

**CARCROSS/TAGISH FIRST NATION
COMMUNICATIONS GUIDELINES & PROCEDURES**



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APPLICATION	These Guidelines and Procedures apply to all Carcross/Tagish First Nation Self-Government employees and departments.
PURPOSE	These Guidelines and Procedures are tools to assist C/TFN employees to communicate C/TFN messages and relevant information in a timely and accurate manner to media, C/TFN Citizens, staff and the general public.
APPROVAL	All communications material will be reviewed and approved by the Director of the Department issuing the product and by the Communications Coordinator. The level of approval will depend on the nature of the product. If higher level of approval is necessary (Executive Director, Khà Shâde Héni, Executive Council and/or General Council), it will be indicated in these Guidelines and Procedures.

1. COMMUNICATIONS TEAM

GUIDELINE	The communications team is composed of one communication representative and an alternate per department and the Communications Coordinator. The team will be coordinated by the Communications Coordinator. Each Director of C/TFN department shall appoint one communication representative to sit on the communications team and provide relevant information from their department to the team. The Communications team will also be helping to organize certain C/TFN events under the supervision of the Event Coordinator.
PROCEDURE	The Communications team will meet once a month and will provide relevant information from their respective department to the Communications Coordinator. The Communications team will provide articles and Departmental updates for the Newsletter.

EXTERNAL COMMUNICATIONS

External communications are integral to C/TFN Self-Government as they are done mainly for maintaining relationship with external parties and to interact and engage with the community. It is an informal exchange of information and messages between the Self-Government and other organizations, groups or individuals outside the formal structure. The goals are to facilitate cooperation and communication with

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Citizens, other First Nations, Governments or any other groups of interests and to present a positive image of the organization and its products and services to the community and to society at large.

2. MEDIA RELATIONS AND SPOKESPERSON

GUIDELINE The Khà Shâde Héni is the primary spokesperson of C/TFN Self-Government and will be given the first right of approval or refusal to speak with the media.
The Khà Shâde Héni may delegate the Communications Coordinator, Directors of departments or area specialists to respond to media.

PROCEDURE If you receive a media call, refer it to the Communications Coordinator who will appoint a spokesperson and provide direction on the response.

Always be prompt when responding to media inquiries as they have tight deadlines and inform the Communications Coordinator on how the interview went and what was discussed.

3. PUBLICATIONS AND PRODUCTS

While Departments may produce their own publications and products, all publications/products must go through approvals/consultation with the Communications Coordinator to ensure consistency in messaging, the proper usage of C/TFN logos and to ensure plain language. Departments may consult with the Communications Coordinator for any suggestions related to publications and/or products.

3.1 Press release

GUIDELINE Press releases are used to raise awareness of C/TFN initiatives, projects, events, policies and/or political positions.

Press releases have to go through a more intensive approval process, which includes the Director of the Department issuing the press release, the Communications Coordinator, the Executive Director and the Khà Shâde Héni.

Most C/TFN press releases are drafted and issued by the Communications Coordinator and the final version will be

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sent by the Communications Coordinator to the proper media list and posted on the website.

When a press release is issued, the Department involved must be prepared and accessible for follow up calls from the media.

PROCEDURE

If you have an event or initiative that would benefit from a press release, contact the Communications Coordinator to discuss it. Provide the Communications Coordinator with a draft or background information on what the release should contain (see briefing notes).

The Communications Coordinator will write the press release with the proper format and logos.

The contact person on the press release should usually be the Communications Coordinator. In case of unavailability, the Executive Director or Khà Shâde Héni should identify an alternate to talk to the media.

A spokesperson should be identified prior to the release going out to the media and should be available to talk to the media. In situation where the Khà Shâde Héni is not available, an alternate should be appointed.

All incoming calls from the media should be directed to the Communications Coordinator and then be redirected to the proper person (Spokesperson or alternate).

