

**From:** [Kukucska, Cindy L FIN:EX](#)  
**To:** [Williams, Brad M FIN:EX](#)  
**Subject:** Re: Election Communications Guidelines for internet publishers  
**Date:** Wednesday, March 22, 2017 8:15:59 AM

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Thanks

*Sent from my iPhone*  
*250-589-5073*

On Mar 22, 2017, at 8:14 AM, Williams, Brad M FIN:EX <[Brad.Williams@gov.bc.ca](mailto:Brad.Williams@gov.bc.ca)> wrote:

FYI

**Brad Williams, CPA, CMA**  
Executive Director | Information Access Operations  
Ministry of Finance  
**Ph:** 250.387.9807 | **e:** [brad.williams@gov.bc.ca](mailto:brad.williams@gov.bc.ca) |  
**m:** PO Box 9569, Stn Prov Gov, Victoria BC V8W 9K1

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**From:** Edwardson, Jamie GCPE:EX  
**Sent:** Wednesday, March 22, 2017 8:02 AM  
**To:** Williams, Brad M FIN:EX  
**Subject:** RE: Election Communications Guidelines for internet publishers  
Sorry about delay. Business as usual. Just make sure people are talking to their comm shops so there's awareness of what's going out the door, but otherwise standard practice applies.

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**From:** Williams, Brad M FIN:EX  
**Sent:** Tuesday, March 21, 2017 12:09 PM  
**To:** Edwardson, Jamie GCPE:EX  
**Subject:** RE: Election Communications Guidelines for internet publishers  
Hi, any update on this one? thanks

**Brad Williams, CPA, CMA**  
Executive Director | Information Access Operations  
Ministry of Finance  
**Ph:** 250.387.9807 | **e:** [brad.williams@gov.bc.ca](mailto:brad.williams@gov.bc.ca) |  
**m:** PO Box 9569, Stn Prov Gov, Victoria BC V8W 9K1

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**From:** Edwardson, Jamie GCPE:EX  
**Sent:** Friday, February 24, 2017 8:14 AM  
**To:** Williams, Brad M FIN:EX  
**Subject:** RE: Election Communications Guidelines for internet publishers  
I need to check on that, will get back to you.

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**From:** Williams, Brad M FIN:EX  
**Sent:** Friday, February 24, 2017 8:13 AM  
**To:** Edwardson, Jamie GCPE:EX  
**Subject:** Election Communications Guidelines for internet publishers  
Does this apply to Open Information/Proactive release?  
Thanks

**Brad Williams, CPA, CMA**  
Executive Director | Information Access Operations  
Ministry of Finance  
**Ph:** 250.387.9807 | **e:** [brad.williams@gov.bc.ca](mailto:brad.williams@gov.bc.ca) |  
**m:** PO Box 9569, Stn Prov Gov, Victoria BC V8W 9K1

From: GCPE COS Service Desk GCPE:EX

In regards to our upcoming election, the following guidelines need to be adhered to:

**"Internet: New internet websites /web-pages should either go live before 1:30 p.m., March 31, 2017 or after May 10, 2017. The only exception for website changes is for fixing spelling errors or correcting information. Any other postings to internet websites during the election period must be approved by the ministry GCPE Communications Director."**

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#### **Election Communications Guidelines for Government Communicators**

The campaign period of an election lasts 29 days including General Voting Day. The campaign period runs from April 11, 2017 to May 10, 2017 (the day after General Voting Day May 9, 2017) (Elections BC).

Based on previous practice, and to ensure strict compliance with guidelines, all Government of B.C. advertising, communications, internet/web updates and social media and public engagements will be limited to public health and safety, responding to the public regarding services and statutory advertising as of **March 31st, 2017**. All other communications requests will be considered on a case-by-case basis.

