

Lac La Biche County *Policy*

TITLE: Communications Support for Council

POLICY NO: GOV-11-019

RESOLUTION: 21.244

EFFECTIVE DATE: April 6, 2021

LEAD ROLE: Chief Administrative Officer

NEXT REVIEW DATE: April 6, 2024

POLICY STATEMENT:

The *Communications Support for Council Policy* determines the level of communications support that Administration provides to the Mayor and individual members of Council. The Mayor is the official spokesperson of Lac La Biche County Council, but all members of Council are called upon to speak to the media, deliver speeches, and carry out other business that represents Council as a whole. Staff will assist with these duties as per this policy.

PRINCIPLES:

1. The majority of the Administration's communications support to Council is directed towards the Mayor, and the Deputy Mayor in their place.

This is because the Mayor is Council's official spokesperson: as outlined in the Mayor's position description, they represent the County at public events and ceremonies, issue proclamations on behalf of Council, and serve as the primary media contact to communicate Council's initiatives and decisions.

Support that Administration may provide to the Mayor includes:

- a. Speaking notes for public appearances at graduations, Remembrance Day ceremonies, and more.
- b. Maintenance and monitoring of the Mayor's social media presence (i.e. Facebook or Twitter accounts separate from the County's official administrative accounts). This includes writing social media updates, recording videos, and taking photos for social media updates.
- c. Scripts or research notes for regular radio and video interviews.
- d. Key messages for media requests or emergency situations that communicate the will of Council as a whole.
- e. Written messages, greetings, or proclamations requested by media and community groups.
- f. Mayoral letters to other elected officials or to residents, especially those on potentially sensitive matters.

The types of services provided depend on what the Mayor or Deputy Mayor requests. The Mayor or Deputy Mayor may wish to handle some or all of these communications matters themselves.

2. Individual Councillors may also receive support from Administration. This includes:
 - a. Speaking notes for public appearances at graduations, Remembrance Day ceremonies, and more.
 - b. Scripts or research notes for radio and video interviews as needed.
 - c. Key messages for media requests or emergency situations that communicate the will of Council as a whole.
 - d. Written messages or greetings requested by media and community groups.

The types of services provided depend on what individual Councillors request. Councillors may wish to handle some or all of these communications matters themselves.

3. From July 1 to Election Day in the year of a Municipal Election, Administration will reduce the amount of support provided to the Mayor, Deputy Mayor, and individual Councillors. Except in emergency circumstances, speaking notes, social media support, and scripts will no longer be provided past that date. Administration will no longer post updates to the Mayor's social media accounts, except in emergency situations where public safety or the County's overall reputation is at stake.
4. However, Administration recognizes that Council continues to serve the public until a new Council is sworn in, and must communicate messages that are of public interest and benefit. The overall will of Council will be shared from July 1 to Election Day in the year of a Municipal Election via media releases, Council Highlights advertisements, newsletter articles, streaming meetings online, and more. Administration will write Mayoral letters to other elected officials on behalf of Council. Matters that are normally communicated via the Mayor's social media accounts will instead be placed on Lac La Biche County's administrative social media accounts, except in the circumstances noted above. Key messages where public safety and the County's overall reputation is at stake will be provided to all of Council during this period as required.

"Original Signed"

Chief Administrative Officer

April 9, 2021

Date

"Original Signed"

Mayor

April 12, 2021

Date

SPECIAL NOTES/CROSS REFERENCE:

AMENDMENT DATE: