



### THIRD PARTY ADVERTISING

<b>Policy Number:</b>	12/016.02 2023ADP
<b>Policy Review:</b>	Every 5 Years
<b>Policy Owner (Dept.):</b>	Community Services
<b>Reference(s):</b>	Replaces 12/016.02 2016PO

#### 1. PURPOSE OF POLICY

- 1.1. 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.

#### 2. POLICY STATEMENT

- 2.1. 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.

#### 3. APPLICABILITY

- 3.1. This Policy applies to all Staff.
- 3.2. This Policy applies to any group/agent acting on behalf of the City of Lacombe.
- 3.3. This Policy comes into effect upon approval of the CAO.

#### 4. DEFINITIONS AND ABBREVIATIONS

- 4.1. **CAO** – the City of Lacombe’s Chief Administrative Officer.
- 4.2. **City** – the City of Lacombe.
- 4.3. **Common Good** – the benefit that is shared at the community or societal level also known as “the public good” or “the public interest”.
- 4.4. **Digital Media** – digitized content (text, video, and graphics) transmitted over the Internet or computer networks that are presented on a website or social media platform.
- 4.5. **Link** – a highlighted or underlined word, phrase or image on a webpage, which when clicked, allows the user to “jump” to a new webpage or a different website.
- 4.6. **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.

## ADMINISTRATIVE POLICY



- 4.7. **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.
- 4.8. **Staff** – regular full-time, regular part-time, temporary full-time, and casual employees, as well as any individual retained by the City who is acting on the City's behalf.
- 4.9. **Website** – a group of interconnected web pages on the World Wide Web containing information on a particular subject.

## 5. ROLES AND RESPONSIBILITIES

### 5.1. Chief Administrative Officer

- 5.1.1. Approve this Policy.
- 5.1.2. Ensure staff compliance with this Policy.

## 6. POLICY DETAILS

- 6.1. 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).
- 6.2. Exceptions to this Policy, which must be approved by the Chief Administrative Officer or his designate, include the following:
  - 6.2.1. Third-party advertising or messaging that promotes or enhances a benefit to the municipality or its agencies and serves the public interest or Common Good without directly financially benefiting a third-party individual or business;
  - 6.2.2. Promotional activities undertaken in support of community and economic development goals; and,
  - 6.2.3. Significant business events including grand openings and anniversaries.
- 6.3. 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, bylaws or policies of the City, or reflect negatively on the municipality's public image.

## 7. END OF POLICY

Original Signed

Signature of CAO

January 24, 2023

Date



### **POLICY RECORD**

#### **Approval and Amendment History**

Date of Approval	Description
January 24, 2023	Approval of Administrative Policy

#### **Review History**

Date of Policy Owner's Review	Description/Action Taken or Required
January 2023	Replace Council Policy with Administrative Policy