



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Alex Fuller, Director of Communications

DATE: April 7, 2026

REPORT NO.: ADMIN-2026-007

SUBJECT: Corporate Communications & Social Media Policy

RECOMMENDATION:

THAT Report No. ADMIN-2026-007 dated April 7, 2026, regarding Corporate Communications & Social Media Policy be received;

AND FURTHER THAT the 2026 Social Media Policy replace the 2010 Social Media Policy.

AND FURTHER THAT the 2026 Social Media Policy be posted on the Town's intranet and website.

KEY POINTS:

The following are key points for consideration with respect to this report:

- This report follows various discussions about the Town's corporate communications practices and provides the opportunity to: i) define the role of corporate communications; ii) update Council on the work of the division and iii) update the 2010 social media policy.
- Corporate Communications (the division) works with staff across the organization, providing a variety of services such as communications strategy, content writing, media relations, issues management, graphic design, advertising and promotion;
- The division supports the Mayor, providing writing and graphic design services, and fulfills a variety of ad hoc communication requests;

- The division also manages several digital channels (i.e. social media, internal and external websites and a marketing platform) used to inform, educate and/or engage the public on municipal issues, programs and services;
- The 2010 Social Media Policy is outdated and should be replaced;
- The proposed 2026 Social Media Policy reflects current practices and recognizes the different roles of staff and elected officials in using online communications.

BACKGROUND AND DISCUSSION:

The Corporate Communications Division has evolved since 2017 and supports internal and external communications and public engagement initiatives. The division works across the organization with oversight and responsibility for the following portfolios:

- Corporate website (+ functional oversight to the other websites)
- Intranet (internal website)
- Public engagement website (letstalk platform)
- Communications (counsel, strategy & execution)
- Media relations
- Issues management
- Social media
- Corporate advertising program
- Graphic design

For information on the work performed last year, please refer to the 2025 Year In Review Report in Appendix A.

SOCIAL MEDIA:

The Corporate Communications Division manages the Town's digital channels for the purposes of informing the public about municipal issues, programs and services. The channels are not used to express opinion nor promote members of Town Council, (though occasionally members may be recognized if associated with specific initiatives).

Corporate Communications does not manage digital channels utilized by the Mayor or Councillors. These channels are optional, personal and managed by the elected officials themselves.

The current social media policy developed in 2010 does not reflect current practices nor clearly defines the roles of elected officials and staff.

The proposed 2026 Social Media Policy articulates the governance, roles and responsibilities of Corporate Communications in managing the Town's social media channels based on widely recognized communications principles and best practices and elected officials' use and management of their own digital channels.

The proposed 2026 Social Media Policy aligns with and/or supports other Town policies, protocols and procedures including social media guideline and procedure documents, the Public Engagement Charter, the Media Relations Policy and the Use of Corporate Resources During an Election Year Policy.

The proposed 2026 Social Media Policy can be found in Appendix B.

STRATEGIC PLAN ALIGNMENT:

This report is administrative in nature and does not have an impact on the Town's Strategic Plan.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

Town Clerk & Director of Legislative Services

FINANCIAL IMPLICATIONS:

This report is administrative in nature and does not have any financial implications.

Reviewed and approved by,

Chris Mills, Chief Administrative Officer