the Municipality's external environment

Internal Communication: The transmission of information between organizational members or parts of the organization. It takes place across all levels and units of a Municipality.

Media: Includes traditional news media (print, radio, and television), online (websites) and social media (blogs, Facebook, Twitter, YouTube, LinkedIn and other sites where content is generated by users).

Media Inquiry: A request for information or comments by journalists.

Public Statement: Is a declaration made by an authorized Town of Smiths Falls employee on behalf of the corporation in any public forum that relates to the Town of Smiths Falls, its employees, and/or business. It includes statements made in person, in the newspaper, by email, on blogs, in online forums or discussions, through social networking and anywhere else in public record.

Social Media: The various online, accessible communication channels or technologies that enable individuals to join and/or participate in online communities for the purpose of publicly sharing information, ideas, messages, pictures, etc. These channels can include Facebook, Twitter, YouTube, Instagram, LinkedIn, as well as blogs, mobile applications, websites, photo boards, discussion boards, or any other online location where commentary is publicly share and attributed to the corporation, an employee, or elected official.

Social Media Account Administrator: Refers to any employee designated by the Town of Smiths Falls to maintain a particular Corporate or separate social media accounts, including writing and publishing content and monitoring, managing, and measuring account activity.

Stakeholder: A resident, business, municipal neighbour, elected official, staff, other level of government, board, committee, authority, agency, association, and anyone with an interest in municipal affairs.

The Town/Municipality/ Corporation: Refers to the Town of Smiths Falls.

Town Logo: Refers to the official Logo for the Town of Smiths Falls.

Town Staff: Full-time and part-time employees, temporary and contract employees, elected officials, appointees to agencies or boards, committees, volunteers and/or contractors or consultants retained by the Town.

Communication Roles and Responsibilities

Mayor and Council

The Mayor is the Town's principle spokesperson.

The Mayor (or designate) acts as the spokesperson for Council and the Corporation as a whole explaining Council priorities and decisions to the public.

On occasions when the Mayor is unavailable to respond to media inquiries or attend functions, the appointed Councillor or department heads will serve as the alternate as deemed appropriate by the Chief Administrative Office (CAO).

Committee of Council/Advisory Board Chairs are normally the principle spokespersons for matters dealt with under the jurisdiction of their particular board or committee unless the staff resource is designated at the community spokes person. On occasion, Council may designate an individual member of Council representative of the board or committee as spokesperson on a particular issue.

Mayor and Council shall be guided by the *Smiths Falls Council Code of Conduct* document in relation to Communications and Media Relations.

Members of Council should only communicate official corporate information to the public once the information has been made public by the Corporation of the Town of Smiths Falls and is suggested they

share or repost relevant information rather than crafting additional messaging for promotion on their personal or public social media accounts.

Chief Administrative Officer

The Chief Administrative Officer is the spokesperson for administrative and operational issues of a significant nature. The Chief Administrative Officer may direct media inquiries to a department head or staff subject matter expert with respect to specific projects.

Department Lead

The Department Lead or designate are responsible for crafting content/responses related to internal and external communications, and must review and approve all communication related to their department/division before the Communications Coordinator distributes the content to the stakeholders.

Clerk

The Clerk is the spokesperson for any questions related to procedural matters of Council, Boards and Committees.

It is the Clerk's responsibility to establish and maintain the reporting process of all information to Council and the preparation of all minutes, agendas and correspondence for Council and Committee of the Whole meetings.

Communications Coordinator

The Communications Coordinator manages and coordinates, corporate media relations including distribution of material to the media, identifying appropriate spokespersons, and ensures that the information provided to the media and community is timely, accurate, relevant and approved by the appropriate subject matter expert. The Communications Coordinator can also serve as the general spokesperson for the Municipality, where appropriate and necessary including response to inquiries on social media platforms.

The Communications Coordinator is tasked with:

- Developing and maintaining Standard Operating Procedures (SOP) for various communications tools and processes, which form part of this policy and are attached as schedules.
- Coordinating and administering the Municipal website and social media platforms.
- Distributing News Releases/ Advisories and coordinating media engagement.
- Reviewing and approving brand Standard and the visual identity of Municipal documents and communication materials
- Reviewing and editing and circulating print, online or radio messaging related to the Municipality.
- Disseminating internal information and correspondence to Staff.
- Working in partnership with other staff to draft effective and timely information and ensure all information is factual.

