

**1. PURPOSE**

The purpose of this policy is to establish guidelines to ensure that communication with the stakeholders and residents of the Town of Irricana is efficient, effective, consistent, timely, and open. This policy will apply to all internal and all external communications of the Town of Irricana.

**2. POLICY STATEMENT**

All communications from the Town will be professional, timely and will clearly represent the official position of the Town of Irricana.

**3. SPOKESPERSON**

- 3.1. The Town's official position and all official information related to decisions and resolutions made by the Council and any other matters will be communicated to the media by the Mayor or if unavailable the Deputy Mayor.
- 3.2. Councillors can speak to local issues and relate their rationale behind voting on specific motions but must uphold Council's decision as the Town's official position.
- 3.3. The Town's official position and all official information related to administrative, operational and technical information will be communicated to the media by the CAO or designate.
- 3.4. The CAO will seek approval from the Mayor (or if unavailable, the Deputy Mayor) prior to any communication with the media.

**4. DEFINITIONS**

- 4.1. Administrative issue refers to any matter that falls under the authority of the Chief Administrative Officer as dictated by the Municipal Government Act.
- 4.2. Committee/Board members – refers to any Member at Large that has been appointed to an official or town sanctioned board or committee.
- 4.3. Email – refers to messages sent or received over Town equipment or Town infrastructure for the purposes of communicating.
- 4.4. External sources – refers to any faction outside of the Town of Irricana Council, Council appointed Boards or Committees and town staff.
- 4.5. FOIP – refers to The Freedom of Information and Protection of Privacy Act
- 4.6. Media – refers to any organization or group involved with informing the public with news and commentary through mediums including but not limited to news print, radio, television and the Internet.
- 4.7. Member at Large - is a designation for members of a Board who are appointed to represent the membership of the board.
- 4.8. Official spokesperson – refers to the Mayor or if unavailable the Deputy Mayor.
- 4.9. Official Administrative spokesperson - refers to the Chief Administrative Office (CAO) or their designate.

- 4.10. Official position – refers to any decision, policy or bylaw that has been passed by a majority vote of Council.
- 4.11. Social media – refers to a collection of online Internet platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people
- 4.12. Town Sanctioned - means any social media site that has been created by or is moderated by the Town of Irricana.

**5. PROCEDURES**

5.1. Council communications

- 5.1.1. Each Council Member is responsible for his/her communications to external sources; as such each Council member, must use their discretion when communicating information. (Council members can state their reasoning for their vote on a decision, but must agree to follow the decision made by the Council.)
- 5.1.2. When questioned on administrative issues, Councillors should direct those inquiries to the Town office for an accurate and timely reply.
- 5.1.3. Councillors may not question Town employees, or comment on their job performance. All such questions or comments must be through the CAO. Councillors are encouraged to maintain open and cordial relationships with employees.

5.2. Committee/Board communications

- 5.2.1. Each Committee/Board member is responsible for his/her communications to external sources; as such each Committee/Board member must use their discretion when communicating information. (Board members can state their reasoning for their vote on a decision, but must agree to follow the decision made by the Board.)
- 5.2.2. Committee/Board Chairs or designate are normally the chief spokespersons for matters dealt with under the jurisdiction of their particular committee.
- 5.2.3. Committee/Board communication with the media will be limited to information in which the Committee/Board member has expertise.
- 5.2.4. Each Committee/Board member will conduct themselves in a manner that will not reflect unfavorably on their Committee/Board.

5.3. Staff communications

- 5.3.1. Each staff member is responsible for his/her communications to external sources; as such each staff member must use their discretion when communicating information as a Town of Irricana employee.
- 5.3.2. Staff may not question Councillors, or comment on their performance or duties. All such questions or comments must go through the CAO. Staff are encouraged to maintain open and cordial relationships with Council.
- 5.3.3. Staff communication with the public will be professional and courteous, in cases where the communication may reflect frustration or conflict then staff should include the CAO or fellow staff person in the discussion.

5.4. Electronic Communications

- 5.4.1. The Town sanctioned email address “@irricana.com” shall be used for all electronic correspondence for town business.
- 5.4.2. The Town's website, <http://www.townofirricana.ca> is the Town's primary online source for information. Town sanctioned Social media will be used to complement the website's information and broaden the reach of Town messages through multiple channels
- 5.4.3. The CAO will ensure the Town website is up to date and that policies, bylaws, Agendas, Minutes and Reports will be posted within 1 (one) week of Council approval.
- 5.4.4. The CAO will establish ongoing updates and regular reviews of departmental web pages and sub-sites so that information on policies, programs, services, initiatives and related third-party links are accurate and easy to understand.
- 5.4.5. All required public advertising, as required by the MGA or any other act, shall contain both the legal land description as well as the civic address.

5.5. Confidentiality

- 5.5.1. In all communications, spokespersons and departments must comply with all legislated requirements regarding access and disclosure of information. The Freedom of Information and Protection of Privacy Act extends access and privacy principles to Alberta municipalities. See the Freedom of Information and Protection of Privacy Act. [www.servicealberta.ca/foip/](http://www.servicealberta.ca/foip/)
- 5.5.2. Council, Committee/Board members, CAO and Staff must keep confidential all information that is related to matters before the courts, or under the jurisdiction of another authority such as the RCMP; unless directed to provide this information by a higher authority.

**MAYOR:** \_\_\_\_\_ **MOTION:** \_\_\_\_\_  
                  **Mr. Frank Friesen**

**CAO:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
                  **Mrs. Tawnia Cardinale-Butler**