



	<p>Title: External Corporate Communications</p>
<p>Legal References: Municipal Government Act Freedom of Information and Protection of Privacy Act Copyright Act</p>	<p>Policy Category: Administration</p>
<p>Cross References: Corporate Communications Strategy 2009-2011</p> <p>Policies: Internal Communications Policy* Web Policy* Media Policy* Advertising Policy* Policy 180 – Corporate Social Media Emergency Communications Policy* Branded Merchandise Policy*</p> <p>Procedures: Internal Communications Procedure* Advertising Procedure * Media Procedure* Emergency Communications Procedure* Procedure PRO-180 Corporate Social Media Branded Merchandise Procedure*</p> <p>Other: Corporate Identity Guidelines Corporate Identity Program Writing Style Guide* Web Standards* Media Protocol Terms of Agreement for Submissions Photo/Video Release Form</p> <p>* under development/in approval stage</p>	<p>Effective Date: June 28, 2011 Revision Date:</p>
<p>Purpose: The primary purpose of this policy is to ensure that communications across the County are well coordinated, effectively managed, and responsive to the information needs of residents. Communicating with residents is a key function of the County, involving officials and employees at all levels. The policy is designed to ensure all officials and employees of the County understand the guidelines for external communication on behalf of the County and are confident in their roles.</p> <p>This policy serves to:</p> <ul style="list-style-type: none"> • Keep residents, staff, partners, and other stakeholders well informed and regularly consulted so that Administration may influence improvement in the quality and nature of services provided to them; • Give accurate information, and to be open and honest in communicating and consulting with stakeholders and communities; and • Ensure media is engaged in a constructive manner when required. 	

Definitions:

- "Administration" means an employee with Rocky View County.
- "Council" refers to the Council for Rocky View County
- "Rocky View" or "County" refers to Rocky View County.
- "Strategic Communications Plan" refers to a document that is developed in collaboration between departments and the Communications department to effectively use communications as a resource in communications initiatives, issues management, project management, and day-to-day business operations.

Policy Statements:

1. The County shall provide the public with timely, clear and accurate information about the County's priorities, policies, programs, services, and events.
2. Effective communications programs must address the needs and interests of our community. The County is committed to consultation and will provide its residents with ongoing opportunities for feedback and input on issues of concern or interest. The County will encourage input on an ongoing basis through such mechanisms as email inquiry systems, the Internet, and correspondence.
3. The County shall ensure that Rocky View is identified in a clear and consistent way – in communications ranging from signage to the telephone, mail, print and multimedia materials, advertising, and the Internet.
4. The County shall employ a variety of ways and means to communicate, and provide information in the most appropriate formats to accommodate diverse needs.
5. The County shall deliver prompt, courteous, and responsive communications that are sensitive to the needs and concerns of the public, and respect privacy and individual rights.
6. In times of emergency or crisis, the County shall communicate information that will protect the health, safety, security, and property of residents. The goal is to ensure residents receive accurate, timely, and relevant information to prevent, mitigate, respond to, or recover from an emergency.
7. The County shall ensure all strategic communications plans and activities comply with existing municipal, provincial, and federal laws and regulations.
8. The County shall ensure all departments of Rocky View work collaboratively to achieve clear and effective communications with the public.
9. The County shall coordinate communications activities with neighbouring jurisdictions, industry and other partners, where possible, in an effort to communicate more effectively and efficiently with the public.