

Communications Policy

1. Scope

- 1.1. **Authority** Policy is issued under the authority of the Chief and Council meeting, ...*[date of Chief and Council decision]*
- 1.2. **Application** This policy applies to all departments of the Selkirk First Nation Government and its employees.
- 1.3. **Policy Purpose** This policy ensures that communications of the Selkirk First Nation (SFN) with its Citizens, the public, and personnel, contribute to effective, open, unified, consistent and accountable governance.

1.4. Principles

- 1.4.1. Clear, open and timely communication with Citizens and the public contributes to effective, accountable and unified governance.
- 1.4.2. SFN government has a duty to maintain communications with its Citizens that are unified, coherent and consistent.
- 1.4.3. Information is necessary for SFN Citizens beneficiaries and personnel to participate actively and meaningfully in the governance of SFN.
- 1.4.4. SFN government will strive to provide information to people with diverse language skills.
- 1.4.5. SFN government holds respect as one of its highest values that is essential to communicating positively with Citizens and within SFN government, and in providing excellence in service.
- 1.4.6. Managers and supervisors must communicate with employees openly, frequently, and before or at the same time as information is communicated to the public.

2. Roles and Responsibilities

- 2.1. In collaboration with the Communications Unit, Directors are responsible for working together collaboratively and coordinating their public information to ensure effective, open, unified, consistent and timely public communications.
- 2.2. SFN Communications Unit is responsible for ensuring consistency of any SFN public information.
- 2.3. Directors, Managers, Supervisors, and employees are responsible for communicating openly and responsibly about policies, programs, services and initiatives they help to administer, while respecting the confidentiality agreements.

- 2.4. Directors are responsible for including the Communications Unit in their annual planning processes to ensure that communications will be organised, timely and budgeted.
- 2.5. Directors, Manager and supervisors must communicate with employees openly, frequently and before or at the same time as information is communicated to the public. Effective internal communication is a shared management responsibility.

3. Policy Statements

- 3.1. Information SFN provides to its Citizens and the public about its policies, programs, services and initiatives will be effective, open, unified, consistent and timely.
- 3.2. SFN will provide its policies, priorities, decisions, programs, and services to Citizens, stakeholders, partners, the public and media.
- 3.3. SFN will employ a variety of ways and means to communicate, and will provide information in multiple formats to accommodate diverse needs and ensure accessibility and accountability to its Citizens and the broader public. Efforts will be made to communicate using plain language and to communicate verbally with elders in Northern Tutchone, if necessary.
 - 3.3.1. SFN will use a variety of communications methods from traditional methods to new technologies.
- 3.4. SFN public communications will be distinct, recognizable and consistent to make SFN government accountable and accessible. These communications include but are not restricted to telephone, mail, press releases, newsletters, bulletins, ads, print and broadcast media, and the Internet.
- 3.5. Deliver prompt, courteous and responsive service that is sensitive to the needs and concerns of the public and respectful of individual rights.
- 3.6. Departments will collaborate with the Communications Unit to identify and implement a communications approach and to ensure consistency of messaging.
- 3.7. Only designated spokesperson (Chief) and/or proxy assigned by the Chief can speak on behalf of SFN.
- 3.8. All communications approach will follow the approval process as specified in the Communications Procedures and Guidelines.