



## COMMUNICATIONS department

### ACTIVITY REPORT DECEMBER 2020 TO FEBRUARY 2021

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The Communications Department is proactive in seeking to improve daily planning and execution of communication plans covering a wide range of KRG activities. Its main role is to coordinate the flow and quality of information disseminated by the KRG both internally and externally. It helps organize public relations and communication activities within the region and facilitates media coverage of a wide range of KRG activities, services and programs. It provides website coordination and manages social media interventions. It also ensures internal communication services for the KRG, while coordinating translation and documentation requests.

#### 1. Management

- Pursue the implementation of the main recommendations outlined in the strategy defined in the 2018 audit of the KRG's communication needs. This includes :website development, improving interaction with Northern Villages, streamlining translation services and expanding communication services with the eventual hiring of more staff to answer demands;
- Two new staff members were hired during this period: the temporary webmaster position is now a full-time permanent position located in Kuujjuaq. The webmaster will play a key role in the future consolidation of websites as well as contribute to creating other communication tools. A new Graphic Developer position was also filled which will contribute to enhancing our visual presence on all communication platforms.
- Preparation of a request for proposal for the consolidation of the current eight (8) KRG websites and to redefine the social media strategy involving eleven (11) KRG Facebook pages.
- Participation in the regular Mayors meeting on the pandemic updates preparing summaries of the meetings and reserving translation services;
- Continue to participate in helping to improve the state of local FM stations as the NV's modernize their broadcasting equipment through funding from Makivik.

#### 2. Activities:

- Support the KRG departments in the creation, planning and implementation of their communication activities including preparation of communication plans for each Department along with an events calendar for the coming year in order to improve planning of KRG communication needs and define the proper tools required to meet the objectives. Communication plans for the KRPF, Civil Security, YES, Recreation, Legal, Socio-Judicial and Municipal Management were completed as were those for MPW, Nunavik Parks and Transportation Departments.

- KRG ([www.krq.ca](http://www.krq.ca)) and KRPF ([www.krpf.ca](http://www.krpf.ca)) website revision is ongoing with changes and updates of the current content. Publications of more than **45** job postings and **13** articles during this period;
- Coordination of translations of a variety of internal and external documents. For this reporting period, **170** requests were received for translation;.
- Major revamping of the Intranet website has been initiated. Both platform design and contents are being reviewed. The intranet is an important internal communications tool to ensure communication with the employees and access to important standard organizational documents;
- The coordination and production of 2019 Annual Report is underway.
- The winter edition of the quarterly report was completed and delivered to over 4,000 Nunavik households and online? .
- A weekly press review is prepared and sent to the KRG Executive Council.
- Prepared campaign and promoted Cirqiniq Workshops for Recreation Department.

### 3. **Media, articles, press releases:**

- The KRG and the KRPF were present in 29 articles for the period of the report, in regional and national media;
- Two press releases were published during the current period;

### 4. **Social media:**

- For this reporting period, the videos and photos posted on the KRG Facebook page added visibility to 63 publications and generated 125 new “likes” for a total of 3,079. Independent monitoring showed that posts reached out to over 12,000 people globally. The objective is to obtain 5,000 “likes” by December 31<sup>st</sup> 2021.
- A Facebook Live has been realized for the Public consultations on the Residual Materials Management Plan. 24 people attended the live event and 14 comments were received. Afterwards, 244 people consulted the video.
- Produced a Facebook Netiquette, a KRG Social media moderation policy, a KRG Social media engagement policy and a KRG Social media Live Event policy which will be posted on line and serve as our guidelines regarding social media.
- Standardization of social media publications: a Social Media publication form as well as a Social Media Live Event form has been put in place and to be used through a new Communication Department group email called: [socialmedia@krq.ca](mailto:socialmedia@krq.ca).
- Ensured management of Tamaani Facebook page and continued moderation and engagement of the comments and questions.
- KRG presence on social media has continued to experience a slow progression in the

past few months. The Department is focussing on the communication needs with an eye on expanding KRG presence on various social media platforms such as Twitter and Instagram in order to reach different audiences.

- The Communications team continues to work with other Departments to develop the right social media strategy to promote their activities. These included:
  - Promoted Job openings with Human Resources.
  - Promoting Social Economy with the Local and Regional development department
  - Promoting the KRPF;
  - Publishing the weekly Colilert test;
  - Producing the Bid for Vehicles online post with the Administration department;
  - Promoting the Pingnugupaa challenge of Isuarsivik;

#### **5. KRG events and projects:**

The events organized and the projects undertaken by the Department over the course of this period from November 2020 to the end of February 2021 include:

- Completed a Fire Safety campaign for Christmas period with the Civil Security Department, which included radio announcements, an article and an email to employees.
- Took photos and made final selection of photos for the new Nunivaat report.
- Worked with the KRPF on new flyers to inform Nunavimmiut of the visits of KRPF officers in the communities to help with the registration and firearms and the Hunter Support Program that will begin to give courses soon.
- Worked with Tamaani to define local media campaigns to inform clients of cut-off dates, extended customer service hours and use of the call centre using radio capsules and Facebook posts.
- Prepared a glossary of translation terms for OpenText.
- Begin assessing FM radio station needs for the region. Working with Regional and Local development Department to set-up a meeting with regional partners on this issue.

## **COMMUNICATIONS DEPARTMENT EMPLOYEES**

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