

Policy C-190 Table of Notable Changes

Notable Changes	Rationale
General	
Formatting, numbering, and template adjustments:	Aligns with current policy and procedure standards to enhance readability.
Change of policy name from <i>External Communications</i> to <i>Corporate Communications</i> :	More clearly defines that this policy does not apply to staff-to-public communications, but rather how the County as a whole communicates in its official capacity as an outward-facing organization.
Amalgamation of three previously separate policies into one comprehensive policy (C-190/C-180/C-192):	Streamlines and strengthens the County's approach to corporate communications, media relations, digital media, and emergency communications.
Notable Additions	
Social media and County website as a source of County information:	Alignment with current communication standards and incorporation of previous Corporate Social Media Policy C-180 to ensure County strategies are modern and effective.
FOIP requirements for County communications:	County communications are subject to FOIP Act legislation.
"Spokespersons" section:	Provides clarity on who may act as a spokesperson and in what capacity.
Standards and best practices for County advertising:	Establishes consistency in County advertising, including branding requirements.
Respectful dialogue section:	Promotion of a culture of respectful dialogue across engagement platforms to maintain public trust and ensuring effective two-way communication.
Notable Deletions	
Language pertinent to public participation and engagement is now captured in Public Participation Policy C-191:	Improves distinction between routine County communications and public participation activities.