



Title: Marketing and Outreach Policy	
Policy Group: Your Government and People	Policy Administrator: Community Services, Programs & Initiatives
Resolution No.: CW-242-2022	Policy Number: CSPI-07
Approval Date: 2022-09-15	Revision Date: 2026-09-15

1. Policy Statement

- a) The Marketing and Outreach Policy establishes general criteria for marketing partnerships and provides overarching guidelines to help guide and identify partnerships. It also outlines conditions which would lead to the suspension or disruption of a partnership, as well as steps to re-establish relationships.

2. Purpose

- a) The tourism team within the Community Services, Programs and Initiatives (CSPI) oversees and uses a number of tools and tactics for marketing outreach and public engagement. Tools include, but are not limited to: websites, webpages, social media accounts, print, digital, media outreach and more. Through the regular process of managing and maintaining these tools and tactics, CSPI staff work with partners, such as local businesses, organizations, media, influencers, to create and curate content.
- b) The purpose of this document is to provide overarching guidelines and criteria to help guide and identify partnerships.

3. Scope

- a) This policy is applicable to partnership opportunities related to any and all marketing, promotion and outreach done by CSPI, including:
 - i. CSPI websites – visitpec.ca, buildanewlife.ca, haveyoursay.ca, thecounty.ca, countylicious.ca and any new websites;
 - ii. CSPI social media accounts - @VisitTheCounty, @PrinceEdwardCounty, @Shire_Hall, and any future CSPI accounts

across Facebook, Twitter, Instagram or any new social media platforms;

- iii. Traditional Marketing – print, digital, video, contests, e-newsletters, etc.;
- iv. Media and influencer visits;
- v. Any other marketing / outreach opportunities.

- b) This policy applies to ‘partners’ that CSPI staff work with on any marketing or promotional initiatives. In addition to meeting the criteria outlined in this policy, partners must also be operating in a tourism capacity; must be geographically or operationally based in Prince Edward County; and must generally fit within the priorities outlined in the Destination Development and Marketing annual workplan.

Partners are considered to be any of the following:

- Local and/or regional businesses
- Local and/or regional organizations
- Media
- Influencers (individuals who can affect sales through their social media platforms)
- Any individuals or partners working on marketing-related projects or initiatives

4. Legislative Authority

- a) N/A

5. Definitions

- a) N/A

6. General

- a) Across all platforms, and across all marketing and outreach, we reserve the right not to work with or promote partners that:
 - i. Foster or perpetuate hate and discrimination;
 - ii. Violate human rights as defined in the Canadian Human Rights Act;
 - iii. Provide content of a sexual nature or links to such content;
 - iv. Conduct or encourage illegal activity;
 - v. Are affiliated or advocating for a political party, organization, or candidate;
 - vi. Are operating without a valid short-term accommodation (STA) licence in line with STA Licensing by-law No. 4518-2019, where applicable;
 - vii. Are in contravention of any municipal zoning regulations or municipal by-laws;

- viii. Are in arrears on municipal accounts, including property taxes, water billing, municipal accommodation tax or other municipal payments.
- ix. Do not have business or community interests in Prince Edward County;
- x. A reasonable citizen may not consider to maintain the dignity and decorum appropriate for government; and / or
- xi. May harm The County's image, brand and/or reputation

b) Criteria for Marketing Platforms and Channels

- i. Marketing platforms and channels include municipally managed websites, social media accounts, traditional marketing (print, digital, video, contests and newsletters), media visits, and any other marketing / outreach opportunities.
- ii. Across all marketing and outreach platforms and channels identified in this section:
 - Any paid content, advertising or partnerships will be clearly identified to ensure transparency with partners and audiences.
 - The municipality is not responsible for the content and privacy practices of external websites when providing links to these websites. Partner sites may post their own privacy policies and users are encouraged to take the time to familiarize themselves with these privacy policies.
 - Editorial content is curated at the discretion of CSPI staff.
 - CSPI staff reserves the right not to partner with anyone that does not comply with criteria listed above.
 - There is zero tolerance for hate speech. Any hateful comments or content will immediately be removed and the user blocked.

