

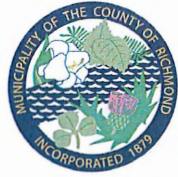


5. Responsibility

- a) Municipal Council will be responsible to:
 - i. Review, amend and adopt a Strategic Communications Plan.
 - a. The Strategy shall include measurable outcomes related to both external and internal communications and propose actions that respond to evolving needs of audiences, emerging trends, and proven practices. In all regards, the Strategic Communications Plan shall embody the values identified in the Municipality's Strategic Plan.
- b) The Chief Administrative Officer (CAO) will be responsible to:
 - i. implement the Strategic Communications Plan and Communications Policy.
- c) The Communications Officer, under the direction of the CAO, is responsible to:
 - i. develop, and periodically review the Strategic Communications Plan in collaboration with department heads and designated staff;
 - ii. suggest revisions for Council's consideration.

6. Policy Guidelines

- a) Communication activities shall follow the goals, objectives, and procedures as identified in the Municipality's Strategic Communications Plan.
- b) All communications shall reflect and promote inclusion, diversity, equity, and accessibility.
- c) Municipal information, both online and in print, shall have the Municipal logo/branding.



- d) Communications shall use plain language and a variety of methods as a means to be inclusive and responsive to the needs of target audiences.
- e) All communications received by the Municipality will be reviewed, and where applicable, processed in accordance with this Policy in a timely manner, having regard to the circumstances the communication, including but not limited to, the subject matter of the communication, staff availability, operational priorities, and the Freedom of Information and Protection of Privacy Act.

Policy Review/Amendment Schedule

This Policy was last reviewed:

Date of Review	Formally advertised and amended by Council
December 4, 2023	Review
January 31 2024	Adopted