



COMMUNICATIONS Department

ACTIVITY REPORT FEBRUARY TO MAY 2024

The Communications Department works with the Director General's Office and other departments to plan and develop projects that grow awareness of KRG's programs, services and role in improving the well-being of Nunavimmiut. Communications moderates the design of information that flows through internal and external channels. We assist with public relations, digital publishing and other promotional activities throughout Nunavik, and we facilitate media coverage of KRG services and events. Communications also coordinates trilingual translation services, and the continuous updating of KRG public websites, employee intranet, and social media channels.

1. **Communications Activities - General**

- Narrative development and design production are on schedule for KRG and NPS annual reports that were delayed in recent years. Photo selection and layout of the 2022 NPS report is nearing completion, the 2020 KRG report is in graphic design, and storyline development of the 2021 KRG report is underway. Production and distribution of these KRG and NPS annual reports will be completed within the next six months.
- Design and production of KRG's inaugural quarterly magazine, Nunavik Voices, is on schedule. Print and online editions are being prepared, and the magazine will be distributed widely throughout Nunavik in June. Nunavik Voices focuses on the outcomes of Regional Council meetings and other features that help Nunavimmiut to better understand the support and services provided by their regional government.
- The department prepared a comprehensive communications plan for the 2024 Arctic Winter Games in Matanuska-Susitna Borough, Alaska that yielded impressive results:
 - widest social media coverage that KRG has seen to date, generating over 500,000 impressions (see report, Appendix B)
 - production and posting of Games videos and live streaming on Facebook platform
 - media outreach that included interviews with TF1 (France), CBC North (Nunavut and NWT), Nunatsiaq News; Radio Canada, APTN, and Aboriginal Sport Circle
 - production of a commemorative album and video that document the participation and personal success stories of our athletes and performers. On May 27, the Games tribute video is being shown, for the first time, to the Regional Council.
- In an effort to produce a meaningful and helpful Elders Directory, we continue working with the Department of Regional and Local Development and the Nunavik Regional Board of Health and Social Services to fine-tune images, elder advocacy categories and messages. Final artwork will be approved in early June, and copies of the directory distributed to elders in all 14 NV during the summer.

- On May 28, Regional Council will watch a Communications-developed NAMESR video: *Act Together for the Territory: Cleaning up abandoned mining exploration sites in Nunavik*
- The department is working with Nunavik Parks on a multi-media communications approach for their anniversary celebrations.
- Communications continues to work on improvements to translation services, notably Inuktitut translation, for which demand continues to rise. A review of translation services is underway that identifies best approaches to meeting requests and producing high-quality documents. Discussion on a new, streamlined automated intake system took place earlier this month with the Executive Committee and departments. Further refinements will be installed during the year.

2. Mainstream (Public) Media Reporting

- The department coordinated preparation and distribution of several media releases that received extensive coverage in local print media and radio broadcasts.
 - *Kativik Regional Government partners with Makivvik Corporation to announce climate change adaptation strategy: a shared vision for a resilient Nunavik* (April 18)
 - *Team Nunavik Quebec gathering for community send-off to Mat-Su 2024 Arctic Winter Games in Alaska* (March 5)
 - *Kativik Regional Government announces activation of EAUFON-2 fibre optic link to Nunavik communities on Hudson Strait* (February 12)
- We monitor mainstream and social media coverage important to KRG, and provide bi-weekly summaries to the Executive Committee, DGO Office and departments.
- The Director worked with DGO to coordinate media interviews for Chairperson Hilda Snowball and other KRG spokespeople with CBC North Tuttavik, Nunatsiaq News, Radio-Canada and Taqramiut Nipingat (TNI). Among interviews coordinated:
 - KRG response to aircraft landing incident at Kangirsuk airport
 - Role of KRG in developing Nunavik Climate Change Adaptation Strategy
 - ESUMA School Perseverance Days campaign
 - KRG advocacy with Service Canada to secure passports for all AWG athletes
 - Pride of NV and families of athletes participating in Arctic Winter Games
 - Significance of EAUFON-2 fibre-optic connection to NV on Hudson Strait

3. Social Media, Website and Employee Intranet

- Communications works with departments on inclusive, easy-to-read content with timely postings of information on our web and social media platforms.
- Communications posted over 50 available new jobs on the KRG website and on social media, and published informative articles on weather alerts, Nunavik Climate Change Adaptation Strategy, Chairperson Hilda Snowball's speech at the Nunavik Economic Summit, the availability of a new water-problem reporting form, Team Nunavik Quebec pep rally in Kuujuaq, and EAUFON-2 activation in NV on the Hudson Strait.
- Discussions with departments is now underway on a new Social Media Policy that identifies the best use of social media tools and platforms in promoting awareness of KRG programs and services throughout Nunavik.

