



Local Advertising Resources for Community Organizations and Events

The Town of Diamond Valley recently updated its External Communication Policy. Going forward, community event promotions will be shared exclusively through the Town Entrance (Changeable Copy) Signs and the [Town Events Calendar](#).

This approach helps ensure consistent, fair, and impartial access to community messaging. Support for community organizations remains a priority, and tools are still available to help get the word about events happening in Diamond Valley.

What's Changing

In accordance with the **External Communication Policy and Procedure**, adopted January 15, 2025 and amended March 19, 2025, The Town of Diamond Valley will not share or post information from third parties unless deemed to be in support of Town initiatives and priorities, with the following exceptions:

- Town entrance changeable copy signs
- Municipal website event calendar

The Town is no longer able to promote third-party organizations and events through:

- Social Media
- The Electronic Signboard

Eligibility

- Events must be community-focused and hosted by a local non-profit or community group.
- Private commercial ventures, personal messages, and paid classes are not eligible.
- Events outside of Diamond Valley must directly benefit Diamond Valley residents to be considered.
- Review the full *Guidelines for Event Submission* on our [Promoting Local Events](#) page.

Town Partnered and Sponsored Events

The Town will continue to support and promote community organizations and events that:

- Are organized in partnership with the Town of Diamond Valley.
- Involve your organization as a sponsor of Town-led initiatives.

If your event is being organized in partnership with the Town of Diamond Valley, please connect with the Town manager you are working with to discuss whether your event is eligible to be promoted through other formats using the Internal Communications form.

Using the Changeable Copy Signs

Community organizations may still advertise events on the **Town Entrance (Changeable Copy) Signs** (which are the black and white marquee signs at the east and west entrances to the Black Diamond community). Please note the following guidelines:

- **Posting Duration:** Messages will be displayed for a maximum of **7 days** (from Tuesday letter pick-up to Monday letter return).
- **Availability:** Only **two organizations** per week may be featured. First booked, first served.
- **Priority:** Town messages take precedence. Your request may be adjusted, rescheduled or cancelled to accommodate Town messages.

- **Responsibilities:** Approved groups are responsible for picking up, setting up, and returning the letters by the designated deadline.

To submit your request for advertising on the Town Entrance Signs and Community Events Calendar, please complete the [online form here](#). Be sure to plan ahead as spots are limited!

Promoting Your Events Independently

Although the Town can no longer support event promotion on its social media and the electronic signboard, there are many ways you can get the word out about your events:

1. Canva for Nonprofits

The Town uses the online graphic design software **Canva** for creating promotional materials. Canva offers [free accounts for nonprofit organizations](#), and is very user-friendly. You can create a design and easily scale it to different sizes and formats for images for social media and posters etc.

- The Town requires an image in square format (i.e. 1080 x 1080px) for advertisement on the Town Events Calendar.
- **Tip:** The best size for most social media posts is 1080 x 1350 pixels.
- **Request a Free Canva Account:** [Canva for Nonprofits](#)

2. Previous Promotional Designs

If the Town has previously made Canva designs for your events, you can request access to these files. Simply reach out to our Communications Coordinator, Bridget Lacey BridgetL@diamondvalley.town, and she will provide you with a link and instructions on how to save the files to your own Canva account for future use.

3. Local Social Media Groups

Continue promoting your events through local social media groups like:

- Diamond Valley Communities Forum
- Yes, I Know Where Black Diamond, AB Is...
- Diamond Valley & Area Rants, Raves & Reviews
- Diamond Valley Information Group
- Diamond Valley Information Site
- Diamond Valley and Area Free Stuff

4. New Community Resource - DiamondValley.life

We'd also like to introduce [DiamondValley.life](#), a new website created by local resident **Sherri Olsen**. It serves as a virtual welcome wagon and events page for the community, providing a one-stop location for information about local events. This resource is especially helpful for newcomers and tourists looking to find what's happening around town. You can submit your events directly to this website for additional exposure.

5. Local Media and Newspapers – Community Events Listings

- Western Wheel Community Events Calendar - <https://www.westernwheel.ca/event-listings#/>
- Golden West Events / Okotoks Online Events Calendar- <https://okotoksonline.com/events>
- High Country News Community Events Calendar - <https://highcountrynews.ca/add-your-event/>

Contact

If you have any questions or need further clarification, please don't hesitate to contact Community Services Manager, **Monique LeBlanc**, at MoniqueL@DiamondValley.town.

Thank you for your continued efforts to strengthen the Diamond Valley community. The Town appreciates all that you do and looks forward to continuing to support your events and initiatives through our available advertising channels.

Regards,
The Town of Diamond Valley