



VILLAGE OF BERWYN

COMMUNICATIONS POLICY

EFFECTIVE:

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1. PURPOSE

The purpose of this policy is that communication with the stakeholders and residents of the Village of Berwyn is effective, consistent, timely, and open. This policy will apply to internal and external communications of the Village of Berwyn.

2. POLICY STATEMENT

All communications from the Village will be professional, timely and will clearly represent the official position of the Village of Berwyn.

3. SPOKESPERSON

3.1 The Village's position and all official information related to decisions and resolutions made by the Council and any other matters will be communicated to the media by the Mayor or if unavailable the Deputy Mayor.

3.2 Councillors can speak to local issues and relate their rationale behind voting on specific motions but must uphold Council's decision as the Village's official position.

3.3 The Village's official position and all official information related to administrative, operational, and technical information will be communicated to the media by the CAO or designate.

4. DEFINITIONS

4.1 *Administrative issues* - refers to any matter that falls under the authority of the Chief Administrative Officer as dictated by the Municipal Government Act.

4.2 *Committee/Board members* – refers to any Member at Large that has been appointed to an official or village sanctioned board or committee.

4.3 *E-mail refers* to messages sent or received over Village equipment or Village infrastructure for the purposes of communicating.

4.4 *External sources* – refers to any source outside of the Village of Berwyn Council, Council appointed Boards or Committees and village staff.

4.5 *FOIP* – refers to The Freedom of Information and Privacy Act.



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- 4.6 *Media* – refers to any organization or group involved with informing the public with news and commentary through mediums including but not limited to newsprint, radio, television, and the internet.
- 4.7 *Member at Large* – is a designation for members of a Board who are appointed to represent the membership of the board.
- 4.8 *Official spokesperson* – refers to the Mayor or if unavailable the Deputy Mayor.
- 4.9 *Official Administrative spokesperson* – refers to the Chief Administrative Officer (CAO) or their designate.
- 4.10 *Official position* – refers to any decision, policy or bylaw that has been passed by a majority vote of Council.
- 4.11 *Social media* – refers to a collection of online Internet platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people.
- 4.12 *Village Sanctioned* – means any social media site that has been created by or operated by the Village of Berwyn.
- 5. PROCEDURES**
- 5.1 Council communications
- 5.1.1. Each Council Member is responsible for his/her communications to external sources; as such each Council member, must use their discretion when communicating information. (Council members can state their reasoning for their vote on a decision but must agree to follow the decision made by the Council.)
- 5.1.2. When questioned on administrative issues, Councillors should direct those inquiries to the Village office for an accurate and timely reply. Councillors may follow up on these issues to ensure that the matter was dealt with.



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5.1.3. Councillors may not question Village employees, or comment on their job performance. All such questions or comments must be through the CAO. Councillors are encouraged to maintain open and cordial relationships with employees.

5.2 Staff Communications

5.2.1. Each staff member is responsible for his/her communications to external sources; as such each staff member must use their discretion when communicating information as a Village of Berwyn employee.

5.2.2. Staff may not question Councillors, or comment on their performance or duties. All such questions or comments must go through the CAO. Staff are encouraged to maintain open and cordial relationships with Council.

5.2.3. Staff communication with the public will be professional and courteous, in cases where the communication may reflect frustration or conflict then staff should include the CAO or a fellow staff person in the discussion.

5.2.4 *Staff may respond posts on social media, (such as Facebook, Twitter, etc.). Responses may acknowledge an inquiry or complaint, and should suggest that the poster contact the Village Office for more information or a resolution to a problem. An automated response written for this situation may be used.*

5.3 Electronic Communications

5.3.1. The Village sanctioned email address ___@berwyn.ca shall be used for all electronic correspondence for village business

5.3.2. The Village's website, www.berwyn.ca is the Village's primary online source for information. Village sanctioned Social media will be used to complement the website's information and broaden the reach of Village messages through multiple channels.

5.3.3. The CAO will ensure the Village website is up to date and that policies, bylaws, Agendas, ~~Minutes will be posted within two weeks of Council approval.~~ *Council minutes may be posted on the Village website once they have been prepared and reviewed. These minutes shall be identified as draft minutes until they are approved by Council.*



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5.3.4 The CAO will establish ongoing updates and regular reviews of departmental web pages ~~and sub-sites~~ so that information on policies, programs, services, initiatives, and related third-party links are accurate and easy to understand. *Regular reviews will be done on a quarterly basis.*

5.3.5 All required public advertising, as required by the MGA or any other act, shall contain both the legal land description as well as the civic address.

5.4 Confidentiality

5.4.1. In all communications, spokespersons and departments must comply with all legislated requirements regarding access and disclosure of information. The Freedom of Information and Protection of Privacy principals to Alberta municipalities. See the Freedom of Information and Protection of Privacy Act. www.servicealberta.ca/foip/

5.4.2. Council, Committee/Board members, CAO and Staff must keep confidential all information that is related to matters before the courts, or under the jurisdiction of another authority such as the RCMP, unless directed to provide this information by a higher authority.

Mayor _____ Motion: _____
Cindy Hockley

CAO: _____ Date: _____
Greg Gayton