

1.0 Preamble

SKG values public communications and is committed to ensuring that all public communications and marketing from SKG are useful, accurate, and appropriate.

2.0 Purpose

This policy sets out expectations and requirements concerning public communications about and marketing of SKG's policies, plans, programs, activities, and events.

3.0 Definitions

"Board" means SKG's board of governors.

"Communications Lead" means the employee of SKG who is responsible for SKG's program of public communications and marketing, regardless of the title of that position.

"Director of Operations" means the SKG senior executive responsible for administration of operations, regardless of the title of that position.

"Media" means, for the purpose of this policy, a news organization or publication with a public circulation.

"Member of the media" means an employee or representative of a news organization or publication with a public circulation.

"SKG" means Shingwauk KinooMaage Gamig.

4.0 Board communications

The Chair of the board is the only authorized spokesperson for SKG's board.

- In the absence of the board Chair, the Vice-Chair shall act as the spokesperson for the board of governors.

This requirement applies to all public comment.

- Public comment includes comment made in circumstances where it is reasonable to expect that the comment may reach the wider community. This may include both verbal and written comments made in public venues, in speeches, and in all forms of media (traditional or electronic media) and social media applications.

The intent of this requirement is to help ensure a consistent message from SKG's governors, and to encourage the board to operate as a whole. A clear and united message is best delivered by the board Chair.

5.0 Communications and marketing function of SKG

The Director of Operations shall act as, or shall designate an employee of SKG, to act as the Communications Lead for SKG.

The role of the Communications Lead shall include:

- Development of public communications and marketing strategies;
- Development of content for public communications of SKG;
- Coordination of SKG's use of public communications and marketing channels, including its website, other online accounts, publications, announcements, and other means;
- Management of SKG's website(s);
- Coordination of SKG's interaction with media; and
- Other functions and responsibilities as assigned by SKG.

6.0 Public communications of SKG's employees

6.1 Interactions with media

If a member of the media contacts an employee seeking comment on specific issues, events, or situations, the employee shall follow this protocol:

- No employee may make statements to media on behalf of SKG without prior agreement with the Communications Lead.
- Employees shall direct media to contact the Communications Lead, who will in turn determine the best spokesperson for a specific requirement.
- If a member of the media contacts an employee directly, the member of the media should either be referred to the Communications Lead, or the employee shall discuss the matter with the Communications Lead before response to the member of media.

6.2 Communications concerning events

An employee shall distribute information concerning events sponsored by or held at SKG only where:

- The employee is forwarding or repeating information already released in a formal communication authorized by SKG, or
- The Communications Lead agrees in advance to the distribution of information, or
- The employee is communicating directly with individuals or organizations as part of their duties in preparation for the event.

6.3 Acting as spokesperson for SKG only with authorization

An employee shall act as a spokesperson for SKG only where they have been authorized to do so.

“Acting as a spokesperson” means:

- Communicating in a way accessible to the public, or to a wide audience, about SKG’s:
 - Values,
 - Plans and priorities,
 - Policies,
 - Programs,
 - Organizational and organizational effectiveness, and/or
 - Other matters of consequence to public perception of SKG; and
- Communicating in a way that could reasonably be taken to be a communication authorized by SKG.

Acting as a spokesperson may include actions in a wide range of means of communications, including but not limited to correspondence, posts on electronic platforms or applications (social media), or interactions with a member of the media.

An employee may be authorized to act as a spokesperson by SKG’s Communications Lead or Director of Operations.

7.0 Related Policies, Procedures & Documents

SKG’s policies and procedures may be found [here](#).

8.0 Responsible Officer

Director of Operations

9.0 Version history

Approved by:	Board
Original Approval Date:	March 28, 2023
Current Approval Date:	March 28, 2023
Effective Date:	March 28, 2023