

COMMUNICATION POLICY



A communications policy is a management tool that brings together a set of principles. It provides a framework for communications, decisions and practices. In addition to providing a solid anchor for the brand image, it is essential to achieving objectives, stemming from orientations, values and priorities of the Pointe-Claire City Council.

It implements processes that ensure quality communication with and among all the City's stakeholders and promotes dialogue.



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The Four Principles of Effective Communication



1 Make known



2 Foster Understanding



3 Promote Adherence



4 Encourage Participation

Mission of the City of Pointe-Claire

Through the leadership of administration and practices focused on excellence, offer citizens a high-quality, welcoming living environment that they are proud to call home.

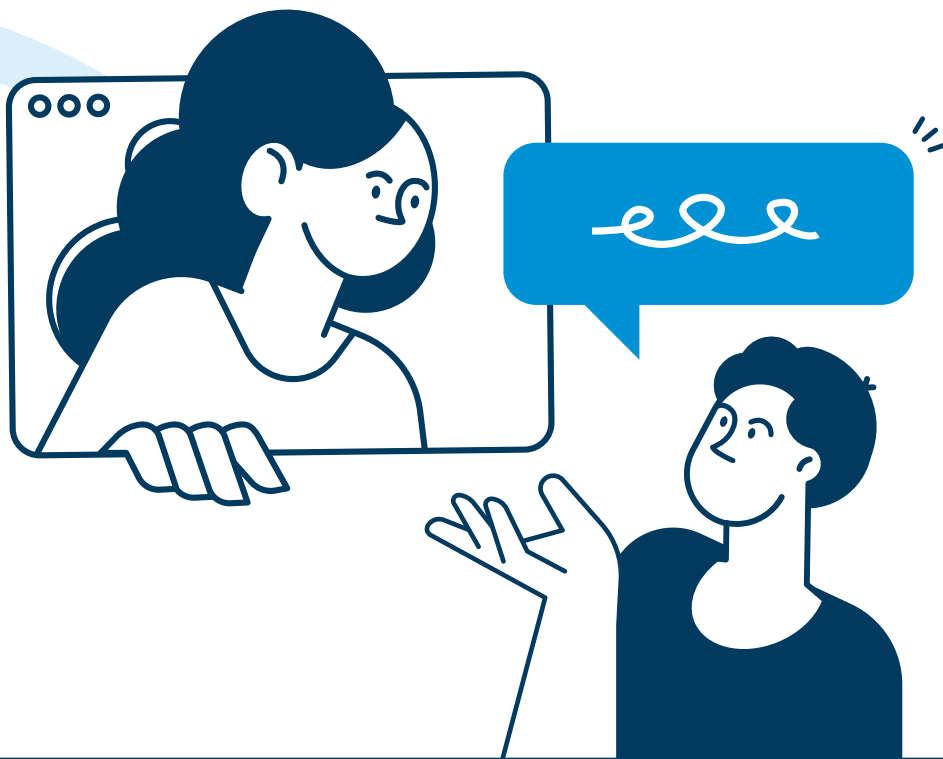
Context

Communication is an essential function in achieving the objectives of any company or public organization. In the municipal sphere, it supports the City's purpose, which is to offer quality services to its residents, to ensure and maintain a bond of trust between elected officials, the administration and the population.

In this context, and to improve the quality of information available to residents and employees, it is essential to clearly define the expectations for municipal communications and to determine the responsibilities of all those involved.

The Scope of the Policy

This policy is the communication framework and applies to staff, members of the City Council and volunteers, Major Partners and Paramunicipal organizations of the City of Pointe-Claire.



Political or Administrative Communication

To optimally manage the communications referred to in the Policy, the two types of communication must be defined: whether a communication is political or administrative in nature. To do this, we must understand the source and how internal communication channels function.

Political Communications

Political communications represent any verbal or written statement made by a member of the municipal council, for the purpose of making known their opinion on municipal affairs that have not yet been adopted or decided on through a resolution. They may also be to inform the public about an activity or personal initiative.

This type of communication should not commit or bind the municipal administration or compromise the confidentiality of information not available to the public, of which they have become aware while performing their duties. The Communications Department should not be involved in the political communications of City Council members.

Administrative Communications

Administrative communications are of an operational or normative nature, affect the municipal apparatus or follow a decision by the council through a resolution or by-law. This type of communication is objective and factual. It is used to inform the public about a service, program, project, by-law, activity or any topic related to the City.

Although the Communications Department reports to the City Manager's Office, it may be called upon to work with the Mayor's Office in certain contexts, such as to write speeches for formal events.

However, the Communications Department should not be involved in the political communications of City Council members.

Unless there is a specific directive from the City Manager's Office, the Communications Department is not responsible for taking charge of communications of a partner, supra-municipal, para-municipal or associative organization, etc.



