



COUNCIL POLICY MANUAL

Subject: Communications	Approval Date: October 16, 2023	By-Law No. 83-2023
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1.7 GENERAL/PREAMBLE

The Municipality of Red Lake recognizes the importance of effectively communicating municipal information in a timely and consistent manner to its residents, businesses, employees and other stakeholder groups. Open and proactive communication ensures that all residents, employees and stakeholders have the necessary information in order to be engaged, thereby increasing participation and involvement.

All communications will be consistent, well-informed, timely, appropriate and positive and comply with the Municipality's brand identity as described in the Municipality of Red Lake's Visual Identity Guide (attached as Appendix A).

1. PURPOSE

The purpose of this policy is to establish guidelines and direction for communications to ensure all communications are well coordinated, consistent, effectively managed and responsive to the needs of residents, employees and stakeholders.

2. VISUAL IDENTITY

A clear and consistent visual identity assists the public in recognizing and accessing the policies, programs, services and initiatives of the Municipality. To present a strong, unified identity all communications will adhere to the guidelines as outlined in the Visual Identity Guide (Schedule A).

3. INTERNAL COMMUNICATIONS

Through effective communication, employees are better able to understand, appreciate, contribute to and support the Municipality's goals, priorities and objectives and further be motivated to achieve maximum performance and superior customer service. Effective internal communications will be achieved as follows:

3.1 Department and Employee Communications

Regular staff meetings will be held to provide up to date information, provide opportunities for feedback, update on departmental expectations and



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encourage a common understanding of the short term and long term goals of the municipality.

Bulletin boards will be used for hard copies of internal communications. Bulletin boards must be placed in a staff room or a space that is highly visible and highly trafficked by employees.

3.2 Internal Newsletter

An internal Newsletter will be prepared for distribution to all of Council and employees. This Newsletter contains informal information about employees and internal affairs. Its purpose of the internal newsletter is to foster teamwork by encouraging awareness of fellow employees.

3.3 Internal Email

Emailing is a very effective form of communication. It is immediate and provides a documentation of the message. For the benefit of an employee who does not have access to a municipal email address or opts out of providing a personal email address, supervisors will deliver this information by posting on the staff room bulletin board.

3.4 Council and Administration

Staff Reports are the formal means of communication between Administration and Council. Staff reports must follow the format as identified in the Municipality's Visual Identity Guide (Schedule A). All staff reports must be reviewed and approved by the CAO prior to being included in Council and/or Committee Agenda materials.

3.5 Council Inquiries

As the primary contact for Council, all inquiries by Council shall be directed to the CAO.

4. EXTERNAL COMMUNICATIONS

External communications ensure that the public receives clear, relevant and timely information from the Municipality.



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The Municipality of Red Lake will use a variety of methods from time to time to communicate information externally. The Mayor is the official spokesperson on behalf of Council. From time to time the Mayor may deem it necessary to delegate such authority to any member of Council.

The CAO is the spokesperson for all operational matters.

All media contacts to an employee, department head or senior staff shall be forwarded to the CAO. The CAO has the authority to delegate staff to respond to the media inquiry.

The methods of external communications include the following:

4.1 Media Releases

Media Releases will be issued regarding significant municipal issues warranting attention of not only the community and stakeholders, but also the media (television, print and radio). Media Releases shall be coordinated through the Mayor and the CAO. The Community Development & Communications Manager (CDC Manager) will distribute the Media Release to all media channels as directed by the CAO.

4.2 External Email

All external email inquiries shall be responded to in a timely manner. Should the response require timely investigation and research, a response will be sent advising of same with an estimated response date.

4.3 Direct Regular Mail

All direct regular mail inquiries will be reviewed by the CAO and responded to in a timely and professional manner.

4.4 Municipal Website

The municipal website shall be the primary source of municipal information. The municipal website is a valuable tool for providing information and promoting the municipality as it allows for global 24-hour access to municipal information. The municipal website shall be updated as required in a timely manner.



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The Municipal website shall be user friendly and meet all accessibility standards.

The CDC Manager and/or the IT Manager are responsible, under the direction of the CAO for monitoring and updating information on the Municipal website.

4.5 Social Media

Social media platforms will be used to provide immediate Municipal information as well as promote municipal business and services.

The Municipality of Red Lake maintains the following social media platforms:

- Facebook - @redlake.ca
- Twitter - @redlakeontario
- Instagram - redlakeontario
- You Tube – Municipality of Red Lake

The Municipality of Red Lake acknowledges that as social media technology progresses additional social media accounts may be required and the current social media platforms may become mundane or obsolete therefore may no longer be used. The CAO is authorized to approve any further social media accounts and to delete any current social media accounts.

