

Communications Service Standards Chart

Name of Service and Description	Service Level	Service Description	Service Standard	Resources Allocated
Service Notifications	Discretionary	Updates on Town services (taxes, events, programs, service disruptions etc.) Delivered via website pop-ups and updates, Facebook, and signs at service counters	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization
Public Education	Discretionary and Mandated	Time-bound engagement efforts related to by-laws, amendments, projects etc. Education primarily occurs on Facebook and in Town e-newsletters	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization
Council Business	Discretionary and Mandated	Council agendas, notifications of decisions, opportunities to participate in decision-making etc. Awareness efforts	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization

		supported through Facebook, Newsroom notifications, e-newsletter, website, newspaper		
Community Engagement	Discretionary	Efforts supported through a dedicated web portal, as well as Facebook, news releases, e-newsletter updates, and service counter promotion	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization
Events	Discretionary	Promotion of events the Town is hosting or sponsoring, with no third-party event promotion Promotion on Facebook, e-newsletter, website, promotion through Bay of Quinte Regional Marketing Board	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization
Priority Organizational Updates	Discretionary	Updates on programming that falls within Council's priority areas, major operational and	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization

		capital projects, budgets		
News and Major Events	Discretionary	<p>Major Town hosted events and news conferences, third party press conferences attended by the Mayor, events where Town is a partner/sponsor</p> <p>Promoted through news releases, Facebook, Town website, e-newsletter, and LinkedIn</p>	Combined tactics must adhere to a maximum of 3 communications efforts per day	1 FTE, coordinating with all staff across the organization
Third Party Events	Discretionary (non-Town generated)	Opportunity for event organizers to promote their event through Bay of Quinte Marketing Board event calendar	At the discretion of event organizers and in line with Bay of Quinte operating plan	External party through agreement