Official Internal Channels

Under the authority of the City Council, the City Manager's Office oversees the fulfilment of the City's mission by taking on the role of conductor between staff members and the municipal council in a trust-based environment.

Therefore, the two-way communication channels between the City Council and the administration systematically passes through the City Manager's Office.

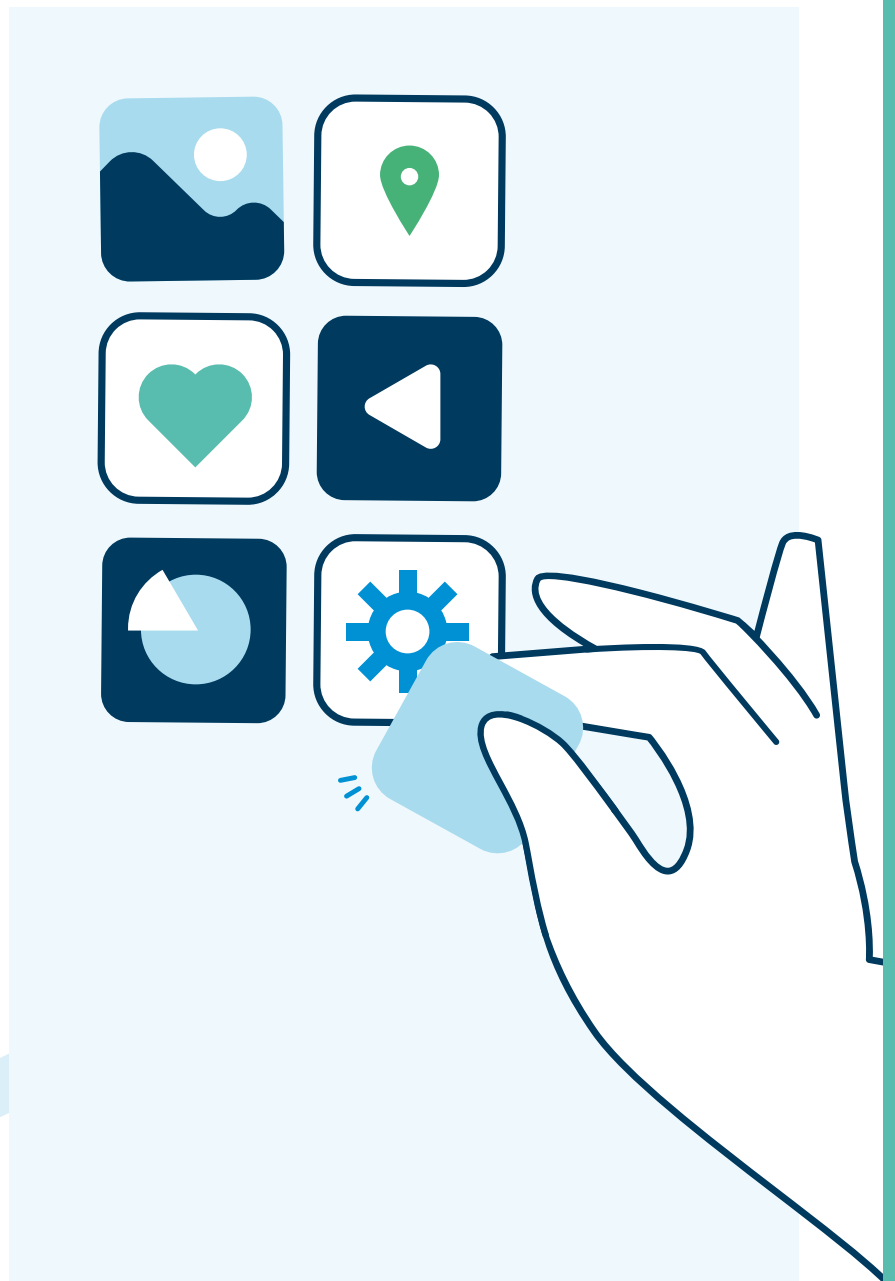
Strategic Orientations

Communication is a key management tool, inextricably linked to transparent and honest administration. Its orientations are based on the following elements:

- The satisfaction of its residents is the City's main concern and directing staff to achieve this priority is a primary focus.
- Communication is a management tool with high added value.
- To reach its full potential, communication needs to be based on an effective information and exchange network.
- The laws and by-laws in effect, including:
 - *Cities and Towns Act*
 - *Charter of the French Language*
 - Code of Ethics and Good Conduct for municipal elected officials
 - Code of Ethics and Good Conduct for employees of the City of Pointe-Claire
- Compliance with the decisions of the City Council.

Members of City Council and City Manager’s Office expect internal and external communications to help:

- Disseminate quality factual information about its services, activities, programs, projects, by-laws and decisions.
- Convey and inform staff about the importance of the principles of the resident-client approach.
- Ensure a common understanding of organizational issues among internal and external audiences.
- Encourage residents to participate in municipal life.
- Promote a positive image of the City of Pointe-Claire.



