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To: ["Direct to Mayor and Council - DL"](#)  
Date: 9/9/2022 7:59:33 AM  
Subject: [Queen Elizabeth II Passing: City's Media Approach \(Sept. 9, 2022\)](#)

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Good morning, Mayor & Council,

For your information, please see below an overview of the approach that City staff will be following for communication on corporate social media and proactive channels, in recognition of Queen Elizabeth II's passing. This plan reflects discussions with the Province and aligns generally with the communications protocol adopted by the Government of BC.

1. The City's corporate social and proactive media channels will remain quiet until the day after the funeral/commemorative service. This does not include statutory, health, life & safety, or operational posts/materials. Examples of acceptable content include but are not limited to: election/voting updates, traffic updates, and weather alerts. This applies to the City's main corporate channels and also content-specific channels (e.g., Greenest City, City Clerk).
2. The City will continue to respond to 3-1-1 inquiries on Twitter, given this is a customer service channel.
3. The City will continue to respond to media inquiries, following usual standards. Ongoing media and social media scanning and distribution will continue as usual.

If you have any questions, please reach out to Maria Pontikis at [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca).

Best,  
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Sḵwəxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.