

	City of Lacombe Third Party Digital and Print Media Advertising	
	Policy Number:	12/016.02(16)
	Approval Date:	March 29, 2016
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	Supercedes:	
	Review Date:	
	Department:	Community Services
	Reference:	

Purpose of Policy

To provide guidelines around advertising activity for commercial (for-profit) organizations in the City of Lacombe’s printed publications, and online on the municipal website and social media platforms, including the use of links (words, phrases or images) to third-party sites.

Policy Statement

All City of Lacombe print and digital media are public assets, to be used exclusively for public purposes; specifically to publicize and generate interest in municipal news, initiatives, programs and services. Therefore, the City will exclude from its printed publications, as well as the municipality’s website and social media platforms, all commercial advertising and promotional material (including links that provide exclusive private or financial benefit to commercial, non-public organizations).

Exceptions to this policy include third-party advertising or messaging that promotes or enhances a benefit to the municipality or its agencies; serves the **public interest** or **common good**; and promotional activities undertaken in support of community and economic development goals. All permitted advertising must be consistent with the City of Lacombe’s vision, mission and values and not compromise or contradict any laws of Canada or Alberta, by-laws or policies of the City, or reflect negatively on the municipality’s public image.

Applicability

This policy applies to all City staff.

Definitions

Common Good

The common good (also known as “the public good” or “the public interest”) is a benefit that is shared at the community or societal level.

Digital Media

Digitized content (text, audio, video, and graphics) transmitted over the Internet or computer networks that are presented on a website or social media platform.

Link

A highlighted and underlined word, phrase or image on a webpage, which when clicked, allows the user to "jump" to a new webpage or a different website.

Print Media

Methods of public communication in the form of printed publications, such as the City Pages spread, paid magazine and newspaper advertisements, annual reports, utility notices, posters and flyers.

Social Media

A collection of Internet-based communities that allow users to interact with each other online: most often used to describe popular social networking websites such as Facebook, Twitter, Blogger, etc. which allow users to create personal profiles, post updates, share photos and videos, and post on each other's profile pages in real-time.

Website

A website is a group of interconnected web pages on the World Wide Web containing information on a particular subject..

Procedures and Guidelines

For information on specific procedures and guidelines, please refer to Administrative Directive 12/016.01(16).

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Mayor

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Chief Administrative Office

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