Mission and Roles of the Communications Department

Mission

The Communications Department is responsible for the integrated management of information dissemination to internal and external audiences. It ensures quality communications from the City to various audiences and ensures the City's visibility and the consistency of its image.

Roles

The staff of the Communications Department has expertise in communication, marketing and new media, and intervenes in a strategic and tactical manner in these areas. These employees thus have the role of managing the City of Pointe-Claire's internal and external communications, in addition to activities with public participation, protocol activities and customer service.

It ensures that residents and employees are adequately informed of administrative news and decisions made by the City Council. It ensures the accuracy, accessibility, consistency, transparency and dissemination of information.

The Department, maintaining the City's image, plays an advisory role to other municipal departments and the City Council by defining the communication strategies to be used to meet their needs.

It is the only department authorized to disseminate information about the administration to the general public (with the exception of the Legal Affairs Department and City Clerk's Office for public notices and during election periods).

Primary Responsibilities

Overall, the staff of the Communications Department:

- Has an advisory role in communications and public participation with the municipal services departments.
- Coordinates the planning, development and implementation of communication strategies, as well as public relations plans.
- Conducts information, awareness-raising and promotional campaigns.
- Carries out internal communication activities according to the needs of the various departments of the City.
- Proposes resident participation strategies and ensures quality customer service to optimize relationships with residents.
- Develops and produces content for various digital platforms (social media, websites, consulting platforms, etc.).
- Ensures the consistency of messages in all of the City's activities.
- Reviews and approves all municipal documentation intended for the general public (in collaboration with the appropriate municipal department).
- Disseminates information to the media, responds to requests and coordinates media activities.
- Welcomes residents who visit City Hall.
- Coordinates the management of complaints and requests.

To optimize their communications and standardize their practices, the City of Pointe-Claire describes the different intervention frameworks and determines the responsibilities of all the people involved.

Spokesperson Role

A municipal organization must identify the responsibility of each of the roles in communicating with the related clientele. This is why it is important to define the role of 'spokesperson' for each of the internal audiences.

The spokesperson represents the City of Pointe-Claire, and as such, he or she has a duty to transmit factual information, to ensure that he or she has a good knowledge of the situation and the file in question, to ensure that he or she is the appropriate person for the given situation, and to be familiar with the rules governing liability in the event of defamation. It is important for Council members and other spokespersons to remember that, like all individuals, they must respect people's reputations.

Mayor's Office and Elected Officials

The mayor is the main spokesperson for the City and has the privilege of making all verbal or written statements related to municipal affairs. The mayor acts in accordance with the powers conferred on them by provincial legislation. Whenever they address the public, it is in their own name or on behalf of the City Council.

These privileges also apply to the person elected as an alternate, when they are expressly mandated by the Mayor's Office to speak about a matter.

As for Council members, they may be called upon to act as official spokespersons for the City at the request of the mayor's office or the City Manager on specific mandates entrusted to them. Their speeches will touch on promising projects from committees on which they sit.

If a Council Member wishes to make a statement in a context other than those previously mentioned, it remains personal and not binding on the municipal organization.

If a media organization communicates directly with a Council member regarding any municipal file, the elected person must notify the Mayor's Office and City Manager.



City Manager's Office

The City Manager's Office may make any public statement (verbal or written) related to the operation of municipal administration. They may delegate their authority to a department manager if they deem it appropriate to do so.

Communications Department

The Communications Department is the official administrative spokesperson for centralizing communications with the media and ensuring the accuracy of information conveyed. Strategically, they can delegate their role or mandate expert spokespersons based on the objectives to be achieved.

Other Department Management Groups

The staff of the various municipal departments may occasionally act as spokespersons with the media, when the Communications Department has previously mandated a person with expertise in this area to do so.

This strategy of identifying an expert spokesperson essentially applies to issues requiring more technical responses.

Roles and Responsibilities in Internal Communication

City Manager

Leadership of internal communications is provided by the City Manager. They manage the relationships and communications between municipal Council members and staff.

They convey all important information to management, who in turn share the relevant details regarding current and future files with staff. They are aware of and transmit the evolving opinions of employees and respond to their concerns. They encourage communication and the sharing of information between the different departments.

General Rules

Every employee's responsibility is to:

- Stay informed regarding the City's general policies, decisions taken by City Council and the City's specific projects, particularly those related to their field.
- Develop a positive attitude toward the clientele.
- Protect confidential information.
- Ensure effective follow-up of requests.

Each management group must use the appropriate means to provide employees with the information they need to understand and achieve both departmental and organizational objectives. The director of the department is the main person responsible for communication within their team, to their employees and to partners. They are responsible for sending information to the parties with whom they work on a project.

Intranet

The Intranet is an accessible platform for municipal employees. This employee website is used to share important administrative information and to highlight social activities and events for staff.

