



SUNBURY YORK SOUTH COMMUNICATIONS PLAN

March 2025

The Council of Sunbury York South Rural Community (SYSRC) is committed to the development and implementation of a Communications Plan.

SYSRC will define a Communications Plan as a written structured strategy guiding the local government 's communications with community residents, local businesses, and relevant stakeholders.

SYSRC COMMUNICATIONS MISSION STATEMENT

“INFORMING AND ENGAGING OUR COMMUNITY “

PRINCIPLES OF SYSRC COMMUNICATIONS APPROACH

- **Transparency** - SYSRC will be forthcoming in relaying information and will do so with openness, clarity and honesty.
- **Accountability** - SYSRC Council will assume accountability to the residents for its decisions and actions.
- **Responsiveness** - Communication will be delivered to the residents in the most expeditious, inclusive, and efficient manner available.
- **Consistency** - SYSRC will establish a communications approach which will be aimed at consistency of our messaging.
- **Respectfulness** - In all forms of SYSRC communications be it verbal, written, and electronic SYSRC will conduct itself in a manner respectful of our citizens.

SYSRC COMMUNICATION GOALS

- I. **Inform and engage** community residents.
- II. **Transparency and accountability** of Council.
- III. **Build positive relationships** between local government and community residents.

SYSRC COMMUNICATION CHANNELS

I. Council Meetings

Action	Timeline
Livestream meetings.	Effective immediately

II. SYSRC Facebook Page

Action	Timeline & Occurrence
Activate comments on Facebook page.	Effective immediately
Post community announcements, events, etc. on Facebook page.	Effective immediately / Weekly
Monitor Facebook page.	Effective immediately / Daily

III. SYSRC Website

Action	Timeline
Publish a minimum of 2 Council newsletters per annum (1 st newsletter will be via mail drop).	April/May & September/October
Conduct Pre-Budget Survey	Sept/October
Publish agendas, notices, and minutes.	As per prescribed timelines and applicable sections of the Act.

IV. Email

Action	Timeline
Build Community Residents email list for Voyant, directories, newsletters, volunteerism etc. via “opt-in” function.	Ongoing with an initial focus commencing in April-June 2025 timeframe.
Send emails to residents.	September 2025 or when email list reaches 500.

V. Direct Engagement

Action	Timeline
Direct Resident engagement	Minimum 2 public meetings per annum.

VI. Additional Digital Platforms

Consideration of Instagram, LinkedIn and X as part of SYSRC Communication channels.	October 2025
Purchase license for Canva Pro to assist in communications design and facilitate SYSRC communications.	April/May 2025

BUDGET

Digital Streaming Equipment	\$ 0 (already purchased)
Subscription Communications Software	\$ 150.00
Initial Mail drop to community	\$ 2,500.00
Part time Student/Community member (Based on 20hrs/week for 3 mos.\$20.00/hr.)	\$ 5550.00
TOTAL	\$ 8200.00.

COMMUNICATIONS COMMITTEE

Committee members have agreed to stay in place for a one-year period to provide the following services:

- Overall oversight/input to SYSRC Communications
- Assist staff with the design of print & digital communications.
- Assist with the administrative management of SYSRC Facebook page.
- Assist staff with website management.