For joint press releases with other First Nations, Governments or partners, the format can be adjusted to suit all parties; however, the C/TFN logo should appear on any joint release. Joint press releases will still go through the C/TFN approval process.

3.2 Speeches

GUIDELINE

The Communications Coordinator and/or the Executive Assistant will prepare any necessary speeches for the Khà Shâde Héni. Other officials making presentations may ask the Communications Coordinator for assistance in preparing speeches.

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PROCEDURE If you need help preparing a speech, please contact the Communications Coordinator and provide any background information that might help in preparation of the event.

3.3 Briefing notes and talking points

GUIDELINE Briefing notes and talking points are produced by departments in order to understand special projects or initiatives realized within the organization. All briefing notes and talking points should be presented to Management Board and distributed to the Communications Coordinator and the Khà Shâde Héni.

In case of an emergency situation or a last minute media call, the Communications Coordinator may produce briefing notes with the help of the department involved.

Specialists or technicians hired by C/TFN may write briefing notes and deliver them to the Director of the department they are working with, the Communications Coordinator, the Executive Director and the Khà Shâde Héni.

PROCEDURE If you work on a new project or initiative, you should produce briefing notes so the overall project is understood clearly.

As the Spokesperson, the Khà Shâde Héni will need to understand the overall picture of the project or initiative and some targeted talking points in case of a media call.

Briefing notes may be done by departments and distributed to the Communications Coordinator for the production of a press release.

3.4 Newsletter – Neek Watsix

GUIDELINE The quarterly newsletter is edited by the Communications Coordinator with the content provided by the Communications team representatives, Citizens and other groups of interests.

Articles should foster a better understanding of C/TFN programs, services and initiatives and/or be of interest to

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C/TFN Citizens.**

PROCEDURE

The Communications Coordinator and Team will solicit ideas for stories, updates and information to publish in the newsletter.

The Communications Coordinator sets the timelines for developing the newsletter, including a deadline for receiving submissions, edits, layout, approvals, and printing.

The quarterly newsletter will be published every 3 months (March (Spring), June (Summer), September (Fall) and December (Winter)) and articles should be provided from each departments within those 3 months. The Communications Coordinator will send an email to all employees to inform of the deadline for submission (around 2 weeks prior to the end of the publishing month).

The Khà Shâde Héni, Departments, program areas and any staff or community Members can suggest ideas for stories or inclusions in the newsletter to the Communications Coordinator, and/or the Communications Team.

Acceptance of articles depends on available space, adherence to the guidelines, and selection by the Communications Coordinator, the Executive Director and the Khà Shâde Héni.

Each department shall provide articles to insert in the newsletter to inform and update Citizens on any businesses the Department is working on.

Articles are edited for length and clarity at the discretion of the Communications Coordinator.

Articles should include contact information; name, telephone number, email address and website URL if possible.

Submissions should include a photograph or graphic if possible. All photographs require permission (verbal or written) from the photographer and the model(s) in the photo.

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Distribution: The Neek Watsix is printed, emailed, mailed, and available on the C/TFN website. Printed copies are available at all C/TFN offices, post office and other community businesses/venues.

Eletter: The Registry Coordinator is compiling information on all Citizens with email addresses so the Newsletter can be sent out by email in the future.

3.5 Advertising and public notices

GUIDELINE

In consultation with the Communications Coordinator, departments can initiate advertising or public notices depending on their needs.

The Communications Coordinator is mainly responsible to create public notices, ads and be the main contact with the media for publishing.

PROCEDURE

Keep in mind the different media timelines and cost. They can design public notices or ads, but need direction and logos.

The same format and logos should be used for advertisements and public notices. This ensures that C/TFN ads or public notices are easily recognisable. All advertisements must have a Purchase Order number prior to submission to the media.

The Communications Coordinator shall approve every advertisement and/or public notices to ensure consistency.

The Communications Coordinator is responsible to post public notices to the designated areas; C/TFN main administration building, Montana Gas Station, Post Office, The Commons area, the Visitor Centre and the Tagish Recreation Centre.