- Communications continues to make progress on the redesign of KRG website, intranet and social media platforms. A new sitemap for improved navigation was outlined this month to the Executive Committee (see Appendix A). The goal is to improve connectivity, functionality and visibility of these vital online platforms so visitor experiences are informative, enjoyable and productive. The next step involves a review of the plan with departments during 2024.

4. KRG Special Events and Projects

- During the period, the Director has provided strategic counsel to the DGO and the Executive, and facilitated employee and public communications, on a range of issues:
 - employee notification of mandatory cybersecurity training
 - improvements to activity reports and presentations to Regional Council
 - media and Government of Canada awareness of an urgent AWG passport response
 - internal review of departmental performance
 - mid-year review of Communications services and new initiatives
 - Akulivik emergency response and future planning
- Communications staff completed training and achieved certification in the IT Risk and Cybersecurity Awareness course organized by the Human Resources Department.
- Work continues on the development of visual identity guidelines for using the KRG logo (including font, images and colours) in presentations, publications and on media platforms. Information sessions with departments on new guidelines will take place in early fall 2024.
- During the period, the Director, with the Social Media Officer, participated in the EAUFON-2 launch event in Salluit. The Director also accompanied KRG Executive in meetings with mayors and councillors in Ivujivik, Salluit and Akulivik; and, took part in the Nunavik Economic Summit in Kuujuaq.

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Social Media Analytics from the Arctic Winter Games

KRG achieved impressive social media results from coverage of the Arctic Winter Games (AWG) in Mat-Su, Alaska; more than doubling the number of views and interactions from last year's AWG. Here is an extended analysis of social-media breakthroughs that KRG achieved in AWG coverage.

Prior to the AWG, we produced 30 posts for the Team Nunavik Québec (TNQ) social media platforms from February 28 to March 8 including:

- graphics for a daily countdown to the games
- a video series on athlete's profiles
- a video to present this year's pin design
- a video to present this year's team clothing gear, and
- a video of encouragements with participation of local artists and professional athletes.

Next, we look at the period from March 6th (when athletes arrived) to March 20th (arrival back in Kuujjuaq) + added time for posts from the last day of travel that were still gaining traction.

The accounts are for Facebook and Instagram @teamnunavikquebec

Facebook:

Reach – the number of people who saw any content from our page = 553,600

Visits – the number of times people went on to our page specifically = 64,200

Content Interactions – the number of times people liked, shared, or commented = 34,600

Link Clicks – the amount of times people clicked on links we shared to our audience = 293

Followers Gained – new followers for our account = 1,600 for a new total of 6,255

Facebook Demographic:

57.7% Women 42.3% Men

Bulk of our following age range = 25 to 44 (with notable chunks from 18 to 24 and 45 to 54)

Top Countries – Canada 88.4%, Greenland 5.9%, USA 2.7%

Large portion of the audience from Greenland tuned into our live streams.

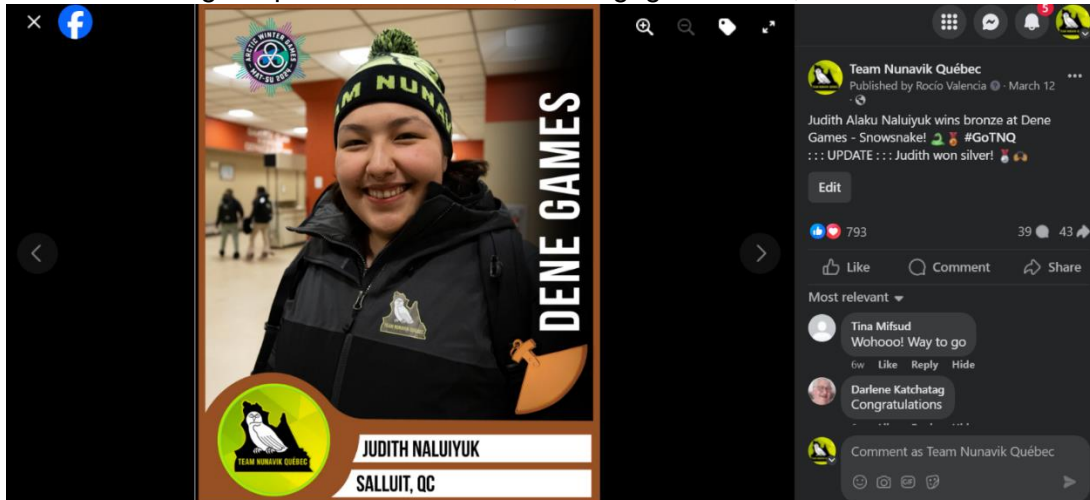
Top Cities – Kuujjuaq 22.6%, Puvirnituq 10.2%, Great Whale River 7.7%