#### **Advertising:**

Advertising is any paid or in-kind informational activity including print, radio, TV, outdoor displays or internet. All advertising falls into two categories—"Informational" or "Statutory":

- "Informational" advertising provides information about government priorities, programs, services or policies which are *not* required by statute, regulation or policy. Out of an abundance of caution, "Informational" advertising is not permitted during the election period.
- "Statutory" advertising is required by statute, regulation or policy. "Statutory" advertising is permitted during the above period.

Distribution of advertising materials during the election period must be approved by the ministry GCPE Communications Director and Executive Director, Marketing and Communications Support Services.

#### **Communications Materials:**

Communications materials are also divided into two categories, "Informational" and "Statutory." "Informational" materials and services are any activities or products that are used to inform audiences, or raise awareness about a particular program, service, policy or issue. These may include (but are not limited to) publications, presentations, brochures, posters, videos, pins, buttons, coffee mugs, flags, signs or services, including those provided by a media relations or public relations contractor such as strategic planning, media relations, graphic design, video production, etc.

Generally, distribution of "Informational" material is not permitted during the election period.

Distribution of communications materials during the election period must be approved by the ministry GCPE Communications Director.

#### **Internet:**

New internet websites /web-pages should either go live **before 1:30 p.m., March 31, 2017** or after May 10, 2017.

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#### **Social Media/ Public Engagements:**

If your ministry has a program area that uses social media or is conducting a public engagement, we ask that you communicate these guidelines to them and inform them that they are not allowed to publish content that may be perceived as promotion of government priorities, programs, services, policies, etc. This includes all consultation be it multi-year or ongoing.

However, public feedback can still be accepted, but no new promotion or engagement can occur. The only exception is for emergency or public health or safety purposes, which must be coordinated with the respective GCPE Communications Director and the Executive Director, Communications Support Services, with Government Communications and Public Engagement.

Please note: Websites and social media accounts considered critical to public health and safety will continue during the election period. These accounts are: Drive BC, Emergency Info BC (including PreparedBC and emergency preparation accounts) and Wildfire Info. All other accounts will be considered on a case-by-case basis via the ministry Communications Director.

#### **FAQ's:**

**In the case of the Ministry of Health / Health authorities – how do these rules impact ongoing marketing efforts to create awareness about the Opioid crisis?**

This is a public health emergency – and ongoing efforts to communicate a broader public health message may continue up to, and through the writ period. However, all marketing materials must be service/program focused – and in no way convey broader support of the government.

**What about logo recognition with partner programs?**

The BCID may be used to recognize a partnership with the Government of B.C. for programs run by third parties provided that the logo recognition is required to fulfill a contractual agreement that was in place prior to the

election period. Logos affiliated with government programs may not be used. Logo recognition with the BCID is permitted where other partners/sponsors are recognized, such as signage or collateral material, however the BCID should not be included in any advertising activities.

**What about international marketing? I'm scheduled to attend a trade event in Asia, can I bring my usual promotional materials? What should I avoid?**

Advertising during the election period is not permitted. However, due to the timing and logistics of these events, please contact Mary Dila for review on a case by case basis.

**What about news releases, Information Bulletins, photos and video?**

Communications is suspended during the election period. There will be no news releases, IBs etc. Any photos or video collected cannot be distributed. The only exception is for messaging related to the **health and safety of the public**.

**My ministry would like to have a button added to our ministry homepage, can we do that?**

Unfortunately, no. Websites are "frozen" during the election period. The only exception is for spelling errors and fixing incorrect information.

**A program area in my ministry would like to launch a new section on the website. It's a great project with positive benefits to the community and won't be controversial. Can we quietly launch it?**

The same applies as above. Even if a project is very worthy and has good ramifications for BC, it can't be launched via a website or using communications materials, social media or advertising until after the election period.