Some public notices may be sent by email or posted mail to reach Citizens living outside the Territory.

If help of the Communications Coordinator is requested for creating ads and/or posters, 2 weeks' notice should be given prior to the event for sufficient time of creation and

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publishing.

4. INTERNET AND WEBSITE

GUIDELINE The C/TFN website provides information to Citizens and the general public wherever they reside on a 24-hour basis. The website will be kept up to date with relevant and current and plain language information on the C/TFN Self-Government's programs, services and activities.

The website is maintained by the Communications Coordinator and the Governance Manager when needed.

PROCEDURE All departments can submit content for the website. New content will go through all necessary approvals. Contents and updates to the website come from all departments and the Khà Shâde Héni. The Communications Coordinator edits and writes content with the help and approval of all departments.

Departmental web updates including changes to program, services, policies, events, activities, etc. should be given to the Communications Coordinator for review and posting. All printed materials should also be available on the C/TFN website at the same time as they are distributed.

5. SOCIAL MEDIA

Social Media are an interactive and accessible forms of communications that has become a significant part of our everyday life. Using social media and incorporating it into our communications planning can be an efficient and cost-effective way to reach and engage our community members and other partners.

Social Media is a term used to describe a wide array of different Web-based applications or tools that enable individuals to create, share and exchange ideas and information through words, pictures, audio and video.

Social Medias are mainly used for increasing awareness of C/TFN Self-Government, increasing traffic to the C/TFN website and to increase C/TFN brand recognition.

5.1 Facebook

GUIDELINE Facebook allows users to create a profile, "Like" pages, exchange messages, post status updates and photos, share videos and receive notifications when others are visiting the

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C/TFN page.

There is one official C/TFN Facebook page and it is administered by the Communications Coordinator.

The link is

<https://www.facebook.com/CarcrossTagishFirstNation/>

PROCEDURE

The Communications Coordinator posts, and maintain the Facebook page.

Any C/TFN department can request a Facebook post if relevant to C/TFN businesses.

5.2 Twitter

GUIDELINE

Twitter is an online social networking service that enables users to send and read short 140-character messages called tweets. Registered users can read and post tweets, but unregistered users can only read them. Users can subscribe or "follow" another Twitter account and will then automatically receive tweets as they are posted.

The Twitter account is <https://twitter.com/GCTFN>

PROCEDURE

The Communications Coordinator tweets, and maintain the Twitter account.

Any C/TFN department can request a Tweet if relevant to C/TFN businesses.

5.3 Instagram

GUIDELINE

Instagram is a photo sharing application for smartphone. The point of Instagram is to make connections with people who see the world in interesting ways. You can find and follow people based on the kinds of images that inspire them, and if they like yours, they'll follow you back. The simple mechanisms of liking and commenting provide great fun and feedback. It's a new kind of network that's perfect for the smartphone age.

PROCEDURE

The Communications Coordinator posts, and maintain the Instagram account.

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5.4 YouTube

GUIDELINE You may want to consider using YouTube as a medium to connect and network with C/TFN audience. Video has become more and more prevalent today and by setting up a YouTube channel, C/TFN could post videos about community initiatives or videos about C/TFN events and/or activities. C/TFN could also include interviews of people from the community.

It is possible to have Live Broadcasting with a YouTube account.

PROCEDURE The Communications Coordinator posts, and maintains the YouTube account.

6. LOGOS AND IDENTITY

GUIDELINE The C/TFN logo is used to identify all C/TFN produced or sponsored material.

The C/TFN official logo must appear on all official C/TFN publications, advertisement, public notices and products.

The C/TFN logo may not be used on any material produced by other organizations, governments, etc. without approval of the Executive Director or the Communications Coordinator.

PROCEDURE The official C/TFN logo must appear on all C/TFN communications materials (posters, publications, news releases, letters, etc.)

The logo may not be distorted or altered without the Communications Coordinator's approval.