Facebook Top Content:

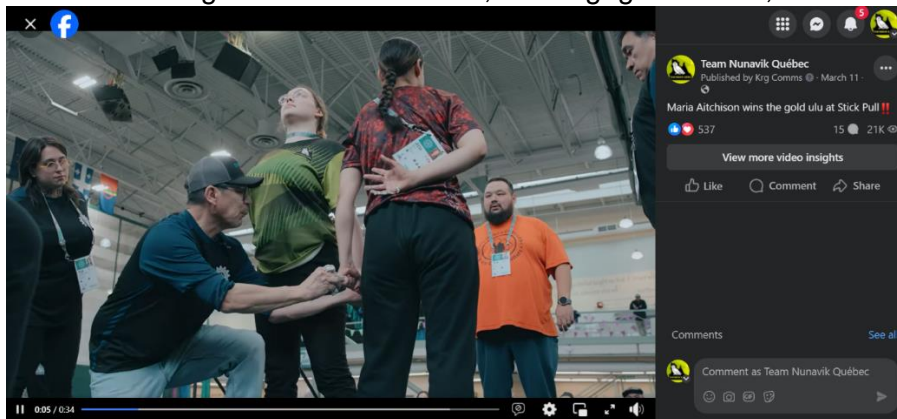
Best Performing Photo – Reach = 301,630 Engagement = 6,107:



Best Performing Graphic – Reach = 73,683 Engagement = 1,830



Best Performing Video – Reach = 42,104 Engagement = 3,223



Best Performing Live Stream – Reach = 42,424 Engagement = 3,896



The video shows a man in a black t-shirt and khaki pants celebrating on an airplane. He has his hands on his head and is smiling. Other people are visible in the background, some holding cameras. The video player interface includes a progress bar at 0:08 / 0:50 and various control icons.

