



POLICY
Admin-024
EXTERNAL MUNICIPAL COMMUNICATION
and Procedure

Responsible Department:	Community Services and Recreation
Council Approval Date:	December 18, 2024
Council Resolution Number:	24.12.18.07
Statute(s) and Bylaw(s):	<i>Municipal Government Act (MGA) RSA 2000, c M-26</i> <i>Freedom of Information and Protection of Privacy Act (FOIP), RSA 2000, c F-25</i> <i>HR-012 Human Resource Policy (Employee Handbook Personal Use of Social Media)</i> <i>Advertising Bylaw 2023-12</i>

1. POLICY STATEMENT

The Town of Diamond Valley will provide consistent, accurate, transparent and effective communications on behalf of the Town. Further, it is intended to increase active resident and stakeholder participation in Town programming, services and decision-making.

This policy defines guidelines for appropriate external communication with the intent of reducing redundancy and error in the dissemination of information.

1.1. Legislative Requirements

This policy is subject to any specific provision of the *Municipal Government Act*, RSA 2000, Chapter M-26, as amended from time to time.

2. PURPOSE

- 2.1. To formalize the manner in which municipal communications are made public through statements, the media and municipally-managed websites, social media platforms and other forms of information dissemination.
- 2.2. To ensure the public is informed and to promote an understanding of municipal policies, programs and services in a timely manner.
- 2.3. To ensure consistent and clear messaging across a variety of communication mediums to provide information to a diverse audience.
- 2.4. To ensure alignment with Council's priorities and strategic plan and vision.

3. DEFINITIONS

- 3.1. **Administration** means the operations and employees of the Town, under the direction of the CAO.

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- 3.2. **CAO or Chief Administrative Officer** means the person appointed by the Council of the Town of Diamond Valley to carry out the powers, duties and functions of the Chief Administrative Officer, in accordance with the *Municipal Government Act*, or their authorized delegate.
- 3.3. **Council Policy** means a direction or course of action authorized by Council, which primarily governs the actions of Council or Councillors, but may also direct Administration. Procedures related to Council Policy will be provided to Council for review, but are established by authority of the CAO.
- 3.4. **Town** means the incorporated municipality of the Town of Diamond Valley.

4. RESPONSIBILITIES

- 4.1. **Town Council:**
 - a. Approve by resolution this policy and any amendments.
 - b. The Mayor serves as the official spokesperson for Council, the municipal organization, and the Diamond Valley community except in matters of public safety (emergency or crisis communication).
 - c. In the Mayor's absence, the Deputy Mayor or other designated elected official acts as the official spokesperson for Council.
 - d. The Mayor may consult with the Chief Administrative Officer or designate to appoint an alternate spokesperson from Administration when appropriate.
 - e. Consider the allocation of resources for successful implementation of this policy in the annual budget process.
 - f. Ensure all policies conform to the overall mission, goals and values as set out in the Town's Strategic Plan.
- 4.2. **Chief Administrative Officer and Senior Management Team:**
 - a. The Chief Administrative Officer is the primary staff spokesperson, delegating authorities as appropriate.
 - b. The CAO or designate will approve all external communications prior to being released.
 - c. Media interview requests related to Council policy and decisions are to be made to the Mayor of Diamond Valley.
 - d. The Community Services and Recreation Manager or designate supports the Mayor and other spokespeople in preparing and delivering information to the public, including media interviews, event speeches, and official correspondence on behalf of Council.
 - e. Ensure that this policy and procedure is reviewed every three years.
 - f. Ensure implementation of this policy and approve procedures and any amendments thereto.
- 4.3. **Employees and Other Town Representatives:**
 - a. All employees, leaders, volunteers, and contractors of Diamond Valley are required to follow this policy's principles and practices.
 - b. Town spokespeople will disclose their employment or association with the Town.
 - c. Employees are responsible for identifying emergent issues regarding Town services, programs, or initiatives that should be communicated to the public and coordinating with their managers.





d. No staff member or Town representative shall deal with the media without prior permission from the CAO.

5. RELATED DOCUMENTS

External Municipal Communication Procedure (Admin-024)



MAYOR



CHIEF ADMINISTRATIVE OFFICER

POLICY Revision History

Policy Name	Revision Date	Revision Description	Approved by: Resolution or CAO	Effective Date
Admin-024 External Municipal Communication	New Diamond Valley Policy	Replaces: (BD) Admin-037 (TV) MPR.A.0213 (TV) MP.A.12.13 (TV) MP.A.09.10	24.12.18.07	January 15, 2025