The Communications Department works with the Human Resources Department to provide content for the Intranet. Other departments can also submit topics or documents to be shared with the rest of the staff.

Automated Call System

The City has an automated calling system to quickly reach affected residents during an unusual or emergency situation. It is also used to communicate with employees who are called upon to work in certain circumstances. The Communications Department is responsible for the management and operation of this system.



Communication in Emergency Situations

The automated alert system, developed specifically for the needs of municipalities, is used to inform residents and businesses through a variety of emergency information channels. This can include minor alerts, such as water main breaks, water interruption notices or boil water advisories, to major cases, such as floods.

For major emergencies, the City of Pointe-Claire is overseen by the Centre de sécurité civile de la Ville de Montréal. The Inspection – Public Security Department and the Communications Department of Pointe-Claire collaborate annually to review the emergency measures plan.

The mayor acts as a spokesperson when emergency measures are implemented. However, the mayor may delegate this responsibility to another City Council member or to an official. The Communications Department must provide the necessary tools to the designated spokesperson for public speeches.

Roles and Responsibilities in External Communication

Customer Service

Set up to receive non-emergency calls and online or in-person requests related to municipal services, customer service allows the population to communicate with agents from the Communications Department.

Every Department is responsible for providing all the relevant information that must be relayed to residents. They are also responsible for processing requests from customer service within the set deadlines.





Process for Citizen’s workshop and surveys

In order to inform citizens or solicit their opinion on different subjects, the City may choose to initiate a citizen participation process prior to decision-making.

Several means and tools can be used to obtain the opinions of the City’s citizens, including online surveys, citizen participation workshops, information and discussion sessions, etc.

The Communications Department will utilize various communications channels to reach citizens and facilitate and encourage participation as much as possible. They will be responsible for organizing and promoting the event, with the collaboration and support of the other departments involved.

City Council Meetings

City Council meetings are the main source of information on the decisions made by elected officials. Legal Affairs and Clerk’s Office is responsible for scheduling meetings, preparing the agenda and publishing the minutes. The live and recorded broadcasts are available on the City of Pointe-Claire’s website.

Website

Considered the primary tool for communicating with its various target audiences, the website offers all the information related to municipal services. The website is managed by the Communications Department, who collaborate with the other departments to update the content.

Social Media

The Communications Department, or people delegated by the department, are responsible for managing social media for the City of Pointe-Claire. Only those who are authorized may post messages or images on behalf of the City. Employees must use social media in accordance with the applicable regulations defined in the Social Media Policy.

Municipal Publications

The Communications Department is responsible for writing and designing the various publications on behalf of the City of Pointe-Claire. In other words, the department produces and publishes any printed products displaying the City's logo such as a newsletter, leaflet, guide, information brochure, mass mailing notice or letter, or door hanger, etc. Personalized letters, administrative notes, forms and work notices are excluded from this guideline.

The Communications Department works in collaboration with the various departments from which publications are issued. The municipal departments are responsible for providing all the necessary elements and information to draft a text.



Media communications

With the goal of ensuring the accuracy of the information conveyed, the Communications Department is the gateway for the media to obtain any information of an administrative or institutional nature.

The Communications Department is the only official source of information for the City of Pointe-Claire, with the exception of political communications that fall under the responsibility of the Mayor's office.

Consequently, no municipal departments are authorized to disseminate information to a media outlet on behalf of the City, except for when an expert within a department has been mandated by the Communications Department.

The Communications Department:

- Receives and processes all media inquiries related to the municipal administration.
- Disseminates all official press releases from the municipal administration.
- Convenes and coordinates all press activities (e.g., press conferences, press briefings, unveilings, inaugurations, launches, etc.) by providing expertise and support to other municipal departments. During these activities, it may request the support of the related departments for various tasks.



Press Relations

Press relations include all the actions carried out with the press and journalists to inform the population in a transparent manner.

There are three ways the City of Pointe-Claire can be proactive in its press relations: by issuing press releases, holding press conferences or press briefings.



Press Release

Press releases must include “news” type elements. They are used to transmit an administrative measure, announce an event, service or report on a situation that involves a majority of the population.

When a press release relates to the City Council, it falls under the mayor’s responsibility, but is disseminated by the Communications Department.

When a press release relates to administrative decisions, it falls under the responsibility of the City Manager.

Press releases are drafted by the Communications Department, but the information must first be provided by the specific department and validated by the mayor or City Manager, depending on the situation.

Press Conference

Press conferences are an integral part of a communication strategy and are necessary actions to employ if the potential benefits outweigh the time and resources required for this endeavour.

There are four parts to a press conference:

- Speeches made by a political representative, administrative expert or master of ceremonies.
- A question period for journalists.
- Taking of official photos.
- Individual interviews.

A press release automatically accompanies any press conference and often features additional information and context. The press release is sent electronically after the press conference.

Press Briefing

Unlike a press conference, a press briefing is a shorter meeting intended to provide an update on a given topic.

