



General Government

Title: Public Communications Policy	Policy Number: GG-02
Authority: Resolution 2026-211 - July 21, 2026 Council Minutes	Next Review: April 2029

Purpose:

This policy establishes the processes through which the Town of Carrot River shares information.

Scope:

The objective is to improve the overall citizen engagement, improve transparency and accountability with the Town's utility customers, taxpayers, citizens and visitors, establish consistency in Town of Carrot River communication, engage and improve employee communications to customers, taxpayers, citizens and visitors, improve access to Town of Carrot River program and service information, and market the Town of Carrot River and its brand to visitors, tourists, investors and future residents.

As a municipal government, the Town of Carrot River has identified a priority to its residents and visitors to ensure that information is current, accessible, and transparent. Guidelines for implementing these principles include:

- The Town of Carrot River is solely responsible for communicating its own messages consistently, proactively, and accurately. As such, it encourages the Town to take responsibility and be the first source to communicate information pertaining to programs and services that impact their citizens
- The Town should make information accessible in multiple formats that are informative and easy to understand and locate, as well as encourage community engagement through means of communication that, in turn, assists the Town of Carrot River Council and staff in making decisions
- The Town of Carrot River shall identify and proactively address communication needs in all development, implementation and evaluation of policies, programs, services, and initiatives
- All communication strategies must effectively and efficiently ensure that the Town of is promoted positively, retaining its identity as a trusted leader through economically and operationally sustainable methods
- All departments must work collaboratively to achieve effective internal and external communications providing timely, accurate and factual information about the Town of Carrot River policies, programs, services and initiatives
- Any and all confidential information is to be kept safe from public consumption



PRINT/RADIO/TELEVISION MEDIA:

The Town of Carrot River is governed by *The Municipalities Act*, as such, Council conducts its business in a fully transparent and accountable manner with Council meetings open to the public and media.

The official spokespersons of the Town of Carrot River shall be limited to solely the Mayor and the Administrator. In the case of the Mayor's absence, the Deputy Mayor, or another designate may be appointed to speak on behalf of the Town of Carrot River. In the case of a crisis, or emergency situation, communications personnel may need to be designated at that time in writing, failing that, assume that the normal spokespersons apply.

The Administrator shall reinforce the role of communications within the Town of Carrot River and ensure that adequate equipment, materials, and human resources are provided to accomplish the objectives set out in this policy.

Except in cases already mentioned in this section, other members of Council will strictly adhere to the protocol of parties identified to speak on behalf of the Town of Carrot River and shall inform the Mayor or the Administrator should they be contacted directly by the media.

SOCIAL MEDIA:

The Town of Carrot River social media policy will serve as a guideline for employees and Council members of the Town of Carrot River while engaging in online conversations as representatives of the Town of Carrot River or any of its committees or boards. Certain ethics should always be followed by Town of Carrot River representatives participating in social media.

Most conversations on social media platforms (including, but not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, and the Municipal Website) are often of an informal nature, therefore, a less formal writing style is permissible. Professional discourse is always expected. The main focus is to avoid messaging that will result in misinterpretation of Town of Carrot River policies or Council decisions, the spread of inaccurate information, or in extreme cases, conversations that could result in legal ramifications

The guidelines below should be applied to any online medium where information may reflect on the image of the Town of Carrot River, or Town of Carrot River personnel, boards or committees.

This policy applies to all forms of social media on pages managed by Town of Carrot River staff or contractors managing on the Town's behalf as well as to any comments that the Town of Carrot River or its representatives may leave on pages, blogs, opinions, or polls managed by others:

- The written conduct of all Town of Carrot River social media authors should be consistent with the Town of Carrot River's mission, values, and vision



- Individual staff members are personally responsible for the content they post, as such posts can and will be monitored by supervisors of the staff member and can be used as evidence for disciplinary purposes
- Posts should be responsible and protect privacy of individuals, should an individuals' name or photo be used, permission should be requested and granted by the individual, consent should not be implied, posts should NOT publish any confidential or proprietary information, and MUST respect copyright and disclosure laws
- Posts should be consistent, informative in nature and positive in tone
- Links to the Town of Carrot River website for more detailed information should be provided whenever possible
- Focus is always placed on proactive messaging as opposed to reactionary messaging prompted by comments from the public
- All messages or posts requiring follow-up shall be responded to in a timely manner or forwarded to the appropriate department, responses SHOULD, in almost all cases, be made privately, and once responded to the original question can be
 - deleted OR,
 - if appropriate, responded to publicly, OR,
 - responded to with, "you will be contacted shortly, in a direct manner, by a representative of the Town of Carrot River with an answer to this matter"
- Only those persons authorized to do so shall be permitted to post information in an official capacity on behalf of the Town of Carrot River
- No posts or comments shall be posted that are defamatory, harassing or indecent in nature, NOR shall visitors posts to the page be allowed to remain that are defamatory, harassing or indecent in nature
- No posts shall promote personal projects, endorsement of brands, companies OTHER THAN the brand of our community, endorsement of community events or endorsement of special local business events that positively affect our community
- All pages, messages or posts administered on behalf of the Town of Carrot River, its staff, committees or boards shall remain property of the Town of Carrot River. Whenever possible, at least two staff members or contractors of the Town of Carrot River, its committees or boards shall have full access to the page, messages or posts
- Employees or contractors shall relinquish control of any page managed by that employee or contractor upon termination of the employment or contractual relationship
- Employees, contractors or members of Council 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 Town of Carrot River