Town Staff, Council and Representatives

Town staff and representatives have an active role by assisting in the development of municipal communications through the messaging and media relations including:

- Direct all media inquiries and requests to the Communications Coordinator for assessment, coordinating appointments/interviews and documenting of media coverage to ensure that all Corporate Communications is consistent and accurate.
- Notifying the Communications Coordinator of corporate projects, media relations opportunity and potentially contentious issues that may attract media, stakeholder or public attention to communications.
- Consulting with the Communications Coordinator to develop communications plans for major projects and initiatives and/or where public consultation is needed.
- Working in partnership with the Communications Coordinator to draft effective and timely information and ensure all information is factual.
- Ensure all informational materials created by department employees intended for public distribution are submitted to the Communications Coordinator for review prior to printing or distribution.
- Acting as Municipal spokesperson when directed by CAO or Department Heads.
- Notifying the Communications Coordinator of errors.
- Working with the Communications Coordinator by adhering to the policies put in place for external and internal communications.
- Executing their designated roles and tasks in the Municipal website in accordance with the website's Standards of Procedure.

Internal Communication

Effective communication within the corporation ensures strong interconnections between employees and management. This allows information to flow efficiently, breaking down departmental, cultural and generational barriers and creating a sense of belonging.

- Internal communications processes are intended to keep all staff and members of Council informed about corporate priorities, initiatives, department functions, programs, and responsibilities to ensure all members of the organization have the information needed to succeed in their role and that accurate information is conveyed to the public and stakeholders.
- Build Trust and confidence in all levels of the corporation through top-down, cross-unit and lateral communication channels including commitment to mission, vision and goals of the strategic plan.
- Inspire staff and build positive morale through recognition and celebration of achievements and empowering staff to go above and beyond when they see an opportunity to make the Town better.
- Build commitment to mission, vision and goals of the strategic plan.

Channels of Internal Communication

It is crucial for municipal staff to have platforms to share their ideas, ask questions and help shape the programs, services and culture of the Corporation of the Town of Smiths Falls. The internal communication platforms include a mix of paper and electronic materials including but not limited:

- New employee orientation package.
- Staff Newsletter
- Staff Meetings: Used to update staff on Council decisions and directions.

- Maintaining an up-to-date directory of staff members who do not have access to electronic information-to recognize alternative communication needs.
- Annual communications surveys and evaluations.
- All Town Staff, Mayor and Council group email.

All Town Staff Email, Mayor and Council distribution lists

The All-Town Staff and Mayor and Council distribution lists are group emails that entail the work email addresses of Town Staff, Mayor and Council.

The purpose of the distribution list is to channel out mass emails to all Town Staff and /or Mayor and Council regarding:

- Council direction and updates
- Human resource information including staff updates, staff social events, job opportunities, staff health and safety resources.
- Town Projects and updates
- Facility Maintenance information
- News releases, Media advisories
- Any other relevant information that Staff need in order to effectively execute their tasks.

When to use the All-Town Staff, Mayor and Council distributions lists:

Chief Administrative Officer

The Chief Administrative Officer or the Chief Administrator's designated representative may use the All-Town Staff and Mayor and Council group emails to relay information to Staff and Mayor and Council.

The Clerk

On behalf of Mayor and Council, the Clerk shall use the All -Town Staff email to relay procedural matters of Council and Boards and Committees to staff and any other information that needs to be communicated to staff by Council.

Department Leads

On occasions where department leads are required to provide information to Council and Staff outside of public meetings and Council Updates. Department Leads can communicate information and resources directly to Council and All Town Staff through these group emails.

Human Resources

The Human Resource Advisor shall use the All-Town Staff group email to communicate staff health and safety measures, staff updates, staff meetings.

Communications Coordinator

The Communications Coordinator shall use the All Town-Staff and Mayor and Council group email to channel information to Staff, Mayor and Council on behalf of all Town departments on matters regarding important or time-sensitive corporate information such as policy and procedural updates, new projects and initiatives, news releases, media advisories and other internal communication notices applicable to all staff.

Notes:

Social activities/events/information, staff achievements/recognitions, etc., are to be distributed through the staff E-newsletter.

Supervisors are responsible for ensuring all information communicated via the All-Town Staff group email reaches Town Staff with no access to the All-Town staff group email.

Any persons who is not designated to use the All - Town Staff, Mayor and Council distribution list to disseminate internal communication should reach out to the Communications Coordinator to distribute the information.

