



Purpose

The Municipality recognizes effective communications as essential to:

- A well informed and engaged community
- Awareness and support for municipal priorities
- Consistent alignment with Council-approved strategic priorities
- Effective, timely decision making and service delivery

This policy, and its related policies and procedures, set direction and provide an overarching framework for Municipal internal and external communications practices and activities.

Scope

This Policy applies to:

- a) All those responsible for developing, delivering, and/or approving internal and external communications on behalf of the Municipality. This may include but is not limited to: Municipal staff, consultants, contractors, partners, elected or appointed officials.
- b) All internal and external communications by the Municipality.

Governance Model

The Municipality operates a coordinated communications model with:

- a) A corporate Communications team responsible for establishing communications standards, providing guidance and support, and coordinating and overseeing municipal-wide and high-profile communications to ensure consistency, accuracy, and alignment with Council-approved priorities; and
- b) Departmental responsibility for providing subject matter expertise and developing operational, programmatic, and service-related content. Certain departments may, where authorized (Director) and within approved corporate standards, develop and publish content on designated communication channels, including social media platforms.

This policy is administered by the Economic Development and Community Engagement Department, which includes the Municipal Communications function.

Definitions/Acronyms

Brand – The idea developed in the Municipality’s Branding process that captures what makes Strathroy-Caradoc special and unique, inspiring the creation of the Municipal Brand Guidelines for consistent application.



Community Engagement – Activities that engage citizens to work and learn together on behalf of the community including informing citizens, inviting their input, collaborating with them to generate solutions, and partnering with the community.

Media – Communications outlets that use a medium such as radio, television, newspaper, magazine or the Internet to reach an audience.

Municipality – The Municipality of Strathroy-Caradoc.

Social media means the web-based technologies and sites, including blogging, microblogging, photo sharing, video sharing, and networking, which allow users to interact with each other by sharing information, opinions, knowledge, photographs, and interests.

Subject Matter Expert is a person who is an authority in a particular area or topic to present information on specific programs or projects with which they are more familiar.

Policy Principles

Municipal communications will be conducted in accordance with this Policy, related policies and procedures, and the following objectives.

- **Clear, accurate, and timely information:** Provide information in an inclusive, proactive, and responsive manner.
- **Two-way communication:** Support opportunities for dialogue and feedback where appropriate and feasible, recognizing that engagement may be moderated or limited on certain channels to ensure respectful, safe, and effective communication.
- **Access and privacy:** Respect privacy and access-to-information requirements. Staff must follow relevant legislation and internal procedures when handling confidential or personal information.
- **Alignment and consistency:** Ensure communications reflect and are consistent with Council decisions and direction, the Municipality's strategic priorities, approved policies, visual identity, and corporate-wide messaging.
- **Shared responsibility:** Promote a consistent approach and shared responsibility for communications across the organization.

The Municipality will communicate proactively using a variety of methods to meet diverse needs. All municipal information, whether online or print, will have a clearly recognized and consistent identity to help the public easily identify and access the Municipality's policies, programs, services and initiatives.

All communications received by the Municipality will be handled in accordance with the Municipality's Customer Service Standards and relevant legislation, including the Municipal Freedom of Information and Protection of Privacy Act.



The Municipality will not engage with communication that:

- is discriminatory;
- espouses hatred, harassment, violence or racism; or
- is abusive or derogatory.

Appendix: Related Documents & Links

Note: All references refer to the current version and may be amended from time to time.

Related Policies:

- [Social Media Policy](#)
- [By-law No. 47-09](#) Accessibility Standards for Customer Service
- [By-Law No 20-09](#) Accountability and Transparency Policy
- [By-law 54-14](#) Corporate Accessibility Policy

Pertinent Resources:

- [Code of Conduct For Members of Council and Local Boards](#)
- [Corporate Strategic Plan 2024-2029](#)
- [Customer Service Standards](#)
- [Media Relations Reference Guide](#) (Spokespersons)
- [Emergency Response Plan](#)
- [Municipal Brand Guidelines](#)
- [Municipal Freedom of Information and Protection of Privacy Act](#)
- Strathroy-Caradoc Employee Code of Conduct

Related Procedures:

- [Middlesex County and Local Municipal Partners Joint Multi-Year Accessibility Plan 2022-2027](#)

7.0 Amendments/Reviews

Date	Section # Amended	Comments

Next Review Date	2027-01-01
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