LARIMER COUNTY OPERATING POLICIES AND PROCEDURES

HUMAN RESOURCES POLICY AND PROCEDURE **331.10A**

SUBJECT: INTERNAL COMMUNICATION POLICY

DATE: August 10, 2021

EFFECTIVE PERIOD: Until Superseded

REVIEW SCHEDULE: Every five years in July, or as needed

CANCELLATION: None

ENCLOSURE:
1. County-Wide Email Request Form

REFERENCE:
A. Internal Communication Program
B. Current Communication Tools
C. Governing Policies Manual 4.0; Board Objectives and Strategic Goals

PURPOSE: The purpose of this policy is to identify the role and function of Internal Communications within Larimer County, while also enhancing and streamlining internal communications to reinforce Larimer County's Guiding Principles and strategic priorities (reference C). This involves ensuring that information disseminated to employees is relevant, easy to access, accurate, and appropriate in both content and quantity. Users of Larimer County communication channels are expected to use them for County purposes and comply with this policy.

SCOPE: This Policy and Procedure applies to all employees of Larimer County and employees of the Office of the District Attorney, Eighth Judicial District.

RESPONSIBILITY: The Human Resources Director administers this Policy.

SPECIFIC REQUIREMENTS: None

REVISION SECTION (Significant Changes from Prior Policy**):**
    NEW POLICY AND PROCEDURE

POLICY AND PROCEDURE:

I. GENERAL POLICY
    Larimer County expects that employees will use the associated communication tools (reference B) for County purposes and in compliance with this and other relevant policies and procedures.

    A. Decision Makers: Larimer County Decision Makers are responsible for ensuring all employees receive the information and communication they need to effectively complete their jobs.

    B. Employees: Employees are expected to read internal communication, to include county-wide emails and employee newsletters.

II. IDENTIFIED LEVELS OF COMMUNICATION
    In order to create a priority of communication and mitigate communication overload for employees, there will be three levels of communication as described below.

    A. Priority: Priority communication is meant for all Larimer County employees. The content within priority messages includes necessary information for employees to complete their jobs, as well as utilize programs to enhance their employment and benefits package with Larimer County (reference A). Priority communication can include, but is not limited to, county-wide emails, Inside Information, messages from the County Manager, process changes, program announcements, system or emergency alerts, employee surveys, and any information deemed "Priority" by county management.

    B. Secondary: Secondary communication will serve one of two purposes. The first can affect all employees but does not require immediacy in reading or responding; and secondly, affects a targeted employee demographic such as work location, department, gender or age specific, or roles within the County. Secondary communication can include, but is not limited to, benefit reminders, building alerts, department specific training, targeted emails, employee recognition, and Bulletin Board announcements.

    C. General: General communication is not related to Larimer County employment but contains content relevant to the organization and is generally shared with the public as well. General communication can include, but is not limited to, program announcements, event invitations, public information, building closures, community feedback, and program fundraisers.

III. COUNTY-WIDE EMAILS

    A. Email Methods: County-wide emails are sent through one of two methods.

1. Gmail - County-wide emails sent through Gmail must contain [CW] at the beginning of the subject line, with the Sender's name in the To: field and County-Wide in the bcc: field. There are no analytics attached to Gmail.

2. MailChimp - County-wide emails sent through MailChimp must contain [CW] at the beginning of the subject line. Analytics such as Open and Click Rates are available through MailChimp.

   a. Open Rate - The percentage of opened emails by employees.

   b. Click Rate - The percentage of employees who clicked on external links listed in the email.

B. Qualifications: County-wide emails fall under the Priority communication level, and content must meet one of the following categories to be shared through this communication channel.

1. Announcing a new service, resource, or change in procedure, and affecting more than 70% of the employee population.

2. Requesting feedback, response, or action from more than 70% of the employee population, through a survey, form, or other action.

3. Emergency notifications regarding building closures, inclement weather, or safety concerns.

4. System or software issues affecting more than 70% of the employee population.

C. Responsibility:

1. County-Wide Emails: County-wide emails will be reviewed and approved by the Human Resources Communication & Media Specialist for content and audience approval and scheduling of county-wide emails.

   a. Email internalcomms@larimer.org and include email content, audience, and requested dates for the county-wide email. Contact can also be initiated using the CW Email Request form (see enclosure 1).

2. System or Software Issues: County-wide emails regarding system or software issues will be handled by the appropriate department who owns the system or software and require no approval from the Human Resources Communication & Media Specialist.

3. Emergency Notifications: Depending on the nature of the emergency, emergency notifications can be handled by the County Manager, Facilities staff, or IT staff, and require no approval from the Human Resources Communication & Media Specialist.

_____

John Kefalas
Chair, Board of County Commissioners
(Approved by BOCC – Consent Agenda – 08/10/2021)
(Signature on original filed in Records Management)

Distribution:
All County Department and Elected Officials
Records Management SOP Manual (original)

JG/vl