

THE RURAL MUNICIPALITY OF EAST ST. PAUL
POLICY MANUAL

<i>Reference</i> General Administration	<i>Classification</i> Policy
<i>Subject</i> Guidelines for Outside Organizations Advertising on RM Social Media, LED Signs and Community Newsletter	<i>Pages:</i> 4
<i>Authority</i> Council	<i>Effective Date</i> October 8, 2024
<i>Approved</i> Resolution 2024-236	GEN-117

PURPOSE:

To establish clear guidelines for the use of the RM's social media platforms (including email distribution, Facebook, X (formerly Twitter), and any other social media accounts the municipality may engage with) and RM-owned LED Signs by external organizations for advertising purposes. These guidelines will ensure that all content aligns with municipal policies and effectively serves the community's interests.

DEFINITIONS:

Advertisement: Any content created for the purpose of promoting an event, service, or initiative, including text, images, videos, or announcements that are intended to inform or engage the community.

Community Benefit: A clear and demonstrable advantage or positive impact that an advertisement or event provides to the residents of the RM, including but not limited to social, educational, recreational, or economic benefits.

Nonprofit Organization: An organization that operates for purposes other than generating profit, typically recognized as a charitable entity and established to serve the public good or a specific community interest.

For-Profit Organization: A business entity that operates to generate profit for its owners or shareholders, including commercial enterprises and businesses seeking to promote their products or services.

Content: Any information, message, or media posted on RM social media platforms or displayed on RM-owned LED signs, including text, images, videos, and links.

Municipality Sponsored Event: Any event organized or directly supported by the RM, aimed at serving the community and aligned with municipal goals and objectives.

Solicitation: The act of seeking or requesting contributions, donations, or support for personal causes or individual gain, which is prohibited under this policy.

SCOPE:

This policy applies to all outside organizations requesting to use RM social media platforms and LED signs for advertising purposes.

POLICY:

1. Eligibility:

- Nonprofit organizations, community groups, and entities that provide direct benefits to the RM community are eligible to request use of RM social media platforms and LED signs for advertising.
- Requests from for-profit organizations will be considered only if they demonstrate a clear and significant community benefit, as determined by the RM.

2. Approval Process:

- All requests must be submitted in writing to the Chief Administrative Officer or designated authority at least 14 days prior to the desired posting date.
- The request must include a description of the advertisement, its purpose, and how it benefits the RM community, as outlined on the “LED Message Request” and “Social Media Message Request” forms.
- All requests for the LED message board will be posted for approximately seven days on a space-available basis. Longer time slots, to a maximum of 14 days, will be at the discretion of the Chief Administrative Officer or their designate. Plan your message dates accordingly with your request.

3. Content Guidelines:

Community-Focused Content

- Content must be relevant to the municipality’s residents and the local community.

Examples include: local events, public services, recreational programs, community development projects, public meetings, volunteer opportunities, and local job postings (when relevant to municipal goals).

Non-Partisan and Neutral

- Content must remain politically neutral and cannot promote or endorse any political parties, candidates, or political campaigns.
- No content that favors one political viewpoint over another will be posted.

Respectful and Inclusive

- All content must promote respect, diversity, and inclusivity

Non-Commercial

- Advertisements or promotions of for-profit businesses or commercial enterprises are generally not allowed unless directly tied to a municipal or community-sponsored event or initiative that benefits the broader public.

Municipality-Sponsored Programs and Services

- Content related to municipal programs, services, by-laws, and initiatives (e.g., infrastructure updates, municipal elections, tax information etc.) is permitted.
- Announcements regarding changes to municipal services, new initiatives, and public consultations are encouraged.

Public Safety and Emergency Communications

- Content related to public safety, such as severe weather alerts, fire safety notices, law enforcement updates, and emergency response instructions, is encouraged.
- Partnerships with public safety agencies for the distribution of important updates (e.g., police, fire, health departments) are allowed.

Event Promotion

- Promotion of municipally organized or supported events, public consultations, and community engagement activities is permitted.
- Content promoting non-municipal events must have a clear community benefit and align with municipal goals.

Non-Solicitation

- No solicitation of funds for personal causes or individual gain is allowed. Fundraising efforts must be for recognized public benefit or charitable organizations, as deemed appropriate by the municipality.

4. Review:

- The RM reserves the right to review and edit advertisements to ensure compliance with this policy.

5. Responsibility:

- The RM is not responsible for any errors or inaccuracies in advertisements posted on its social media platforms or LED signs.
- Organizations are responsible for providing accurate and complete information in their advertisements.

6. Liability:

- By using the RM's social media platforms or LED signs, organizations agree to hold the RM harmless from any claims, damages, or liabilities arising from the advertisement.

7. Policy Amendments:

- The RM reserves the right to amend this policy at any time.

CONTACT

For questions or to submit a request, please contact the Chief Administrative Officer at administration@eaststpaul.com or (204) 668-8112.