



# **CITY OF SUMMERSIDE RECOGNITION GUIDELINES**

**UPDATED APRIL, 2025**



## OVERVIEW:

The City of Summerside acknowledges the significance of Flag Raising, Proclamations, City Hall Lighting and Social Media Acknowledgement as means to commemorate significant events, celebrate community diversity, and raise awareness of causes aligned with the city's values. This policy ensures consistent, respectful, and inclusive practices in line with municipal, provincial, and national standards.

## PURPOSE:

These protocols provide guidance on flag-raising protocols, flag etiquette, City Hall lighting and social media acknowledgement to celebrate diversity, commemorate important dates, and honor contributions within the community, following federal and provincial protocols and community guidelines.

## GUIDELINES:

### FLAG RAISING

#### a) General Principles

- i) The City of Summerside will use flag-raising ceremonies to honour diversity and those who have made significant contributions to the community
- ii) Flag-flying will align with existing City policies
- iii) National flags of other countries may only be flown when recognized by federal and provincial governments

#### b) Community Flagpoles Usage:

- i) The community flagpoles are dedicated to:
  - 1) National holidays
  - 2) Fundraising drives (non-political and non-religious in nature)
  - 3) Multicultural and civic events
- ii) Community flagpoles will not display flags that:
  - 1) Represent political parties or religious organizations
  - 2) Are related to fundraising drives of a political or religious nature
  - 3) Contradict City policies

#### c) Flag Raising Ceremony

- i) **Participants:** The requesting organization(s) are responsible for organizing the ceremony.

**ii) City Representation:** The Mayor, Deputy Mayor, or a Councillor may represent the City and provide remarks.

**iii) Protocol:** Flags should be raised and lowered with respect, observing standard flag etiquette. The national anthem may be played for formal events.

#### **d) Flag Raising Request Eligibility:**

**i) Eligibility:** Open to government bodies, non-profits, and recognized community groups.

**ii) Submission Requirements:** Requests must be submitted 3-weeks in advance, including:

- 1) Event or cause name
- 2) Date(s) requested
- 3) Background and significance
- 4) Description and significance
- 5) Should you wish to have an accompanied Social Media Recognition Post

**iii) Priority:** Municipal, provincial, and national observance take precedence

**iv) Notification:** Applications will be informed of the decision no later than one week before the requested date.

#### **e) Flag Etiquette for Events:**

##### **i) Flag Placement**

###### **1) Interior Flagpoles:**

**(a)** When displaying two flags, the National Flag of Canada is on the left

**(b)** For three flags, the National Flag of Canada is entered with the

second-

ranking on the left and the third-ranking on the right

###### **2) Exterior Flagpoles:**

**(a)** Flags displayed in a semi-circle should position the National Flag of Canada on the leftmost pole.

**(b)** When flying alone, the National Flag should occupy the designated Place of honour.

**(c)** For more than three flags, the National Flag of Canada is positioned farthest to the left.

#### **f) Special Considerations for Haft-Masting:**

**i)** The City follows federal and provincial half-masting protocols:

**1)** For the death of prominent public figures.

**2)** On national days of mourning.

**3)** To honor current or former City officials, such as the Mayor, Deputy Mayor or City Councillor.

- 4) The City of Summerside deeply values the contributions of its staff and directors. However, in alignment with the practice of all levels of government, official recognition is reserved for the passing of elected officials

\*Flag raising and official recognitions take place during business hours, with City staff responsible for raising the flag. However, it is the responsibility of the requesting organization any accompanying ceremony or event

## CITY HALL LIGHTING

### a. General Principles:

- i. City Hall lighting is utilized to support:
  1. National recognition days
  2. Public awareness campaigns
  3. Cultural or heritage celebrations
  4. Significant community or charitable events
  5. Recognizing achievement or contributions
  6. Health and wellness initiatives

### b. Lighting Request Eligibility:

- i. **Eligibility:** Open to government bodies, non-profits, and community organizations (excluding for-profit promotions).
- ii. **Submission:** Requests should be submitted three (3) weeks in advance and include:
  1. Event or cause name
  2. Date(s) for lighting
  3. Explanation of significance
  4. Requested color(s) for lighting
- iii. **Priority:** Events of local, national, or international significance will receive priority
- iv. **Notification:** Applicants will be informed of the decision one week before the requested date

## CITY PROCLAMATIONS

### CITY PROCLAMATIONS

### a. General Principles:

- i. Proclamations are ceremonial documents signed by the Mayor that designate a day, week or month. They recognize the efforts and commitments of an event or organizations that enhances the community, encourages public awareness, and/or provides recognition for events that are significant to the City.