Digital copies of the logo are available from the Communications Coordinator and/or the C/TFN common drive.

C/TFN logo colors may not be altered, black and white versions of the logo are available and a grey scaled one as well.

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All external requests for usage of the C/TFN logo should be sent to the Communications Coordinator for proper usage and consistency.

7. PHOTOGRAPHY

GUIDELINE C/TFN employees photograph and/or videotape events activities organised and funded by C/TFN. C/TFN reserves the right to publish these photographs or videos.

PROCEDURE Copyright
C/TFN owns the copyright on all photos taken by employees as a part of their regular duties and during work; this includes the use of C/TFN camera equipment.

If a photographer is working as an agent of C/TFN, copyright of the work is owned by C/TFN.

Credit
Credit of photographs taken by C/TFN employees' states:
C/TFN

Credit of photographs by photographers contracted by C/TFN should state: C/TFN/Name of photographer.

Credit for photographs not owned by C/TFN should state:
Name of photographer.

Consent to take photos and print or publish them:
The photographer should obtain verbal or written consent to take someone's photos and to publish it.

To be prudent, photographers should obtain written consent when the photographs are to be used for commercial purposes such as all types of promotional endeavours.

Photographs owned by C/TFN can be used for promotion, advertising and documentation of C/TFN programs, services and activities and may be loaned to other organisations if consent is given by the person in the photograph (unless it is a group photo of 7 or more).

The C/TFN photos may not be used on any material produced by other organisations, governments, etc. without

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approval from the Executive Director or the Communications Coordinator. All external requests for use of photos should be sent to the Communications Coordinator.

8. TLINGIT & TAGISH LANGUAGE

GUIDELINE Best effort will be made to provide Citizens with the opportunity to discuss C/TFN issues in their own language (Tlingit and/or Tagish).

PROCEDURE When Elders whose preference is to speak in Tlingit and/or Tagish every effort should be made to have fluent speaker available to interpret for them. This could include appointments with staff, social and elder assistance, health, etc., or Council and board meetings.

C/TFN should make an effort to translate all ads, posters and important documents in Tlingit and/or Tagish to preserve the language in the community.

The Communications Coordinator will ensure proper usage of Tlingit and/or Tagish with the Cultural Projects & Language Coordinator.

9. EVENTS

9.1 Community Consultations

GUIDELINE Consultations main goals are in improving the efficiency, transparency and public involvement in large-scale projects or laws and policies. It usually involves *notification* (to publicize the matter to be consulted on), *consultation* (a two-way flow of information and opinion exchange) as well as *participation* (involving interest groups in the drafting of policy or legislation).

PROCEDURE Each department should consult with the Communications Coordinator for any community consultations. If needed, the Communications Coordinator will create an ad and poster for the event and will post it in the community.

9.2 Community Dinners

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GUIDELINE To better reach C/TFN Citizens, a community dinner will be organized every month either in Carcross, Tagish or Whitehorse.

Some community dinners may be used as a way to consult with the community on specific projects and/or initiatives.

PROCEDURE The Events Coordinator will organise the monthly community dinners and will send all relevant information to the Communications Coordinator for proper communications within the community.

9.3 Other Events

GUIDELINE Annual events such as the Ha Kus Teyea Celebration and the Christmas Dinner will require the assistance of the Communications Team and Management Board to help secure departmental volunteers.

PROCEDURE The Communications Coordinator, the Communications Team and the Event Coordinator will assist organizing the Ha Kus Teyea Celebration and the Christmas Dinner.

For any other events organized by C/TFN Government where the Events Coordinator requires assistance, it will be upon each employee's discretion to participate and under their Director's approval.

INTERNAL COMMUNICATION

Internal Communications is the function responsible for effective communications among participants within an organization. Many practitioners highlight that they are not responsible for the day to day interactions between colleagues but rather in helping an organization achieve its goals by building understanding and engagement.

Internal Communications is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.

All employees sharing information on Intranet should be respectful of other parties' privacy and confidentiality.