Team Nunavik Québec
Published by Emma Cain · March 17 ·

Ai Pai!
We're all excited to get home!!! 🍀🍀🍀

712 27 25K

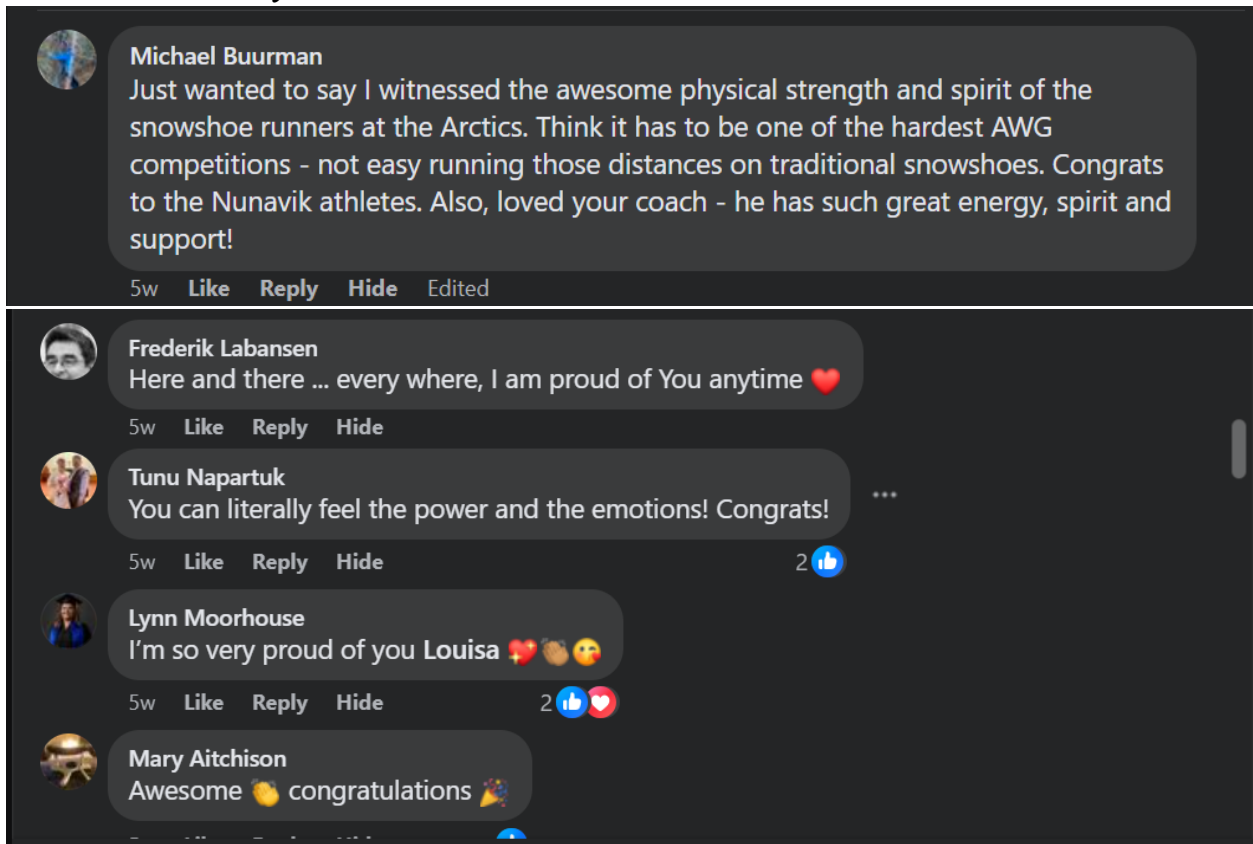
View more video insights

Like Comment Share

Comments See all

Comment as Team Nunavik Québec

What the Community Said:



A screenshot of Facebook comments on the live stream. The comments are displayed in a list format with user avatars, names, and text. Each comment includes interaction options like 'Like', 'Reply', and 'Hide'.

Michael Burman
Just wanted to say I witnessed the awesome physical strength and spirit of the snowshoe runners at the Arctics. Think it has to be one of the hardest AWG competitions - not easy running those distances on traditional snowshoes. Congrats to the Nunavik athletes. Also, loved your coach - he has such great energy, spirit and support!

5w Like Reply Hide Edited

Frederik Labansen
Here and there ... every where, I am proud of You anytime ❤️

5w Like Reply Hide

Tunu Napartuk
You can literally feel the power and the emotions! Congrats!

5w Like Reply Hide 2 🍀

Lynn Moorhouse
I'm so very proud of you Louisa 🍀🍀🍀

5w Like Reply Hide 2 🍀❤️

Mary Aitchison
Awesome 🍀 congratulations 🎉



Christina Mae

Congratulations! My first time watching, the videos are awesome, you are amazing athletes 💜

5w Like Reply Hide



Eva Tullaugak

Pisitaluit 🍌🍌🍌 ...

5w Like Reply Hide



Salamiva Weetaltuk

Hip hip hurray!!!! So proud of you all

5w Like Reply Hide



Martine Proulx

Congratulations to all of you bravo!!!!

5w Like Reply Hide



💎 Top fan

Lorraine Trudel

It is great to see the young ones keeping the traditions alive and strong.

5w Like Reply Hide



Marie Andrée Delisle Alaku

Lorraine Trudel oui et c'est touchant ...

5w Like Reply See translation Hide



Ittuviak Tutu

GO NUNAVIK GO!

5w Like Reply Hide



Robbie Pascal

WTG gentlemen, hopefully my son will see you at the next AWG as he will be in the Sr. Category at 17 yrs old.



Top fan

George Petagumskum

Congratulations, you make us proud 🥳!!!!

5w Like Reply Hide



Maggie Tooktoo

You make us nunavimmiut proud, thank-you Deseray 👍🌸

6w Like Reply Hide



Marie-Amélie Poulin

Congratulations Deseray! 🎉

5w Like Reply Hide



Sarah Cartier

All your hard work paying off! Way to go Deseray! ...

6w Like Reply Hide



Louisa Nutaraluk

Keep it going ,Deseray



Eva Tullaugak

We love you ataap Sajuli!!! 💙👉 from family! We're watching nalligusuppugut

6w Like Reply Hide



Lucy Amamatuak

Felix's aunt here. Proud of you 💜 good luck and have fun

6w Like Reply Hide



Ittuvik Saviadjuk Paquet 🙌

I love James too for being the best for Mikayla 💕💕 ...

6w Like Reply Hide



Annie Sirqualuk

Goo Sajuli! 🙌 I'm proud of you 💙

6w Like Reply Hide

Instagram:

For the first time since 2018, TNQ repopulated and utilized our Instagram account. Due to the account being newly active, here is the most relevant data set from the games:
Reach – the number of people who saw any content from our page = 11,500
Visits – the number of times people went on to our page specifically = 668
Followers Gained – new followers for our account = 79 for a new total of 627

In Total:

From March 9th to 17th, we produced 20 posts with videos; 36 posts with photos including a series of albums for each day of competition; 18 livestreams of competitions, medals presentations and Opening and Closing Ceremonies.

Additional Highlights:

- We were able to successfully filter spam livestream comments from our posts to avoid our community members opening scam links.
- All Facebook analytics are up about 200-300% from the Wood Buffalo Arctic Winter Games, time period.
- We've received messages from youth looking for answers on how to join the team:

