

**REGIONAL DISTRICT OF NANAIMO**

**P O L I C Y**

SUBJECT:	<b><i>Communications Policy</i></b>	POLICY NO:	<b>A1.27</b>
		CROSS REF.:	
EFFECTIVE DATE:	<b>February 25, 2020</b>	APPROVED BY:	<b>Board</b>
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**A. PURPOSE**

To provide guidance and direction to ensure a consistent, coordinated and responsive approach in communications at the Regional District of Nanaimo (RDN).

**B. POLICY**

The communications goals of the RDN are:

- To provide information to the public in a timely, accurate, clear and consistent manner.
- To use a variety of means to ensure residents are informed of RDN policies, programs, services and initiatives.
- To ensure information provided by the RDN is clearly and consistently identified as such.
- To celebrate the accomplishments and initiatives of the RDN.
- To foster a consistent, professional image in all business dealings related to the RDN.

A variety of communications channels, tools and strategies will be used to meet the needs of the RDN's diverse audience. These may include a mix of publicity gained through promotional efforts, paid advertising, personal contact at meetings and events, promotional materials and digital or online opportunities.

**C. RESPONSIBILITIES**

RDN Elected Officials:

- Strive to educate and inform residents about RDN policies, projects, services and initiatives through personal contact and other communications channels.
- Respond to media requests as required.
- Advise the CAO of upcoming issues that could affect the positive public image of the RDN.

The RDN staff:

- Enable communications with the public by ensuring:
  - Delivery of timely, clear, objective, factual and non-partisan information;
  - A variety of tools are used to maximize reach;
  - The views and interests of the public are considered when developing policies, programs, services and initiatives; and
  - Prompt response to information requests or inquiries from the media and public.
- Ensure the RDN identity and principles of open, transparent and collaborative communications are integrated when developing policies, programs, services and initiatives.
- Ensure communications are integrated into RDN's emergency preparedness and crisis management planning.
- Consider, for all projects, which communications channels, tools and strategies should be utilized.
- Seek advice, support and approval from Corporate Communications as required.
- Work with Corporate Communications to ensure the RDN identity and principles of open, transparent and collaborative communications are integrated when developing policies, programs, services and initiatives.