Press briefings are not planned in advance and are organized as needed. They are often used during emergency measures to monitor a situation (e.g., major water main break). They are not necessarily accompanied by a press release.

Legal Communication

The Legal Affairs and Clerk's Office is responsible for legal communications. The following are examples of resident communications handled by this department:

- Requests for access to information.
- City Council meetings.
- Elections
- Public notices.



Requests for Access to Information

The mayor is responsible for access to information requests, which he or she delegates to the Legal Affairs Department. The clerk, a municipal officer appointed by the Council, is responsible for the application of the Act respecting access to documents held by public bodies and the Protection of personal information. This legislation sets out the limitations of the right to access public information.

It also sets limits on the disclosure of personal or nominative information. It applies the access limitations and the mechanics of procedures to access the information.

All requests from a resident, staff member or member of the City Council must be processed in accordance with this law.

The clerk is responsible for processing each application and for following up on them, respecting the provisions and deadlines prescribed in the Act. Where applicable, a reproduction fee will be charged to the applicant.

Digital Communication

Website

The Internet is one of the responsibilities of the Communications Department. It oversees the management and updates of the content on the site, while working closely with the departments that are responsible for validating the content.

In addition to the municipal information it shares on its site, the City relays information from its mandated, supra-municipal, paramunicipal and government bodies.

The visual presentation, updating of the content (writing and revision) and continuous improvements to the website are all part of the Communications Department's responsibilities.

To ensure the accuracy of the information published, municipal departments must periodically and regularly monitor the content for which they are responsible.

Related websites, such as the library catalog, the online platform used for leisure activity registration, etc., must be consistent in design and with the City of Pointe-Claire brand image.

Newsletter

The City sends newsletters by email to inform its subscribed residents about news and activities in their municipality.

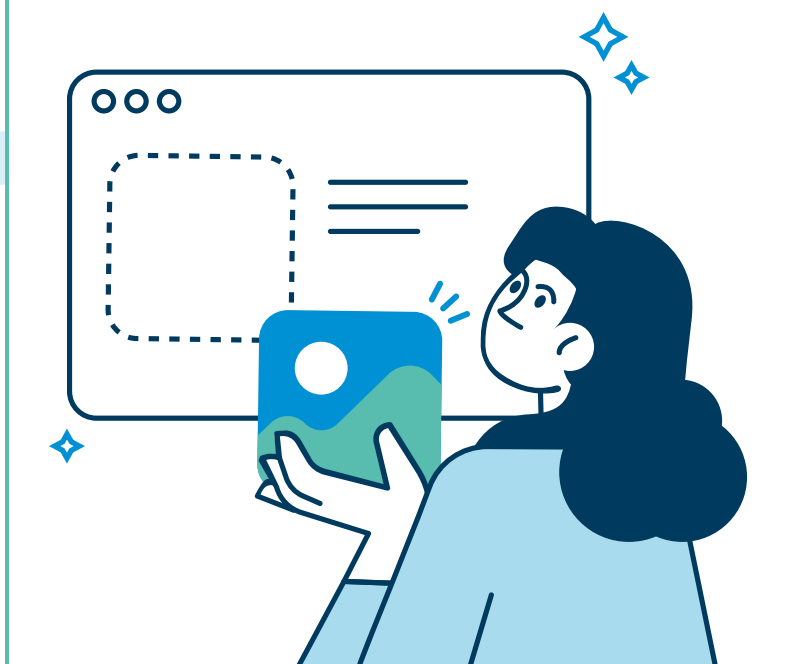
Social Media

The City of Pointe-Claire maintains an active presence on several social media channels. This activity falls under the expertise and responsibility of the Communications Department, which provides content according to the target audience.

The regulations governing this type of communication are described later in this document.

Videos

Video clips are produced by the Communications Department as needed. The purpose of the clips is to inform residents about the City's services, programs, projects or by-laws. They are posted on the City's social media channels as well as on its website. The production of video clips and related tasks are under the responsibility of the Communications Department.



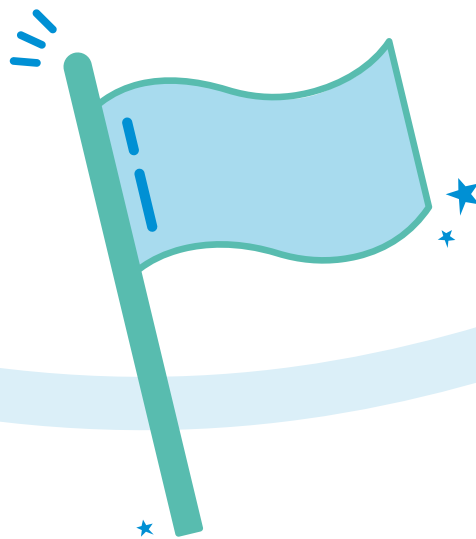
Protocol and Public Representations

Flags

Flying flags hoisted on poles, on or inside public buildings, must respect the protocol order: the Canadian flag on the left, the Québec flag in the centre and the one bearing the City's logo on the right, from the point of view of the person looking at them. Three flags are permanently displayed around City Hall and in the Council chamber.

