



POLICY

POLICY NAME: Public-Facing Digital Communication Channels

CATEGORY: City Government

APPROVED BY COUNCIL: 2017/02/20

DEPARTMENT RESPONSIBLE: External Relations

AMENDMENT DATE:

PURPOSE:

This policy concerns the governance and administration of the City's official public-facing websites, social media channels, and electronic newsletters in order to ensure that they effectively present information about City initiatives, activities, and operations in a consistent and coordinated manner.

In response to Council's focus on actively communicating with employees, residents, local organizations, and constituencies outside of Prince George, this policy is directed to City staff and others who provide information on behalf of the City. The intention is to provide clear direction to ensure that digital communication channels serve as platforms for information about the City that are legitimate, reliable, and accessible.

POLICY OBJECTIVES:

1. To establish the City of Prince George website, official social media channels, and electronic newsletters as reliable sources of City information and services.
2. To ensure content on these channels is accurate, up-to-date, relevant, understandable, accessible, and consistent with other City messages and communication platforms.
3. To clarify and streamline the website content management process used by City staff to include a review and approval process intended to maximize the effectiveness and consistency of online content.
4. To provide a framework to guide the ongoing governance, quality, and sustainability of the City's digital communication platforms.
5. To ensure that the City's visual identity and brand standards are reflected in all official communications.

POLICY:

Accompanying this policy is an administrative procedure that sets out clear processes, responsibilities, and accountabilities for City staff related to the management of online content and digital communications. This procedure also includes the Terms of Reference for a Digital Governance Team that oversees the implementation of this policy and connects the governance and administration of digital communication channels to the City's strategic priorities.