

POLICY 25-25		COMMUNICATIONS	
DATE OF ADOPTION:	December 16, 2025	MOTION NUMBER:	#25/12/197
DATE OF AMENDMENT:		DEPARTMENT:	Corporate Services

PURPOSE

To ensure professionalism and consistency in how the Town of Vermilion communicates and collaborates with the public and the Media.

DEFINITIONS

Administration is the administrative Employees of the Town of Vermilion.

CAO is the Chief Administrative Officer for the Town of Vermilion.

Media is a means of sharing information, ideas, and communication that reaches or influences people widely and includes but is not limited to, print media, broadcast media, digital and online media.

Member of Council an individual elected to office pursuant to the Municipal Government Act (MGA) RSA 2000, c M-26. who serves as an elected official for the Town of Vermilion.

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

Town is the Town of Vermilion in the Province of Alberta.

SCOPE

This policy applies to All Members of Council and Administration

TASK	TITLE OR DEPARTMENT OF PERSON RESPONSIBLE
APPROVAL OF POLICY & AMENDMENTS	Council
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS & IMPLEMENTATION	Chief Administrative Officer

GUIDING PRINCIPLES

Principles of Good Communication

- 1) Administration shall provide the public with timely, clear, transparent, and accurate information about items of community importance, including municipal activities, projects, programs and services.
- 2) Administration shall deliver prompt and clear communications that are sensitive to the current needs and concerns of the public.
- 3) Administration shall utilize a variety of methods and means to communicate and provide information in the most appropriate formats, utilizing the Town's website (vermillion.ca) as the primary source of online information exchange with the public and as the municipality's official internet presence. Where possible, social media posts shall link back to the municipal website for the purpose of downloading forms, documents, and providing specific or additional information.
- 4) The Mayor shall act as the official spokesperson for the municipality in response to matters of official correspondence, public announcements of Town initiatives, official Town statements, sensitive Town matters, and communications with different levels of government. The Mayor may delegate these duties as required.
- 5) Members of Administration shall not respond to Media requests unless they have been specifically designated to by the CAO.
- 6) Members of Council and Administration shall determine if email responses are appropriate, and if so, provide the response in a timely manner.

Social Media

- 7) The Town shall strive to deliver prompt and responsive communications on the Town's Social Media to:

- a) Share public information;
- b) Support awareness of Town activities, events and services;
- c) Communicate important information in times of crisis;
- d) Foster productive public dialogue; and
- e) Further the Town's commitment to enhanced trust and accountability.

8) Content, comments or links containing any of the following will not be condoned or engaged with, and may be removed or the account may be blocked, at the sole discretion of the Town:

- a) Disrespectful comments;
- b) Comments that are accusatory towards members of Council or Administration as a means of promoting a safe and harassment free workplace;
- c) Comments not directly related to the particular post or article;
- d) Promotion of business services, products or events other than where the Town is a partner or sponsor;
- e) Promotion of political candidates;
- f) Promotion of illegal activity.

9) Municipal social media accounts are monitored periodically during regular business hours. Information requests received through social media platforms are not considered official, and the public shall be directed to email or call the Town Office directly.

10) Only information that is publicly available may be posted to social media sites. It is unacceptable to publish or report conversations or information that is confidential, pre-decisional, or speculative.

11) The Town's municipal account on social media shall cover a wide range of topics and share information from all functional areas of the municipality such as:

- a) News releases
- b) Programs/campaigns
- c) Project updates
- d) Public safety information
- e) Emergency service such as watermain breaks, snow events, road or facility closures
- f) Employment
- g) Council Meeting information

Public Participation/Public Engagement

12) The Town may issue media releases as deemed necessary, to advise the media and the public on official municipal activities, decisions, projects or services, or for use as official statements during an emergency.

13) All requests for media interviews shall be directed to the CAO or the CAO's Executive Assistant, who will then determine the designated spokesperson(s) for that request.

Branding

- 14) The Town's logo is protected by copyright and trademark and cannot be used without the express consent of the Town.
- 15) The Town maintains branding guidelines that provide details on logo placement, colors and other branding elements that guide development of all public marketing and communication campaigns and resources.