Pointe-Claire flies these flags at half-mast when an elected municipal official, a former mayor or an emeritus resident has passed. Flag half-masting can also be requested by the provincial and federal governments or decided by the Mayor's Office for special circumstances or events.

Flags are flown at half-mast during national mourning declared by the Parliament of Canada, the National Assembly of Québec or at the request of the mayor's office in justified cases. All information regarding the flags' protocol is available on the City's website.



Formal Events and Golden Book

The Mayor or City Council will officially welcome any person, group or delegation it deems fit to invite or receive. Signing of the Golden Book may take place during these events.

The planning, organization and coordination of the City's official events are the responsibility of the Communications Department. The latter works in close collaboration with the director of the department that is holding the event.

Types of events considered official:

- Press conference or press briefing;
- Public consultation;
- Information session for the general public;
- Launch event;
- Sworn in event;
- Nomination;
- Inauguration;
- etc.

Only the mayor has the power to authorize a civic reception, an official ceremony or a visit to Pointe-Claire City Hall. Any request for this type of event must be sent to the mayor. The invitations, organization and technical support required for these activities are provided by the mayor's office and in some cases, support from the Communications Department may be requested.

Brand Image

Branding involves everything related to the visual identity of the City, including the logo and related standards guides that tell its history.

The brand image takes several forms: standardized lettering on the fleet of municipal vehicles, clothing and other uniforms worn by City staff, promotional banners and tents used during events.

Photography is also included in the brand image, hence the importance given to managing the custom photo bank and the choices of the visuals made available to the public.

Logo (Graphic Standards)

To maintain uniformity and consistency in the presentation of documents, and to facilitate identification of the City of Pointe-Claire, graphic standards must be respected when using the logo and brand image.

Official documents, promotional and informational materials from the City must include a representation of the logo.

Use of the City's logo by a third party or external organization must first be approved by the Communications Department.

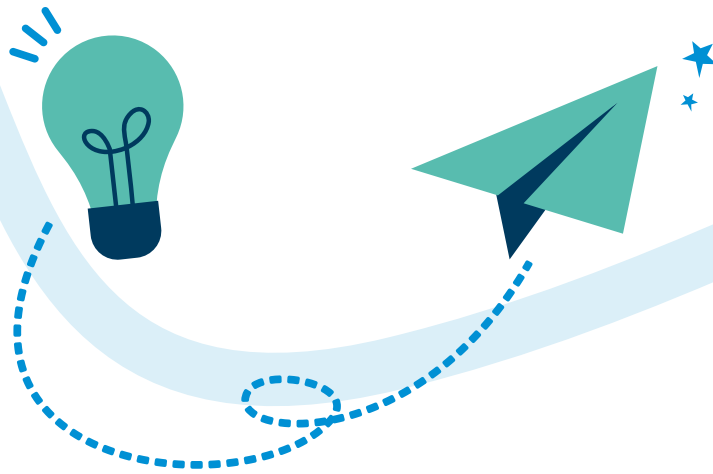


Photo Bank

Using photos allows for concrete expression of the City's brand image. They represent the territory and the community through its diversity. The Communications Department is responsible for managing the photo bank.

Stationery

Some of the City's stationery is in digital format to ensure inventory management is as ecological as possible. Stationery includes the letterhead, envelopes and business cards with the colours and logo of the organization. Staff members must use these elements for external communications.



Electronic Signature (email)

For brand consistency, all staff members must use the City's standard email signature.

To ensure universal access, email messages must be written on a white background without using other options in the message (patterns, for example).

The signature includes the following elements:

- Name of the employee
- Title
- Municipal department
- City's telephone number and extension
- City's mailing address
- City's logo
- Link to website
- City's social media logos

Display and Signage

Municipal Buildings

Specific rules are used by the City of Pointe-Claire to regulate signage in municipal and paramunicipal buildings. These rules are meant to control the messages conveyed inside public buildings to protect the City's image. Countertop displays, bulletin boards or TV screens can be used.

Authorized informational display methods:

- Services, activities, programs, projects and by-laws of the City of Pointe-Claire.
- Display of events held in municipal and paramunicipal buildings.
- Displays from paramunicipal, supra-municipal and mandated bodies.
- Displays from recognized organizations according to the Policy on Eligibility and Support for Organizations.

No other types of messages are tolerated in municipal or paramunicipal buildings of the City of Pointe-Claire. Furthermore, the authority to authorize posting in a particular building rests with the Communications Department.

All requests for displays must be addressed to the relevant municipal department. The manager has the authority to set specific display areas within the buildings under their responsibility. This guideline is subject to change without notice.

