

# KRG Social Media



Summary from May 29 to September 8

September 2025



# CONTENT

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## **Main Goals of our Social Media:**

- **Inform the Public**
- **Promote Transparency and Accountability**
- **Encourage Public Engagement**
- **Celebrate & Build Community**
- **Reinforce Public Trust**
- **Support Strategic Goals**

## **KRG Facebook (May 29-August 29):**

**Views – 640, 392 (Up 11.3% from Previous Period)**

**Reach – 82, 493 (Up 114.1% from Previous Period)**

**Published Content – 102 (Photos, Videos, Text, Reels, Links)**
















# Legal, Socio-Judicial, & Municipal Management: Sapummijiit



-  Sapummijiit - Salluit / Ivujivik
-  Sapummijiit - Inukjuak  
● 1 notification
-  Sapummijiit - Ungava Coast
-  Sapummijiit - Kuujjuarapik / Umiujaq
-  Sapummijiit - Puvirnituq / Akulivik  
● 2 notifications







## Summary

- ◆ **KRG content is updated consistently in three languages.**
- ◆ **Support to departments in media creation generates more in-house content.**
- ◆ **Since last Council, we've completed projects in nine communities across Nunavik + 2 cities in South.**
- ◆ **Collaboration with Council**
- ◆ **Content development is strengthening and expanding collaboration with partners within and outside Nunavik.**

THANK YOU