

2020

# COMMUNICATIONS OPERATIONAL PLAN



## COUNTY OF ST. PAUL

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## ACTION PLAN - 2020

# COMMUNICATIONS

Strategy	Action
<p>Strategy 1.1 Continue to improve, review and update communications methods to create a user-friendly digital experience for everyone.</p>	<ul style="list-style-type: none"><li>• Create and sustain social media accounts – Facebook and consider feasibility of other social media.</li><li>• Create guidelines for the use of social media as a feedback tool.</li></ul>
<p>Strategy 1.2 Improve how we disseminate information through communication.</p>	<ul style="list-style-type: none"><li>• Develop Best Practices for internal and external communication.</li><li>• Proactively plan information the County will communicate throughout the year via radio and local newspapers, annual calendar, newsletters, brochures, and publications.</li><li>• Develop a Branding Standards Guide for internal and external use.</li><li>• Develop targeted communication plans for Waste Management, ASB (currently in draft), Public Works, and Community Services.</li><li>• Develop a communication plan for over-arching County communication (including messaging).</li></ul>
<p>Strategy 1.3 Improve participatory methods of communication.</p>	<ul style="list-style-type: none"><li>• Increase participation at public events and AGM through strategic communication planning.</li></ul>
<p>Strategy 1.4 Proactively plan ahead to improve County communications with the public.</p>	<ul style="list-style-type: none"><li>• Generate an annual County calendar that promotes all services provided, including relevant information.</li><li>• Continue to expand/ develop annual County activities scan to ensure programs/ activities are promoted.</li></ul>

ACTION PLAN - 2020

# COMMUNICATIONS

**Strategy** **Action**

<p><b>Strategy 1.5</b> Increase number of people attending events, online followers, and people we engage with in general.</p>	<ul style="list-style-type: none"><li>• Communicate through all available channels of communication to ensure public awareness of programming and events.</li></ul>
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<p><b>Strategy 1.6</b> Maintain policies related to communication methods.</p>	<ul style="list-style-type: none"><li>• Review the social media policy if new social media tools are implemented.</li><li>• Develop a communication plan for the Regional Emergency Management Plan.</li><li>• Create privacy policies related to online terms of use.</li></ul>
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# COMMUNICATIONS

### Strategy

### Action

Strategy 1.7  
Ensure all County departments are supported with quality, timely and effective Communication.

- Increase public awareness and education of County Community Services, Agriculture Services (including LARA workshops), Fire Smart program and Fire Prevention Week, winter maintenance and others.
- Promote events related to FCSS, Parks and Waste Management,
- Promote use of online campground booking system.
- Develop 2021 County Calendar with public participation i.e. competition for community photos that would be used in calendar.
- Add information about community services and public works to website community events calendar,
- Work with ASB and Public Works on bi-annual newsletters.
- Communicate progress on asset management plans to Council and public.
- Proactively provide advanced notice of road work to residents.
- Create educational videos about Public Works and Community Services.