The Communications Department reserves the right to review the content and design of the display. The information must be available in both languages, as the City communicates in French and English.

Digital Display

The City of Pointe-Claire has digital billboards on its territory. The main purpose of these types of signs is to promote municipal activities.

However, to increase the visibility of activities and events, organizations recognized by the City may, in accordance with the Policy on Eligibility and Support for Organizations, post public service announcements free of charge.

The priority of the digital signs is to inform the public about ongoing or upcoming services, activities, programs, awareness-raising campaigns and events organized by the City, as well as those taking place on its territory, through these public service announcements.

They are also used to disseminate public service announcements from organizations recognized by the City, in accordance with the Policy on Eligibility and Support for Organizations.

Permanent and temporary locations can be installed in parks, infrastructure and during street repairs.

Street Banners

The strategic management of messages and the design of street banners are the responsibility of the Communications Department who works in conjunction with the Public Works Department to install the visuals.

The objective of this tool is to promote the City's brand image or to promote a campaign.

Signage

Signage must be consistent with the City's brand image and developing them is therefore the responsibility of the Communications Department.

Linguistic

The City of Pointe-Claire communicates in French and English due to its status as a bilingual city. The director of the Communications Department acts as the official representative of the City of Pointe-Claire to the Office québécois de la langue française.

Promoting Universal Access

In accordance with its Policy on Universal Access, the City of Pointe-Claire agrees to:

- Encourage universal accessibility in its communications.
- Represent all members of the community in their diversity as long as the clarity of the message and its purpose are not affected, both in its written communications and through its visual representations.

Accessible communication aims to recognize and respond to the needs of a large part of the population, which in turn improves its reach.

The City applies the following rules to facilitate the reading and retrieval of information for people with limited visual function:

- Choice of a simple, increased font size with a well-proportioned layout.
- Sufficient colour contrast.
- Website adaptation tool to ensure better accessibility depending on the user profile.
- Closed captioning of Council meetings.

The City of Pointe-Claire strives to make its website easy to use and relies on the standards of website accessibility adopted by the Conseil du Trésor (SGQRI 008-01). The following are examples of the measures that are applied:

- Use of the simplest possible language.
- Contrast in brightness of colours makes the text more legible.
- Organization of the pages on the website in a coherent structure.
- Optimization of the website to adapt to different screen sizes.
- Text can be enlarged by 300% without loss of legibility.
- Use of a sans-serif font.
- Page titles describing their content.
- Tables are simplified and correctly formatted.
- A menu and search engine are available to access content.
- No text is superimposed on images.

Inclusive Writing

The City of Pointe-Claire applies the general principles of inclusive writing, which promotes the equitable representation of women and men. The field of writing is constantly evolving, and the City of Pointe-Claire ensures to stay up to date regarding new rules to ensure that communications are accessible to all. Its style guide includes a section on inclusive writing.



Social Media

The rules for using the social media channels of the City of Pointe-Claire are part of the Communication Policy. These rules are intended to provide a framework for the City's social media usage practices. They include all the guidelines and codes of conduct governing Internet users' behaviours during discussions.

They include discussions with the community, the dissemination of information and aim to ensure that discussions take place in a courteous and respectful environment, while complying with the laws in effect and respecting the standards set forth by the City.

The term "social media" means any form of website or application on the Internet or mobile device that enables interaction or the sharing of content.

Social media includes, but is not limited to:

- Social networking sites (e.g.: Facebook, X, LinkedIn)
- Video or photo-sharing sites (e.g.: YouTube, Google+, Instagram, Snapchat)
- Blogs and discussion forums

The City is present on various social media platforms:

- Facebook
- X
- Instagram
- Vimeo
- LinkedIn

Anyone who is interested in topics of a municipal nature and who interact with the City through social media is subject to these rules.

Objectives of using social media

Social media platforms are primarily used to:

- Promote the City's events, facilities and services.
- Create an interactive community interested in the City's topics.
- Share information.
- Sensitize through awareness-raising campaigns.
- Recruit staff.
- Quickly share information.

Roles and Responsibilities

Communications Department Management

The Communications Department, or people delegated by the department, are responsible for managing social media for the City of Pointe-Claire. Only those who are authorized by this department may post on behalf of the City on social media.

City Manager's Office

The City Manager will analyze all internal requests for creating a new official account. No department, committee or team may create an account without the approval of the City Manager.



Elected Officials and Employees

Elected officials, who have one or more social media accounts, can interact and express their political opinions on their personal accounts. However, elected officials or election candidates may not use the City of Pointe-Claire's official social media channels to promote themselves personally or in the context of their election campaign.

Appropriate use is expected, in compliance with the municipal administration and the Code of Ethics and Good Conduct, for elected officials and the IT Security Policy.

Employees and elected officials are advised to exercise caution in the comments on their personal social media accounts as the information may become public and damage the reputation of the employee, a City department or the City.