c) Websites

- i. Ideally, business and event listings on CSPI websites are populated from information provided directly by partners. When partners are not listed, and where appropriate, CSPI staff may create a listing using information and details posted on a partner's channels (e.g. websites, social media, print, etc).
- ii. CSPI staff will make best efforts to ensure that the listing is accurate. Notification and a link to the published listing will be sent to the partner for verification. Any changes or updates provided by the partner will be made as quickly as possible. Failure of the partner to respond will be taken as indication that the listing is accurate.
- iii. By having a business or event listing on a CSPI municipal website:
 - Partners hereby irrevocably grant the municipality permission to use content and photos for any marketing purposes;
 - Partners assume any risks associated with content, including accuracy, completeness or usefulness, or any disclosure of

information that makes a partner personally identifiable. Partners represent that they own, or have the necessary permissions to use, and authorize the use of the content;

- By having a business, event or any other listing on any CSPI site, partners may not imply that the content is in any way sponsored by the municipality;
 - Staff may remove partner content at any time, using sole discretion. There is no obligation to retain or to provide notice or copies of content changes, nor guarantee any confidentiality with respect to content;
 - Staff may display advertisements and other information adjacent to or included with partner content on the site and other media. Partners are not entitled to any compensation for such advertisements. The manner, mode and extent of such advertising is subject to change without specific notice.
- iv. Business and event listings must be approved by CSPI staff for relevance and to ensure advertising criteria is met. While we strive to approve listings and events within five (5) business days, it is not always feasible.
 - v. Partners acknowledge that the municipality will not assume responsibility for not featuring events.
 - vi. Submissions that aren't provided in a timely manner are not guaranteed to be featured in marketing and outreach initiatives.

d) Blogs

- i. Blogs are one of many outreach and marketing tools used to create and share content. Blogs are developed by CSPI staff and contracted writers. When creating blog content, staff will make best efforts to be as inclusive of appropriate businesses and events as possible. Staff reserve the right to use editorial judgement and is not obligated to include or feature particular businesses in editorial content.
- ii. Staff will provide general direction and topics when commissioning blog posts from contracted writers. Contracted writers will use editorial judgement and their own experiences when developing content and not all partners may be included.
- iii. Posts written by contracted writers are the property of The County of Prince Edward and cannot be used for other uses without permission.

e) Website Disclaimer

- i. The following will be added to municipal websites:
 - The information contained on this website is provided as a guide only. While every care has been taken to ensure the accuracy and reliability of information on this website, the authors, publishers and The Corporation of The County of Prince Edward

expressly disclaim any liability or responsibility for the accuracy of the information contained.

- When providing links to external websites, The County of Prince Edward is in no way acting as a publisher of the material contained on those external sites and does not seek to control the content of, or maintain any type of editorial control over the external websites.
- A reference or listing on external websites shall not be interpreted as any kind of endorsement or guarantee by the County of Prince Edward of availability or quality of the events or facilities, or of the accuracy of the information concerning such events or facilities
- The County of Prince Edward has zero tolerance for hate speech. Any hateful comments or content will immediately be removed with the user blocked. For more information, see the Marketing and Outreach Policy.

f) Social Media

- i. We welcome and encourage open discussion on CSPI social media sites - including but not limited to blogs, Instagram, Facebook, Twitter and any additional/future social media platforms. Reasonable efforts are made to monitor participation to ensure discussion stays on topic, is courteous and inoffensive. Staff reserves the right to block, hide, and delete comments, as well as turn off the ability to comment for any users who don't comply with the criteria listed above.

g) Newsletters

- i. Free, e-newsletters are provided as a service to the public, based upon a voluntary subscription (opt-in). The municipality does not share its mailing lists with any third parties, including advertisers or partners. Subscribers who do not wish to receive newsletters from the municipality may unsubscribe at any point by selecting "unsubscribe" at the bottom of any/all electronic newsletter(s). CSPI e-newsletters adhere to Canadian Anti-Spam Legislation.

h) Print / Digital Marketing

- i. Design work in print and digital marketing campaigns will remain the property of The Corporation of the County of Prince Edward, unless other terms have been negotiated with the creator. Designs and content may not be copied, rented, borrowed, broadcast, adapted, or subjected to derogatory treatment. Any reproduction or alternate uses can only be done with permission from staff, in line with the County of Prince Edward Brand Guidelines.