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10. SHA (INTRANET)

GUIDELINE Intranet (or sha@ctfn.ca) may be used by all C/TFN employees to send information to all staff within the organization. Proper usage of the intranet is important for the organization.

PROCEDURE It is important to clearly identify the subject of the email so staff that receives large amount of emails can easily address or disregards intranet emails.

Information from the community, other First Nations and/or Governments can be shared on sha.

The Communications Coordinator or Departmental Directors will send News Updates when necessary through sha email system.

11. FRONT LOBBY TELEVISION AND PIN BOARDS

GUIDELINE As another tool of Communications, the front lobby television of the main administration building can be used to publish posters and/or public notices of specific events.

Films and short documentaries can be presented to staff, Citizens and visitors.

There are 2 pin boards in the front Lobby, one for events happening in the community and another for all events and/or activities organized by C/TFN.

PROCEDURE All publications on the front lobby television are posted and managed by the Communications Coordinator. There is a specific program called openbroadcaster that is used to load and publish information on the television.

12. ACTION ITEMS AND MINUTES

GUIDELINE Every C/TFN Executive Council meeting, General Council or any other Boards and/or Committees should have minutes and the action items should be available on the website page.

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PROCEDURE The Governance Manager and/or the Executive Assistant is responsible to take the minutes of Executive Council and General Council and provide the actions items to the Communications Coordinator for posting. Any Boards and/or Committees should have a person responsible for taking minutes.

13. ALL STAFF MEETINGS

GUIDELINE C/TFN has monthly staff meeting for the purpose of communicating what is happening within each department of the Self-Government.

PROCEDURE Every month, a different department is responsible for hosting the staff meeting.

14. CLAN-BASED SYSTEM

GUIDELINE C/TFN Government works within a Clan-Based system with a total of 6 clans; Deishitaan, Daklaweidi, Gaanaxtedi, Ishkahittan, Kookhittan and Yan Yeidi. Each Clan has a representative that sits on the Executive Council.

It is the responsibility of each Representative to communicate any relevant information regarding C/TFN Government within their own Clan et vice-versa, to report any important information from their Clan to the Executive Council.

PROCEDURE Twice a month, Executive Council meets to discuss any important business regarding the C/TFN Government.

Each Clan Representative will communicate relevant information within their Clan during Clan meetings.

Vice Versa, any important information that should be brought up to the Executive Council from the community, should be directed to the Clan Representative. The Clan Representative will then be able to inform Executive Council of any concerns from the Community.

15. EXECUTIVE COUNCIL

GUIDELINE The Executive Council is a decision body under the General

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Council that is composed of 9 Members; 6 Clans Representatives, 2 Elders (crow and wolf moiety) and the Khà Shâde Héni (Chair)

Important decisions made during Executive Council should be transmitted to the departments for better understanding of any C/TFN businesses.

PROCEDURE

The Khà Shâde Héni is responsible to inform the Executive Director of any actions items taken during Executive Council. The Executive Director should inform the Governance Department (Governance Director/Manager) of decisions made during Executive Council.

Then, the Executive Director or Khà Shâde Héni should inform Management Board (MB) of any decisions taken from Executive Council so Directors of the departments can inform their employees of any important information.

16. GENERAL COUNCIL

GUIDELINE

The General Council is the main governing body of C/TFN and it is composed of 18 Members. Each Clan appoints 3 representatives and one of the 3 must be an Elder. Appointments to the GC are for 4 year terms. GC reviews and approves the annual budget and reports put forward by the Executive Council. GC directs the development and implementation of laws, regulations and policies. GC provides a forum for Citizens to voice their concerns and opinions, and make decisions about C/TFN laws, policies and procedures.

GC decides what the mandate of the Executive Council will be each year.

PROCEDURE

It is the mandate of the Executive Council to report back to C/TFN Government of any mandates, priorities and/or important information made during the General Council. Minutes and/or action items should be registered and posted on C/TFN website by the Communications Coordinator.