Employees and elected officials must act with professionalism and exercise good judgment in their personal comments related to their duties or those of their employer.

Write any personal comments or opinions using the word "I" to ensure the City is not responsible for what is said. Remain transparent and clarify that the comments are made by you personally and not by the City.

All employees and elected officials have a duty to respect the confidentiality of certain information held by the City. Nobody may disclose private information, confidential or strategic data from the City, its staff, population, partners or suppliers, or users of their social networks. The City may require the modification or removal of comments, information or other data published on social media platforms.

All municipal employees and elected officials must read the *Social Media Policy*. Any breach of this policy may be reported to the relevant authorities.



Employees

The City supports the use of social media and encourages its employees and anyone interested in municipal activities and services to participate, share and promote the City’s official messages, outside of working hours.

Appropriate use is expected, in compliance with the *Code of Ethics and Good Conduct for employees* and the *IT Security Policy*. Consultation and use of social media during working hours is permitted for business purposes.

City employees who have one or more social media accounts may identify themselves as City employees in the appropriate section of their account. Despite their professional affiliation, their messages and positions do not represent the City’s official position and should be treated as strictly personal opinions. Only City officials and those identified as spokespersons are authorized to use the City’s official accounts and speak on its behalf.

Content

The City uses social media channels to transmit resident information, in relation with the municipal organization, its services or mission. Only information from the City will be shared. It should be noted that the use of social media is in complement to other information tools used by the City. The website remains the main reference.

Organizations recognized by the City may receive different forms of support, but the City makes no commitment to disseminate information regarding other organization’s events on its official accounts.

Complaints and Requests

The City does not handle any complaints or requests submitted by users on social media. Residents who want to submit a complaint or request must do so through the City’s website, in the section titled ‘Online requests’ or by calling **514-630-1200**.



Media Requests

The City does not handle any requests submitted by journalists on social media. To conduct an interview with a City representative, you must contact the people responsible for media relations. Journalists must send requests by email to medias@pointe-claire.ca or call the City at **514 630-1200**.

Hyperlinks

Internet users may post links in their comments on the City's social media platforms as long as the content is related to the topics discussed. The City also publishes links that it considers relevant to its subscribers, and in line with its mission, the City is not responsible for the content of hyperlinks to external sites. This includes, for instance, the sharing of government content.

Official Languages

In keeping with the City's bilingual status, messages will be written and posted in both official languages, first in French and then in English. Users' comments may be written in either language and responses by the City will be written in the language of the user's comment.

Logo of the City of Pointe-Claire

The City's logo appears on the City's various official social media channels. The use of the City's logo is prohibited without the prior and explicit consent of the Communications Department, regardless of how it is used.

Confidentiality

When publishing on social media, the City of Pointe-Claire is subject to the *Act respecting Access to documents held by public bodies and the Protection of personal information* which guarantees the protection of personal information.



Use of Images, Videos or Other Copyright Protected Content

When publishing images, videos or any other work on social media, the City ensures that it has the rights to use them.

Response Time

Social media is managed during the operating hours of City Hall. It is therefore during this time period that answers will be provided to social media users.

Comments and questions posted after business hours, on weekends or holidays, will be handled during the regular work schedule.

Emergency Situation

In the event of an emergency, the City will use its social media channels to inform residents, as it allows for instantaneous dissemination and quick sharing of information.

Social media should not be used to communicate with the City in emergency situations.

Platform Service Interruption

Social media platforms may occasionally become unavailable. The City of Pointe-Claire cannot be held responsible for the lack of response during these periods of service interruption.

Subscriptions

Even though the City of Pointe-Claire follows a user's account, it does not mean that it agrees with their comments or activities. The City is subscribed to accounts that appear to be relevant to its mandate.

Netiquette

Rules of conduct and courtesy on social media.

Usage Rules

To maintain a environment of respect and courtesy, certain rules of conduct are essential:

- Use respectful language and tone in comments and questions.
- Respect privacy by not publishing or requesting confidential information, such as personal information.
- Do not make offensive, defamatory, humiliating, degrading, threatening, crude, hateful or aggressive comments, whether using words, images or emoticons.
- No advertising or promotional solicitation is permitted. Repeatedly posting comments is also not allowed.
- No promotion or discrediting of a political party, pressure group or religious group, its representatives, or authorities of the City of Pointe-Claire are allowed.
- Messages posted can not violate any laws or encourage or suggest illegal activities.
- Do not publish unverified, inaccurate or false information.
- Discussions must take place in French, in English or in both languages.

Comment Management

The City of Pointe-Claire encourages resident participation and discussions on its social media channels in accordance with its netiquette.

Moderation

The City reserves the right to remove any comments that it deems inappropriate or that do not respect its netiquette. The City may also ban a subscriber if it finds they repeatedly fail to respect this policy and its netiquette.

If you have any questions about this policy, contact the Communications Department at **communications@pointe-claire.ca**.

References

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