External Communication

All corporate communication pieces that have the Town of Smiths Falls logo, reference the Town of Smiths Falls or refer to the brand of the Town of Smiths Falls must be part of the approval process involving Corporate Communication.

Please refer to Communications Approval Process attached as *Appendix A* for approval time frames. It is also encouraged that staff reach out to the Communications Coordinator in the initial stages of a project to obtain assistance with marketing and communications objectives, strategies and design and/or develop a marketing and communications plan for larger town project.

Media

The Corporation of the Town of Smiths Falls is committed to open and transparent communication with, and through, the media that enhances the knowledge and understanding of the Town's affairs.

The Town will, whenever possible, initiate media contact and respond to media inquiries through designated spokespersons to ensure consistent and accurate messaging.

The Communications Coordinator shall serve as the primary media liaison, directing media inquiries on subject-specific matters to appropriate authorized spokespersons.

All inquiries of the media shall be addressed in a meaningful, timely and accurate manner.

Town employees contacted by the media concerning potentially controversial information shall refer the request immediately to the Communications Coordinator who will coordinate with the Chief Administrative Officer/Department Head to develop appropriate actions and response.

Corporate responses to media stories, comments, blogs and discussion forums about Town-related business shall be coordinated through the Communications Coordinator in consultation with Department Heads (or their Designate) and/or the Mayor and the CAO dependent on the matter.

Spokespersons are to remain factual in all information relayed to stakeholders.

All media exposure shall be shared with the Communications Coordinator following airing or printing for proper tracking and notification.

All Media releases must go through the proper approval channels as outlined in *Appendix A* of this Policy, prior to being released.

Town Page

The Town Page is published in the Metroland Newspaper (paper and digital) every Thursday.

All advertising on the Town Page is coordinated through the Communications Coordinator to ensure that advertising and presentation conform to Town Page Standards of Procedure.

Website

The Town website (www.smithsfalls.ca) is the main digital platform for information with regards to Town programs and services.

Each department has an assigned content writer who is responsible for creating and updating information and material on the Town of Smiths Falls website for their respective departments and must adhere to the Town's website guidelines.

Documents, Plans and Marketing Materials

All forms, plans, documents, publications, etc. must adhere the Town of Smiths Falls *Brand Style Guide*. Staff should consult and provide drafts copies to the Communications Coordinator for review and comment to ensure branding and style guidelines are being achieved.

Social Media

The Town of Smiths Falls social media accounts are official communications channels and are subject to the same considerations as any other public communication.

Social media account managers are considered spokespeople for the Town and must administer social media accounts in line with The Town of Smiths Falls Social Media Standards of Procedure.

The sole objective of each social media account created by the Town is to provide target audiences with the information they need, raising awareness and sharing information.

Public inquiries received via social media will be taken no less seriously than those received through other channels of communication. The Communication Coordinator will work with Department Leads to respond to inquiries and questions when appropriate.

The Communications Coordinator will consider which information is appropriate to distribute via social media channels.

Town of Smiths Falls social media platforms are non-partisan and will not share content that promotes or favours any political parties or private entities.

Information shared on social media will be available through the website where possible. No critical information will be shared solely on social media.

Account Creation and Management

Additional Social Media accounts are discouraged, and in rare instance will be approved (Tourism, Heritage House Museum, Fire Department) in order to streamline communications to the general public. Before creating a corporate social media account or adding a new social media channel, discussion should occur with the Communications Coordinator, to determine benefit of a new account and/or channel which can not be captured through the Town main accounts. Adequate resources, including staff time and material, must be present for the creation of a new account. Before creating a separate account for a department, board or committee, employees must obtain approval from the CAO.

Social Media Administration

The Communications Coordinator is the designated person for the Town of Smiths Falls social media administration including Facebook, Twitter, Instagram and Linked In. This person is responsible for posting, monitoring, and maintaining the account on behalf of the Municipality, Department, Board, or Committee. In addition to the regular Social Media Administrator, at least one (1) alternate Administrator must be identified as a back up in the absence of the Communications Coordinator.

Social Media Administrator Conduct

Post accurate, credible, and consistent information and links that are consistent with the Town's information, messages and brand identity.

Publicly correct any information in a timely manner that has been communicated and found to be in error either factually or in grammar/spelling, using the same platform it was produced.

Must not engage in offensive language, respond in a confrontational manner, or post content that is not professional or that contravenes Municipal policies and the Town of Smiths Falls Code of Conduct Policy.

Must not use corporate accounts to express political or personal opinions or further personal agendas.