**A program area in my ministry has a social media account with a campaign for engagement that ends May 1.**

**They've been promoting that date and the engagement quite heavily and they feel it will impact their effectiveness. Can they continue to communicate using social media?**

Unfortunately, no. In a case like this, we advise telling program areas to have a plan in place to let their followers know that the election period is coming up and they will be unavailable to communicate at that time. However, if they receive a direct question during that time (e.g. dollar amount, request for help/services) they are able to respond. In all other instances, they are asked to refrain from using social media to promote an idea/issue/engagement, etc.

**What happens if there is an emergency or natural disaster?**

The only exception for use of social media during the election period is for public health and safety. For that reason, Drive BC, Emergency Info BC (including the PreparedBC and emergency preparation accounts) and Wildfire Info will remain active. If a natural disaster or emergency situation were to occur, BCGovNews and the above mentioned social media accounts will actively respond. Other government social media accounts assist by retweeting the emergency related information only.

## **Kukucska, Cindy L FIN:EX**

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**From:** Hoskins, Chad FIN:EX  
**Sent:** Thursday, February 23, 2017 10:03 AM  
**To:** Kukucska, Cindy L FIN:EX  
**Cc:** Williams, Brad M FIN:EX  
**Subject:** RE: Election Communications Guidelines for internet publishers

**Follow Up Flag:** Follow up  
**Due By:** Friday, March 10, 2017 4:00 PM  
**Flag Status:** Flagged

Yes, I believe Brad was looking into that.

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**From:** Kukucska, Cindy L FIN:EX  
**Sent:** Thursday, February 23, 2017 10:03 AM  
**To:** Hoskins, Chad FIN:EX  
**Subject:** FW: Election Communications Guidelines for internet publishers

Have you heard anything further on this? Lots of time since it's a March 31<sup>st</sup> issue but let me know if/when you hear anything. Thanks.

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**From:** Edwardson, Jamie GCPE:EX  
**Sent:** Wednesday, January 18, 2017 12:22 PM  
**To:** Hoskins, Chad FIN:EX  
**Cc:** Kukucska, Cindy L FIN:EX  
**Subject:** RE: Election Communications Guidelines for internet publishers

I will need to get guidance on that.

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**From:** Hoskins, Chad FIN:EX  
**Sent:** Wednesday, January 18, 2017 11:35 AM  
**To:** Edwardson, Jamie GCPE:EX  
**Cc:** Kukucska, Cindy L FIN:EX  
**Subject:** FW: Election Communications Guidelines for internet publishers

Hi Jamie,

Just wanted to confirm, based on the information below that we will be status quo for all of our proactive release publications during this time period?

Thanks, Chad

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**From:** Kukucska, Cindy L FIN:EX  
**Sent:** Tuesday, January 17, 2017 9:48 AM  
**To:** Hoskins, Chad FIN:EX  
**Subject:** Election Communications Guidelines for internet publishers

Good Morning,

As already discussed, I think we assume the daily/monthly/quarterly postings to Open Information continue during this timeframe. Should we get something from Jamie Edwardson to confirm our understanding, per below?

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## Kukucska, Cindy L FIN:EX

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**From:** Kukucska, Cindy L FIN:EX  
**Sent:** Wednesday, March 22, 2017 8:50 AM  
**To:** Bejcek, Ken FIN:EX; Elbahir, Cindy FIN:EX; Fuller, Russ D FIN:EX; Ghag, Kris FIN:EX; Onciul-Omelus, Jamie FIN:EX; Vanzetta, Maxine FIN:EX; Nisbet, Justine FIN:EX  
**Subject:** Postings to Open Info during the election period

For those of you wondering, it will indeed be 'business as usual' with postings to Open Information during the election period.

.Cindy

Cindy Kukucska | Manager, Open Information | Information Access Operations  
*ph:* 250 387-7356 *m:* 250 589-5073 | *e:* [Cindy.Kukucska@gov.bc.ca](mailto:Cindy.Kukucska@gov.bc.ca) | *m:* PO Box 9569 Stn Prov Gov Victoria BC V8W 9K1



INFORMATION  
ACCESS OPERATIONS  
MINISTRY OF FINANCE