- ii. While best efforts are made to ensure that information in print campaigns is accurate and up-to-date at the time of printing, information becomes outdated over time. It is the responsibility of the partner to ensure that staff is provided with current and accurate information. We reserve the right to continue to distribute print materials that are out of date, where reasonable.
- i) Media Influencers
- i. CSPI staff receive a large number of media and influencer support requests, which vary from trip planning to funded visits. Each submission is evaluated on a case-by-case basis to assess fit and need in relation to the CSPI annual marketing plan and budget, and guided by the Destination Development Master Plan. Although not all media / influencers are the right fit, staff will strive to provide some support and suggestions on other potential partners or sources of information. CSPI staff reserves the right not to partner with media or influencers who do not comply with criteria listed above, or with any media or influencer if time, suitability and resources prevent it.
 - ii. Visiting media and influencers are responsible for advising staff of any changes to their travel plans immediately, and may be subject to certain conditions, charges, fees and/or their own travel insurance requirements.
 - iii. CSPI staff are not responsible for the content, posts, reviews or suggestions developed and published by visiting media / influencers.
 - iv. CSPI -supported media visits are tailored to meet the expertise and angle of the media/influencer and priorities identified in the CSPI annual marketing strategy. Partners included on the itinerary are selected accordingly, using the best judgement of staff.
- j) Contests and Giveaways
- i. Users participating in CSPI contests may be required to submit personal information. The specific information requested and how it will be used will be disclosed in the general contest rules and regulations and/or in the referring contest page or newsletter. The names, information and photograph(s) of contest winners may be used in marketing materials and outreach.
 - ii. From time to time, promotional contests or giveaways are done through marketing channels (e.g. event tickets, products, trips to

Prince Edward County). When time and resources allow, CSPI staff will work with partners who align with marketing initiatives. CSPI staff reserves the right not to work with anyone who violates the criteria listed above.

- k) Suspending / Re-instating Partners
 - i. Partners who exhibit actions that do not comply with criteria listed above may be removed from any or all marketing, promotions and/or outreach on a temporary or permanent basis.
 - ii. CSPI staff may choose to suspend partners for a fixed period of time, with or without caveats that identify timelines for reinstatement.
 - iii. The decision to re-instate partners will be evaluated by CSPI staff on a case-by-case basis and will take into account the severity of the issue and the perceived and potential damage to the reputation of the municipality and The County brand.
 - iv. When considering suspension of partners, staff may obtain opinions from public relations, legal and/or other professionals, the Destination Marketing SubCommittee, community groups, organizations or committees or others who can provide insight on the severity of the issue.
 - v. In serious violations of the criteria listed above, partners may be suspended indefinitely, with or without caveats. Partners will not be unreasonably suspended on an indefinite basis.

7. Responsibility and Implementation

- a) Council is responsible for approving and making changes to this Policy.
- b) The Chief Administrative Officer (CAO) is responsible for
 - i. directing compliance and resolving any conflicts with this Policy;
 - ii. assigning appropriate service departments for the application of this Policy;
 - iii. establishing procedural guidelines; and
 - iv. making routine changes to the Policy, as required.
- c) CSPI staff are responsible for evaluating partnerships and implementing this policy.
- d) Any decision to suspend a partner may be appealed, in writing, to the Chief Administrative Officer of the County of Prince Edward.

8. Documentation and Forms

- a) N/A