

**Meeting Date:** October 6, 2025  
**Department:** Economic Development and Community Engagement  
**Report No.:** ED-2025-10  
**Submitted by:** Heather Lalonde, Director of Economic Development and Community Engagement  
**Approved by:** Rob Browning, Chief Administrative Officer

**SUBJECT:** Municipal Communications Policy Update

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**RECOMMENDATION: THAT:** Council review the updated Municipal Communications Policy and provide written feedback to the Director of Economic Development and Communication by October 17, 2025, and further;

**THAT:** the Municipal Communications Policy Update will be presented to Council at the November 3, 2025 Council Meeting.

**BACKGROUND:**

Following adoption of the Customer Service Strategy on September 15, 2025, the recommendation and requirement of an updated Municipal Communications Policy will allow the Corporation to communicate effectively with the public. The existing policy was last updated in 2018. The policy has been updated to reflect changes in technology and roles within the Municipality. A redline version of the policy shows the changes for Council's consideration. The addition to the policy includes more information about social media as important element of communication.

**COMMENTS:**

The goal of updating the Municipal Communications Policy will link communications with social media enabling clear direction on delivering municipal communications. Branding guidelines will be updated concurrent with the policy to ensure the use of uniform branding throughout the corporation. This also aligns with the wayfinding strategy previously approved by Council.

**CONSULTATION:**

Senior Management Team

**FINANCIAL IMPLICATIONS:**

None.

**ALTERNATIVE(S) TO THE RECOMMENDATION:**

1. Retain current policy
2. Council to provide alternate direction.

**STRATEGIC PLAN ALIGNMENT:**

This matter is in accord with the following strategic priorities:

Municipal Customer Service:

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

**ATTACHMENTS:**

Municipal Communications and Social Media Policy Update

Municipal Communications and Social Media Policy Redline version