### **b. Proclamation Eligibility:**

- i. An organization does not have exclusive rights to the day, week or month of their proclamation.
- ii. National independence and republic days are not eligible for proclamations or letters from the City.
- iii. A letter of recognition, congratulations or greeting may be considered as an alternative where the proclamation criteria have not been met. The Mayor or Council may issue letters of recognition, congratulations, or greetings to groups, organizations, businesses, or individuals, as outlined in the procedures.
- iv. **Priority:** Proclamations of local, national, or international significance will receive priority.
- v. **Notification:** Applicants will be informed of the decision one week before the requested date.

## **SOCIAL MEDIA RECOGNITION**

### **a. General Principles:**

- i. These guidelines offer a clear process for external groups wishing to have the city's social media channels recognize or promote their cause. The goal is to keep city social media communications aligned with community values, maintain neutrality, and positively impact residents.

### **b. Social Media Recognition Eligibility:**

- i. If you would like the city's communications team to share a post from an external, non-city social media account, the following criteria must be met:
  - 1. **City or Public Sector Connection:** The post should relate to a city initiative or a public sector program.
  - 2. **Timeliness and Alignment:** The post should be relevant and fit within the city's current social media calendar.
  - 3. **Non-Commercial and Non-Political Content:** The post should avoid commercial advertising, political content, or messages that could imply business favouritism.

### **c. Recognition of the Passing of Elected Officials and Staff:**

- i. The City will commemorate the passing of a former or current Mayor, Deputy Mayor, or Councillor with a social media tribute.
- ii. The City of Summerside deeply values the contributions of its staff and directors. However, in alignment with the practice of all levels of government, official recognition is reserved for the passing of elected officials only.

## MUNICIPALITY-OWNED BUILDINGS EXTERIOR SIGNAGE

### a. General Principles:

- i. This includes but is not limited to Credit Union Place, City Hall, etc.

### b. Eligibility for Exterior Signage Requests:

- i. Currently, external signage changes at Credit Union Place are not available for external requests. Its branding remains consistent across displays. Those interested in showcasing their brand inside or outside the venue may inquire about partnership opportunities via email at [swc@city.summerside.pe.ca](mailto:swc@city.summerside.pe.ca).
- ii. As for all other municipal-owned and operated buildings, at this time requests for signage to their exterior are not permitted

## GUIDELINE REVIEW APPROVAL PROCESS

For any of the above requests, the Mayor's office in consultation with the Communications Team will complete a review of your application and submission information.

To complete an official application, you must first fill out an application form [HERE](#).

**\*\*Flag raising** - Applicants who wish to have a social media post created in conjunction with their flag raising must indicate this request within the application form.

**\*\*Approval** is considered a one-time approval and does not indicate approval on an annual basis.

**Layout the timeline** - Submission requests needed 3 weeks before. Approval will be sent no later than 1 week prior to the event.

### Detailed Review and Approval Process

#### 1. Initial Screening

- The mayor's office in consultation with the communications team will review each request to ensure it meets the required criteria. Requests that do not meet these standards will be declined courteously.

#### 2. Evaluation by Communications Team

- Approved requests will be further evaluated based on the city's social media calendar, current priorities, and posting capacity.

#### 3. Final Approval and Scheduling

- For approved requests, the team will coordinate with the organization to finalize the posting date and messaging, ensuring the content aligns with the city's style, tone, and schedule.

## **City Review Timeline**

- **Submission Timing:** Please submit requests at least 2 weeks before the intended posting date to allow for sufficient review and scheduling

The city may edit or modify content suggestions as necessary to fit communication standards, ensure clarity, and follow platform guidelines.

## **Annual Applications:**

Approval is considered a one-time approval and does not indicate approval on an annual basis.

**For more information on these guidelines, please contact:**

### **City of Summerside**

275 Fitzroy Street

Summerside, PE C1N 1H9

[ContactUs@city.summerside.pe.ca](mailto:ContactUs@city.summerside.pe.ca)

1-902-432-1246