



MUNICIPALITY OF
STRATHROY-CARADOC

Communication Policy

May 11, 2026

Update & Recommendations

- Red-lined Policy previously presented in November 2025 and was deferred to Strategic Priorities for further discussion
- Feedback highlighted concerns with usability, role clarity, duplication, and practicality
- **Purpose Today:** To present a revised, high-level, principle-based **Communications Policy** and supporting **Social Media Policy** for further discussion.



Where We Were

- We attempted to modernize the 2018 all-in-one document - a policy that was overly detailed and difficult to apply
- Blurred distinction between Council-approved policy direction and administrative procedures, resulting in unclear separation of governance (Council) and operational implementation (staff).
- Limited flexibility for day-to-day operations

It still functioned more like a procedural manual than a policy.



Where We Are Today:

2026 Communications and Social Media Policy Overview

- Presenting streamlined, principle-based policies to support Communications
- That clearly defines:
 - Scope, Roles and Responsibilities
- Reflects current communications environment
- Supports consistent, coordinated messaging across the organization



Outcomes

Previous Approach (2018/2025)	New Approach (2026)
One large, detailed document	Streamlined, principle-based policy = easy for staff to follow & implement
Included procedures and guidelines	Links to supporting policies, resources, and procedures = improved delivery and consistency
Difficult to update	Flexible and easy to maintain
Operational detail embedded in policy	Clear separation of policy vs operations
Risk of becoming outdated quickly	Designed to evolve with communications practices



Next Steps...



Development of Supportive Internal Procedures & Resources

- website governance
- internal communications
- community engagement

Staff Awareness & Training

- Approved Policies, Procedures and Resources

Council Approval

- Communications Policy
- Social Media Policy





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Thank You

Questions/Feedback