Ensure security of social media accounts is maintained, including password and login information.

All social media platforms owned by the Corporation of Town of Smiths Falls shall remain open to engagement in comments and private messaging. However, the Municipality reserves the right to:

- Remove profane, aggressive, hateful, defamatory, insulting, rude, abusive or violent content.
- Ban/block a user that continues to post inappropriate, irrelevant, inaccurate, or unproductive content.
- Remove/Block a user that conducts or encouragement of illegal activity.
- Remove a user that is account spamming, trolling or over posting.
- Remove posts that are meant to solicit sales, products, or goods and services.
- Remove Information that may compromise the privacy, safety of the Municipality, public or public systems.
- Remove comments or posts that include inaccurate material or misrepresent facts as known by the Corporation.
- Remove comments or posts that misrepresent someone else, including public figures, Municipal staff or Municipal officials.
- Remove content that violates a legal ownership interest of any other party.

Personal Use of social media by Councillors and Employees

Municipal employees are permitted to reshare and/or comment via personal social media accounts in an effort to provide information or promote corporate initiatives and public activities happening in the community.

Town employees should not post Town of Smiths Falls logos, photographs, graphics or other media for personal use without the Municipality's authorization. Resharing of information from the Town's social media is allowed.

The Town of Smiths Falls expects Employees and Councillors who use social media to do so without breaching their duties to the Municipality and adhere to their respective Codes of Conduct including confidentiality.

Staff are discouraged from discussing matters related to the Town affairs or Council decisions on personal social media accounts.

Do not circulate any organizational or confidential information, such as internal deliberations about how decisions are made, personal client or employee information, or negative comments about current or previous Councillors, current or previous Employees.

Land Acknowledgment Statement

The Land Acknowledgement Statement will be read before all Council and Committee of the Whole meetings.

Acknowledging territory shows recognition of and respect for Indigenous Peoples. It is a recognition of their presence both in the past and the present. Recognition and respect are essential elements of establishing healthy, reciprocal relations. These relationships are key to reconciliation, a process to which the Town of Smiths Falls is committed.

Copyright

The Corporation of the Town of Smiths Falls must comply with the federal *Copyright Act* and ensure that ownership rights associated with works subject to copyright are fully respected in all applications.

The Town must abide by standard communications contracting agreement which outlines that all communications materials including text, photographs, images and multi-media materials that are authorized, accepted and paid for by the Municipality remain the property of the Corporation of the Town of Smiths Falls.

The Corporation of the Town of Smiths Falls retains all copyright and moral rights to the work produced. These materials may be reproduced only with the permission and acknowledgment of the Municipality.

The Municipality owns all publicity material and information it has paid for or created. Consequently, the reproduction of any such material requires the approval of the Municipality. Copyright to the Municipality allows the Municipality the freedom to allow others to use the material without paying fees to the original producer. It also gives the Municipality the authority to prevent misuse of the material by the producer or anyone else.

Corporate Image and Branding (Brand Style Guide)

Visual Identity should be in compliance with the *Town's Brand Style Guide*, a clear and consistent visual identity assists the public in recognizing and accessing the policies, programs, services, publications and initiatives of the Town. To present a strong, unified and consistent brand identity, the Town logo must be displayed on all corporate media applications. The logo is to be used in a manner that is consistent with the requirements of the Corporate Brand Style Guide. The Communications Coordinator will provide design support and strategies.

The Town Logo use implies Town support and /or endorsement for initiatives, events, or documents. The Logo Use Policy defines the parameters for use of the Town Logo by organizations, businesses and/or individuals as well as use of the Town Logo by candidates in civic elections. By governing the use of the Town Logo, the Town can ensure that only those initiatives, events or documents being supported and/or endorsed by the Town of Smiths Falls are granted permission to use the Town Logo.

The Town of Smiths Falls Logo is considered official property of the Town and is to be used exclusively by the Town. The Town Logo shall not be used by outside firms, agencies, organizations, individuals or groups without prior authorization from Smiths Falls Town Council. If there has been formal involvement with the Town through monetary, tendered work or in-kind support in which case authorization from staff is sufficient.

Crisis Communication

In a crisis, coordinated communication must be used to maintain or restore confidence. Staff should advise the Chief Administrator's Office as soon as they identify an event or situation occurring in or affecting their department that may attract widespread interest to the Media. The Chief Administrator's Office will inform the Communications Coordinator and coordinate a response including, the proper response channel of communication and designated spokesperson.

