

# EDMONTON

## ADMINISTRATIVE PROCEDURE



### TITLE

COMMUNICATIONS

### NUMBER

A1446A

### DEPARTMENT

COMMUNICATIONS

### DELEGATED AUTHORITY

BRANCH MANAGER , COMMUNICATIONS

### CONTACT

BRANCH MANAGER, 423-7401

### DEFINITIONS

### DATE

DECEMBER 17, 2015

**Accessible Communications** - Ensuring information about the City of Edmonton and its programs, services, projects and initiatives are easily available through multiple channels such as in-person, citizen-facing service desks, apps, telephone, mail, print, broadcast media, social media and corporate website.

**Citizen Focused Communications** - Communication materials that are written in plain language and reflective of citizen perspectives and needs.

**Communications** - The practice of receiving, exchanging, interpreting and transmitting information.

**Media** - Any representative of a newspaper, radio station, television station or Internet news gathering agency.

**Media Relations** - The news releases, public service announcements, news conferences, social media and other methods and materials used to communicate with media.

**Social Media** - Internet-based websites and applications that enable the creation and sharing of content or to participate in social networking.

**Visual Identity** - Any City of Edmonton identifier in print, online or advertising materials.

### PROCEDURES AND GUIDELINES

#### Internal & External Communications

Employees are responsible for involving Corporate Communications early in the development, implementation and evaluation of policies, programs, services and initiatives so they can assist in identifying and addressing communication needs and issues.

Employees should contact their communications advisor within their department for any communication needs.

LEGALLY REVIEWED :

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Corporate Communications is responsible for supporting departments to communicate in a manner that is citizen-focused and reflective of market research and insights gathered on citizen perspectives; proactive, transparent, clear and written in plain language; accessible and available through multiple channels; encouraging of broad public participation; consistent across the organization; accurately reflected in news media and social media; and measurable.

Corporate Communications will ensure communication materials are available through multiple channels such as in-person, citizen-facing service desks, apps, telephone, mail, print, broadcast media, social media and corporate website.

Corporate Communications will support the organization to ensure that employees are appropriately informed about City programs, issues and initiatives by maintaining effective internal communications channels and providing advice on effective internal communications practices.

### **Media Relations**

Corporate Communications is responsible for coordinating the City's news releases, public service announcements, news conferences, social media and other methods and materials used to communicate with media and the public.

Corporate Communications is responsible for responding to ensure media opinions and editorials are based on complete and accurate information.

Corporate Communications will determine the appropriate spokesperson on an issue or inquiry within a branch or department. If an inquiry is more sensitive in nature, Corporate Communications will consult with the General Manager prior to determining a spokesperson.

Corporate Communications will provide media training for employees on an ongoing basis.

Supervisors are responsible for ensuring employees that directly interact with media receive basic media training.

### **Social Media**

Corporate Communications is responsible for coordinating social media activities and working with designated representatives to ensure social media contributes successfully to the City's communications goals.

Employees are responsible for following the Social Media Guidelines in accordance with Attachment I which outlines the roles, responsibilities and requirements for City employees engaging in social media on behalf of the City.

Employees who are active in social media for the City of Edmonton must participate in social media training provided by Corporate Communications.

### **Visual Identity**

Any communication materials coming from the City will adhere to the Visual Identity Standards in accordance with Attachment II.

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**COMPLIANCE**

Any violation of this Directive and/or Procedure may result in disciplinary action up to and including termination.

**ATTACHMENTS**

Attachment I - Social Media Guidelines  
Attachment II - Visual Identity Standards