



Date: 24/09/2021

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Chris Keam, Manager of Communications

Date of Meeting: Cariboo Regional District Board_Oct01_2021

File: [Click here to enter text.](#)

Short Summary:

Corporate Logo Use and CRD Communication Protocols

Voting:

Corporate Vote – Unweighted

Memorandum:

This item is brought forward to highlight existing communications policies and assist directors in determining when use of CRD graphics elements is appropriate in their communications to the public via social media channels such as Facebook, Twitter, and YouTube, or when participating in online forums and meetings using conferencing technology such as Zoom or Teams. In particular, page 44 of the CRD Policy Manual outlines the roles, responsibilities, and restrictions of staff and elected officials with regard to communication of regional district news and information and use of corporate branding.

Attachments:

Social Media Communications Policy

Financial Implications:

N/A

Policy Implications:

Review of existing policies and potential updating of/addition to corporate communication policies.

Alignment with Strategic Plan:

- Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.
- Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.

- Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

[Click here to enter text.](#)

CAO Comments:

[Click here to enter text.](#)

Options:

- 1) Receipt
- 2) Receipt and further action

Recommendation:

That the agenda item summary from Chris Keam, Manager of Communications, dated September 24, 2021, regarding a review of existing communications and corporate brand policies to ensure they are up-to-date and in alignment with the CRD's overall communications strategy, be received.