



Report to Council

To: Mayor and Council Members
From: Keely-Anne Johnson, Clerks Department
Date: February 3, 2026
Subject: External Communication Operational Policy

Recommendation:

That Council receive the External Communication Operational Policy, as presented, for information.

Background:

The Township of North Kawartha relies on external communication to inform residents, stakeholders, and visitors about municipal programs, services, initiatives, and important community information. As communication methods continue to evolve, particularly through online platforms, it is important that the Township maintains clear, consistent, and professional standards for how information is shared publicly.

The scope of Township communication now extends beyond social media to include websites, e-newsletters, physical postings, and other public-facing communication tools. To reflect this broader scope, the policy has been updated and renamed as the External Communications Operational Policy, which will replace the existing Social Media Policy which was originally adopted in April 2020.

Analysis:

The External Communication Operational Policy strengthens the Township's communication framework by clearly defining roles and responsibilities, approval processes, and expectations for all external communication platforms. The policy provides clearer direction regarding brand consistency, accessibility standards, content control, and public engagement expectations.

The updated policy supports consistent messaging, protects the Township's corporate identity, and ensures that all external communications align with approved corporate standards and branding consistency. By clarifying communication workflows and accountability, the policy reduces the risk of inconsistent messaging, outdated information, or unauthorized use of Township branding.

Overall, the policy supports transparent governance, effective public communication, and improved service delivery, while allowing flexibility to adapt to future communication platforms and technologies.

Financial Implications:

There are no financial implications.

Strategic and/or Other Plans:

Strategic Plan 2023-2026

3.1 – Governance – Maintain policies and processes that enable effective governance

3.3 – Governance – Provide effective, clear and transparent Township communication

In Consultation With:

Alana Solman, Chief Administrative Officer

Connie Parent, Clerk

Kelly Picken, Deputy Clerk

Edward Hilton, Economic Development Officer

Attachments

External Communication Operational Policy