Emergency Communication

During a declared emergency, the dissemination of public information and media relations approach is determined by the Emergency Control Group. All communications resulting from the Emergency Control Group will be approved by the Chief Administrative Officer, Mayor and the Community Emergency Management Coordinator (CEMC).

Resources

- *Communications Approval Process*
- *Town of Smiths Falls Brand Style Guide*
- *Town of Smiths Falls Employee Code of Conduct*
- *Town of Smiths Falls Council Code of Conduct*
- *Municipal Freedom of Information and Protection of Privacy Act*
- *Town of Smiths Falls Logo Use Policy*



SMITHS FALLS

RISE AT THE FALLS

Communications Approval Process

All corporate communication pieces that have the Town of Smiths Falls logo, reference the Town of Smiths Falls, or refer to the brand of the Town of Smiths Falls must be part of the approval process involving the Communications Coordinator and other parties as required. Departments are to provide the Corporate Communications Coordinator with their communication requests, including provide a brief explanation for the intention of the piece including audience, distribution goals, purpose and intended timeline and key fact/information to be highlighted. Please refer to the table below for approval time frames. For assistance with objectives, strategies and design support please contact the Communications Coordinator.

Please note: organizing departments are responsible for obtaining the signatures required for approval from their Departmental Lead (if required) and any other relevant staff during the approval process. If items needed for approval are urgent, please flag this with the Communications Coordinator.

Procedures of submission	Days required for review/edits	Days required for approvals	Required Sign Off/Approvals
Town Page			
The Town of Smiths Falls newspaper page is published every Thursday in the Smiths Falls Metroland Media weekly news paper (online and paper). It is one of the Corporation's primary means to advertise legislated public notices, announcements, events or other Corporation news.			
<ul style="list-style-type: none">- Communications Coordinator requests items for publication consideration from staff every Monday morning via email.- Staff email content for consideration by Tuesday end of day (4:30 p.m.)- The Communications Coordinator will review submitted content and inform the project lead if the content is approved to be published.- Items submitted after publication deadline (Tuesday 4:30 p.m.) will not be considered.	2 business days	2 business days	Department Lead/Project coordinator -Communications Coordinator -Director overseeing Communications
Annual Report			
This is the Town's report to shareholders documenting the previous year's department objectives and updates. The Annual Report is published and distributed by end of March/early April.			
<ul style="list-style-type: none">- The Communications Coordinator requests content from heads of departments in early February.- The deadline for content submission is exactly a month later.	14 business days	14 business days	-Department Lead -CAO -Communications Coordinator

Media Releases

An official statement from the Town of Smiths Falls to the members of the media for purposes of providing information regarding Town projects, initiatives, events, public consultation and public notices.

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| <ul style="list-style-type: none"> - Project manager or relevant party sends request along with supporting information to the Communications Coordinator. - Communications Coordinator writes a draft news release including draft quotes from relevant parties and sends it to the project manager, parties quoted and CAO. | 3 business days | 1 to 2 business day | <ul style="list-style-type: none"> -Parties quoted in the item -Department Lead -Communications Coordinator -Director overseeing Communications -CAO (as required) |
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Media Advisory

A media advisory is an invitation to the press to cover an event such as a press conference, special Council meeting, grand opening and municipal led events that require media coverage.

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| <ul style="list-style-type: none"> - The project lead or event organizer will request a media advisory from the Communications Coordinator and provide the event information. - The Communications Coordinator will draft a media advisory and send it to the project lead for approval. - The Communications Coordinator will send the final media advisory to the relevant members of the press depending on the type of event. | 7 business days | 1 to 2 business days | <ul style="list-style-type: none"> -Project/Event Lead -Communications Coordinator |
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Tax Newsletter

The Annual Newsletter goes out with the Final Tax Bill on June 1st. It contains information about tax bills, how to pay them, current public works projects, budget details and general municipal information.

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| <ul style="list-style-type: none"> - The Communications Coordinator requests for content on the first week of April. - Departments are provided two weeks to provide revisions or new content for inclusion. - Draft is created and recirculated to departments for review | 14 business days | 7 business days | <ul style="list-style-type: none"> -Department Lead -Treasurer |
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Municipal Calendar

Distributed to all residents and businesses in Smiths Falls, the Municipal Calendar contains information such as the garbage and recycling collection schedule, the recycling sorting guide, Town led events, Council and Committee meetings.

