

# Resort Village of Candle Lake

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## Communications Policy

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<b>Category</b> General Government 200	<b>Date Established:</b> July 14 <sup>th</sup> , 2017
<b>Responsible Office:</b> Administration	<b>Date Last Revised:</b> July 14 <sup>th</sup> , 2017
<b>Responsible Manager</b> Administrator	<b>Effective date:</b> July 14 <sup>th</sup> , 2017
	<b>Policy Number:</b> 200-06 67
<b>Council Resolution Number:</b> 413/2017	<b>Replaces Policy Number:</b> N/A

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### Summary

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**This policy is to establish and improve the processes through which the Resort Village of Candle Lake shares information. The objective is to improve overall citizen engagement, establish consistency in RVCL communication, engage RVCL employees through improved internal communications, improve customer service, improve access to RVCL program and service information, and market the RVCL to tourist, investors and future residents.**

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### Policy

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**POLICY STATEMENT:** As a municipal government organization, the Resort Village of Candle Lake (RVCL) has identified a priority to its residents and visitors to ensure information is current, accessible and transparent. Guidelines for implementing these principles include:

- The RVCL is responsible for communicating its own key messages consistently, proactively and accurately.
- The RVCL must take responsibility for its own messages by being the first source to communicate information pertaining to programs and services that impact their citizens.
- To make information accessible in multiple formats that are easy to understand and locate.
- To communicate in ways that are not only informative but encourage active dialogue and participation from all demographics within the community.
- Identify and proactively address communication needs in development, implementation and evaluation of policies, programs, services and initiatives.
- Ensure the RVCL's identity is recognizable and trusted.
- Work collaboratively with all departments to achieve effective internal and external communications.
- Provide timely, accurate and factual information about RVCL policies, programs, services and initiatives.

- To pursue strategies efficiently and in a manner that is sustainable, both economically and operationally.
- To encourage community engagement through means of communication that, in turn, assist the RVCL Council in making decision.
- To keep safe any confidential information.
- Social Media Communication shall adhere to Schedule "A" of this policy.

**ROLES AND RESPONSIBILITIES:**

Mayor:

- The Mayor is the official spokesperson of the RVCL.
- In the event of a crisis, or emergency situation, the Mayor will handle all contacts with the media.

Chief Administrative Officer

- The Administrator shall reinforce the role of communications within the RVCL and ensure that adequate equipment, materials and human resources are provided to accomplish the objectives set out in the Communication Policy.
- The Administrator is authorized to speak on behalf of the RVCL.

RVCL Council:

- Stay aware of new stories that could trigger a need for information from the RVCL. Familiarize yourself with the RVCL's Communication Policy, policies, procedures and key objectives. Adhere to the protocol of parties identified to speak on behalf of the RVCL. Inform the Mayor and Administrator of any contact by the media.

APPLICABILITY: This policy will apply to Resort Village of Candle Lake Council and Staff.


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**Contact Information**

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For further information on this policy, please contact the Resort Village of Candle Lake at 306-929- 2236, fax 306- 929-2201 or email [rvcandlelakeoffice@sasktel.net](mailto:rvcandlelakeoffice@sasktel.net)

Date Approved: July 14, 2017

Mayor: 

Resolution Number: 413/2017

Administrator: 



## SCHEDULE "A"

## SOCIAL MEDIA POLICY

The Resort Village of Candle Lake (RVCL) social media policy will serve as a guideline for employees and Council members of the RVCL while engaging in online conversations as representatives of the RVCL.

**Policy:**

As a municipal government organization, the Resort Village of Candle Lake is held to a higher standard when it comes to online communication. Certain ethics should be followed at all times by RVCL representatives participating in social media.

Most conversations on social media platforms (including but not limited to Facebook, Twitter, Livestream, LinkedIn and Youtube) are often of an informal nature, therefore, a less formal writing style is permissible. However, professional discourse is expected at all times. The main focus of this Social Media Policy is to avoid messaging that will result in misinterpretation of RVCL policies or Council decisions, the spread of inaccurate information, or in extreme cases, conversations that could result in legal ramifications.

**Scope:**

The guidelines set out in this Social Media Policy should be applied to any online medium where information may reflect back on the image of the RVCL or RVCL personnel. This policy applies to all forms of social media including, but not limited to: blogs, Facebook, Twitter, LinkedIn, Livestream and Youtube. These guidelines also apply to any comments the RVCL or its representatives may leave on other blogs or Facebook pages, edits to Wikipedia, responses to tweets, posting on message boards/forums, opinions on online polls or any product/services RVCL representatives might author.

**Guidelines:**

1. The written conduct of all RVCL social media authors should be consistent with the RVCL's mission, vision and values.
2. Individuals are personally responsible for the content they post.
3. Remember that posts can be seen by both personal and professional contacts. Posts should be responsible and protect privacy of individuals.
4. Posts should not publish any confidential or proprietary information, and should respect copyright and disclosure laws.
5. Posts should be consistently informative in nature and positive in tone.
6. Links to RVCL website are to be provided whenever possible.
7. Focus is placed on proactive messaging as opposed to reactionary messaging prompted by comments from the public.
8. All messages requiring follow-up should be responded to in a timely manner or forwarded to the appropriate department.
9. Only those persons authorized to do so shall be permitted to post information in an official capacity on behalf of the RVCL.
10. No posts or comments shall be posted that are defamatory, harassing or indecent in nature.
11. No posts shall promote personal projects, endorsement of brands, companies, or opinions on the RVCL forums.
12. Employees not authorized in an official capacity are discouraged from posting on social media or engaging in comments that could be deemed as official commentary from the RVCL.

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