The CDC Manager and/or the IT Manager are responsible for monitoring and posting on social media platforms, under the direction of the CAO and specifically have the authority to post items of urgent nature as follows:

- Boil Water Notices and Rescinds
- Loss of water pressure
- Road and Ferry Closures
- Dogs running at large
- Municipal Newsletter
- Meeting Calendars
- Employment Opportunities



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- Not for profit / Non-Profit public community-wide events (ie. Festivals, carnivals)
- Municipal Public Events and Activities
- Proclamations as approved by the Mayor

In all cases, the CAO will be made aware of these posts prior to posting.

The CDC Manager and/or IT Manager also have the authority to share social media posts of municipally-owned facilities (Heritage Centre, Airport, EarlyON Centre and Libraries).

The CDC Manager will monitor public comments and messages and delete public comments as directed by the CAO. It is in very rare cases that a response to public comments will be made and will only be made for clarification purposes as directed by the CAO. All responses must be accurate, positive and professional. The Municipality of Red Lake will not respond to direct messages received through social media. Where possible, an automatic reply will be set up advising the messages are not monitored and recommend communication via email at municipality@redlake.ca or by phone at 735-2096.

The Municipal You Tube channel will provide a means of access to video content, such as Council and Boards & Committees meetings as well as Municipal promotional videos.

Social media platforms will have Terms of Use outlining the expectations of the user as well as the role of the Municipality to remove comments and/or block users that violate the Terms of Use.

4.6 Municipal Newsletter

The Municipal Newsletter shall be delivered to all mailboxes within the municipality through Canada Post. The printed Newsletter may also be made available at various public places throughout the Municipality. The Municipal Newsletter is prepared by the CDC Manager under the direction of the CAO. The Municipal Newsletter is used to inform and promote the community of municipal services, resources, products and events that are not considered to be time-sensitive.



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The Municipal Newsletter will contain information of general interest relating to Municipal business, which includes but not limited to business relating to Council, Municipal Departments and Boards and Committees.

Information relating to not for profit community festivals, celebrations and events, which are inclusive of all and open to the general public may be included in the Municipal Newsletter upon approval by the CAO.

The Municipal Newsletter shall be posted on the municipal website and municipal social media platforms.

4.7 Email/Text/Telephone Updates

Individuals can register to receive notification of municipal alerts by email, voice message or text. Situations warranting these alerts will be those situations that pose a health and safety risk to our residents and in the case of emergency.

4.8 Digital Sign

Digital signage will be primarily used to inform the community of municipal services, resources, products and events.

Digital advertisements are limited to a maximum of 6 slides in rotation with a minimum of 20 seconds per slide. Live motion video, animation or flash images are not permitted on the digital sign.

The CDC Manager and/or the IT Manager are responsible, under the direction of the CAO for monitoring and updating information on digital signage.

A. Content

Requests for use of digital signage are subject to a fee as noted in the Municipality of Red Lake’s User Fees and Charges By-Law. Requests will only be approved from the following on a first come first served basis (listed in order of precedence):

- i. Municipal news and events (Used as Required, no maximum)



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- ii. Non-Profit / Not for Profit organizations / clubs (Maximum of 4 slides at any time).

The Municipality reserves the right to cease any and all digital signage commitments at the Municipality’s discretion in the event a timely municipal communication is required on short notice or in the event emergency communications are required. In such situations the applicant’s fees will be pro-rated accordingly.

B. Application Process:

All requests shall be received a minimum of two (2) weeks in advance of posting. Application forms are available on the Municipal website at www.redlake.ca.

Messages on digital signage will not be posted for longer than fourteen (14) days, unless approved by the CAO.

Message content and design shall be prepared by the Applicant. Messaging must be presented in a professional manner, in landscape orientation and shall be easy to read and understand. Content must be reviewed and approved by the CDC. Message slides may be created by the CDC for a fee.

Recognizing that digital signage is intended to advertise a variety of multiple events and activities, the Municipality reserves the right to limit from time to time repeat messages from the same business, organizations or clubs.

C. Content not Permitted

The following materials will not be posted to the Digital Sign:

- i. Private celebrations and events.
- ii. Political or religious messages.
- iii. Content that promotes hatred of any person or class of persons.
- iv. Content that involves any illegal activity.
- v. Content that contains any inflammatory, obscene or libelous statements or are for a cause that is discriminatory in nature.



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- vi. Content promoting a message related to the use of controlled substances / products.
- vii. Content that is a visual distraction for drivers.

5. ADVERTISING

The Municipality may advertise and/or share information for community festivals, celebrations and events that are open to the general public and will benefit the municipality as a whole.

6. EMERGENCY COMMUNICATIONS

In the event of an emergency, communications will be in accordance with the Emergency Management Program.