



Policy C-190: Corporate Communications

Electoral Division: All

File: N/A

Date:	March 12, 2024		
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Department:	Communications & Engagement		
Approved by:	<input checked="" type="checkbox"/> Executive Director / Director	and/or	<input checked="" type="checkbox"/> Chief Administrative Officer

REPORT SUMMARY

This report presents revisions to External Corporate Communications Policy C-190, including updates to current practice, policy format and renaming, and amalgamation of three separate policies into one comprehensive whole. This revision aims to enhance the effectiveness and coordination of communication strategies within Rocky View County, including media interactions, branding, and digital media usage.

ADMINISTRATION'S RECOMMENDATION

THAT Council approve the amended Corporate Communications Policy C-190 as presented in Attachment A.

THAT Council rescind Corporate Social Media Policy C-180.

THAT Council rescind Media Policy C-192.

BACKGROUND

The current version of Policy C-190 was last reviewed on June 28, 2011. Since its adoption, Administration has identified gaps within the existing policy and process and have addressed them in this policy review.

ANALYSIS

The revised Policy C-190 represents a significant advancement in Rocky View County's communication strategy by amalgamating three previously separate policies into one comprehensive framework. This consolidation streamlines and strengthens the County's approach to corporate communication, media relations, and digital media. Merging these policies into a single document reduces redundancy, simplifies the communication process, and ensures consistency across all communication platforms.

Notable amendments to the policy are listed in Attachment B. They include a framework for media interactions, enhanced clarity on spokesperson roles, and integrated digital media guidelines that reflect current best practices. These revisions bolster communication efforts by:

1. Providing clear, centralized standards for all communication activities for ease of understanding and application.
2. Enhancing the County's ability to respond to emergencies with a cohesive and well-organized communications approach.
3. Promoting a culture of respectful dialogue across digital media and engagement platforms, which is critical in maintaining public trust and ensuring effective two-way communication.

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4. Reflecting current trends and best practices in media engagement and corporate communication, to ensure that the County's strategies are modern, effective, and impactful.

### COMMUNICATIONS / ENGAGEMENT

No communication or engagement is required. Should the policy be adopted by Council, it will be published on the County website and housed with all other Council policies.

### IMPLICATIONS

#### Financial

There are no financial implications.

### STRATEGIC ALIGNMENT

Key Performance Indicators		Strategic Alignment
Effective Service Delivery	SD3: Citizens are satisfied with Public Engagement opportunities and availability of information	SD3.1: Percent of citizens satisfied with the information provided by the County (newspaper, website, social media)
Effective Service Delivery	SD4: Services are continually assessed for improvements in cost efficiency, effectiveness, and customer experience	SD4.1: Percent of services that are assessed annually for innovation opportunities and have demonstrable efficiency improvements
		The implementation of this policy will enhance transparency in corporate communications, especially during emergencies, providing clear guidance on how information is disseminated. Furthermore, it introduces standards for respectful dialogue, ensuring that interactions through digital media and other engagement platforms maintain a respectful tone, fostering constructive two-way communication.
		The amendments aim to provide clarity and expectations for all individuals impacted by Corporate Communications.

### ALTERNATE DIRECTION

Administration does not have an alternate direction for Council's consideration.

### ATTACHMENTS

Attachment A: Corporate Communications Policy C-190

Attachment B: Corporate Communications Policy C-190 Notable Amendments