

EDMONTON

ADMINISTRATIVE DIRECTIVE



TITLE

COMMUNICATIONS

NUMBER

A1446A

DELEGATED AUTHORITY

BYLAW 12005, THE CITY
ADMINISTRATION BYLAW 10(D)

DEPARTMENT

OFFICE OF THE CITY MANAGER

STATEMENT

It is recognized that everyone working for and representing the City of Edmonton has a role to play in effectively communicating both internally and externally. The City's communication approaches, materials and messages should be: citizen-focused and reflective of market research and insights gathered on citizen perspectives; transparent and proactive; clear and written in plain language; accessible and available through multiple channels; encouraging of broad public participation; consistent across the organization; accurately reflected in mass and social media; and measurable.

PURPOSE

The purpose of this Directive is to establish clear guidelines and standards for communication approaches, materials and messages.

APPLICATION

This directive includes any individual employed by the City that reports to the City Manager or City Auditor, along with those individuals employed/contracted by the City on a personal services agreement.

LEGISLATIVE AND ADMINISTRATIVE AUTHORITIES

Employee Code of Conduct Directive A1100
Open City Policy C581

APPROVED:

DATE: DECEMBER 17, 2015

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