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| <ul style="list-style-type: none"> - Communications Coordinator requests content from staff in early October. - Communications Coordinator initiates the Community Photo Contest in early October. - The deadline for content and the length of the Community Photo Contest is one month. | 21 business days | 7 business days | <ul style="list-style-type: none"> -Departmental Leads -Communications Coordinator -Director overseeing Communications |
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<ul style="list-style-type: none"> - The Calendars distributed no later than the second week of December. 			
<p align="center">Media Inquiry</p> <p>A request for information or comment related to any municipal matter. Often media will reach out to individuals within the municipality seeking content or comments from municipal representatives. In order to streamline response and ensure messaging is correct and consistent, and tracked request should be filtered through one point of contact being the Communications Coordinator.</p>			
<ul style="list-style-type: none"> - Staff who has received media inquiry forwards the inquiry to the Communications Coordinator upon receipt. - If the request has come through the Communications Coordinator, the inquiry will be forwarded to the appropriate staff to coordinate a response. - The Communications Coordinator discusses the proper channels of response (interview, press release, phone call, email response or press conference) with involved staff. - The Communications Coordinator will track the coverage of the item on the media and any matter that requires a follow up. 	Same Day	1-2 business days	<ul style="list-style-type: none"> -Department Lead -CAO/Mayor (as required) -Communications Coordinator
<p align="center">Website</p> <p>The Town of Smiths Falls website is the official tool through which the Town has established an online presence to provide online services.</p>			
<ul style="list-style-type: none"> - The Town of Smiths Falls website is governed by the Website Standards of Operations. - Departmental Content writers are assigned and responsible for adding and updating content as needed. - New Pages, including Town Project Pages will be created upon request to the Communications Coordinator. Content creators will edit pages. - When the page is ready for publishing the Content Writer will inform the Communications Coordinator to ensure its been set up within the menu manager. - In the absents of the department rep, the Communications Coordinator will assist departments for emergency content updates. 	1 to 2 business days	1 to 2 business days	<ul style="list-style-type: none"> -Department Lead -Communications Coordinator
<p align="center">Town Projects Planning</p> <p>Tasks undertaken and funded by the Town of Smiths Falls for the purpose of community service and benefit should include a marketing and communications plan</p>			
<ul style="list-style-type: none"> - 1-2 Months in advance of project launch, Consult/Notify the Communication Coordinator of a new Town Project to discuss options for communications. Smaller project (2-4 weeks prior). 	1 to 2 business days	1 to 2 business days	<ul style="list-style-type: none"> -Department Lead -Communications Coordinator -CAO (as required)

<ul style="list-style-type: none"> - Departments should create project pages on the website and inform the Communications Coordinator once the project page is ready to be published through the menu manager and on the Town Project Page. This page allows stakeholders to have access to information on municipal projects, ask questions and provide feedback. - Project leads should inform the Communications Coordinator If a project requires public engagement. The Communications Coordinator will assist with implementing the stakeholder engagement strategy. - Project manager should include information on when the project should close and when they would require the project report from public engagement/feedback. - Project staff should provide the Communications Coordinator with updates as projects progress for purposes of tracking and providing updates to the community through public notices and social media. 			
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Social Media Posts

Content posted includes Town projects and project engagement, municipal jobs, public notices, road closures, tourism and event related content and programs and emergency communication. The Town utilizes, Facebook, Instagram, Twitter and Linked In

<ul style="list-style-type: none"> - Staff should send draft social media messaging including images if available to the Communications Coordinator or consult the Communications Coordinator if unsure of messaging. - Staff must specify frequency of circulation of the item on social media platforms. - The Communications Coordinator will advise on the messaging, grammar/spelling and most efficient social media platform for the item. - The Communications Coordinator will provide relevant images/videos if available in the database. - -The Communications Coordinator will forward feedback or questions received on social media to the relevant department. 	1 to 2 Days	1 to 2 Days	<ul style="list-style-type: none"> -Department Lead -Communications Coordinator
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Municipal Forms, Documents, Plans, Etc.

The Communications Coordinator is available to assist departments with updating and creating new municipal external documentation. This insures Branding Guidelines, Plan Language and ADOA standards are being met.

<ul style="list-style-type: none"> - Consult/Notify the Communication Coordinator 1-2 months in advance when looking to develop new materials in house or through the use of a professional graphic designer (CC can assist in coordinating). - Updating/Reviewing existing documents, forms, etc. 	4-5 business days 2-4 business days	5-10 business days 2-4 business days	<ul style="list-style-type: none"> -Department Lead -CAO (as required)
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