



COMMUNICATIONS department

ACTIVITY REPORT JUNE TO SEPTEMBER 2021

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

- Communication Strategy: pursue the implementation of the main recommendations outlined in the strategy defined in the 2018 audit of the KRG's communication needs. The strategy, which was initiated in 2019 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;
- Staffing: two communications officers have resigned since last report. The Department is working to fill these 2 positions and one of full-time translator.
- Websites consolidation: a public call for tenders involving:
 - overhauling and redesigning the KRG website;
 - examining the social media strategy involving a dozen KRG Facebook pages;
 - improving the KRG brand by proposing a marketing strategy to reflect a more modern look and corporate identity by redesigning or reformatting items such as, stationary, press releases, letterhead etc.
- Website development: the external job posting site is being assessed to make the job searching experience more user-friendly. Job postings are being filtered by community and also grouped by organization. Furthermore a career page is under development.
- KRG Social Media and Website strategic use: a more efficient use of all platforms is being reviewed. KRG social media platforms will be used to promote events, programs, campaigns etc. whereas the KRG websites will concentrate more on becoming an information site for the public.
- FM Stations: building ties with local FM stations remains a priority as the NV's pursue their efforts to modernize broadcasting equipment through funding from Makivik Corporation with assistance of TNI. The Department conducted a survey on how to improve cooperation but received few responses. The Department is examining other ways to ensure how we can best coordinate on a regional basis public service announcements as well as communicating other information to the residents of Nunavik.

2. **Activities:**

- Support the KRG departments in the creation, planning and implementation of their communication activities. Specific projects warranted special attention these past months:
 - Conducted various assignments for the Lands and Environment section of the Renewable Resources, Environment, Lands and Parks Department. This included drafting of a communication plan, working on the Kativik Regional Master Plan, oversee campaigns regarding the spill management and contaminated soil policy as well as the residual material management plan.
 - Assisted in the Nunavik Police Service rebranding and website migration project including the review of content for the future NPS website and the development of a new logo.
 - Assisted the Legal Department with preparations for the upcoming municipal elections as well as the campaign on Municipal Zoning By-Laws.
 - Developed, produced and edited videos from interviews conducted in Kangirsuk and Tasiujaq for the Social Economy Month campaign this fall. Interviews are also scheduled for Kangiqsujuaq and Quaqlaq. The campaign is part of the Regional and Local Development Department efforts to help develop local businesses and entrepreneurship.
- KRG (www.krg.ca) and KRPF (www.krpf.ca) website revision is ongoing with changes and updates of the current content. Publications of more than **41** job postings and **14** articles during this period;
- Coordination of translations of a variety of internal and external documents. For this reporting period, **106** requests were received for translation;
- The summer edition of the quarterly report was completed and delivered to over 4,000 Nunavik household and online.
- The 2019 Annual Report has encountered delays with the Inuktitut translation. Production is expected to be completed this fall. Planning for the production of the 2020 annual report is being adjusted accordingly
- A weekly press review is prepared and sent to the KRG Executive Committee.
- Assisted departments, more notably Civil Security and Pubic Security in their communications with the Mayors of Northern Villages.
- “On the land” prevention campaign for Civil Security in collaboration with Anguvigaq-Nunavik Hunting, Fishing, Trapping Association including finalizing Water Safety video.
- Promotion of Fire Safety campaigns on Facebook prepared with Civil Security.
- Planning and deployment of technical support for live streaming of BAPE meeting held at Kuujjuaq NV as well as live streaming of Regional Council Meeting in Tasiujaq last spring.
- Prepare internal video on Training Schedule C forms for Sustainable Employment.

- Assisted in conducting interviews for Recreation Department staff on professional development.

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

- The KRG and the NPS were present in 8 articles for the period of the report, in regional and national media;
- Three press releases were published during the current period including the KRG's congratulation for the nomination of Ms. Mary Simon as Governor General of Canada.
- The department dealt with four media requests for information regarding incidents such as the death of a child, a boating accident as well as progress on the fibre optic project on the Hudson Coast.
- The Department updated its provincial government mailing list based on more data from the July 2021 Quebec government information list.

4. **Social media:**

- For this reporting period, the videos and photos posted on the KRG Facebook page added visibility to 84 publications and generated 68 new "likes" for a total of close to 3,500. The objective is to obtain 5,000 "likes" by December 31st 2021. Independent monitoring showed that posts created 4,128 engagements (reactions, comments and shares).
- Continued to oversee and manage the comments and publication on the KRG, Tamaani, Esuma, Team Nunavik-Québec and Nunavik Childcare Facebook pages. Furthermore a YES Instagram page was launched as well as a LinkedIn page to help promote job postings.
- Twenty-seven posts were programmed for YES and Esuma for both August and September.
- Organized the 2021 Employee Day festivities in Kuujjuaq and offered gifts to KRG employees in all Nunavik communities.
- Produced posters for Sanajit project and helped promote the Nurrait/Jeunes Karibous cabin project in Kuujjuaq
- Pursued the 2021 Fire Safety campaign in partnership with Pivallianiq/KMHB.

5. **KRG events and projects:**

- Assist Université Laval in distributing the newly published Nunavik statistics booklet and inform government ministries and agencies as well as indigenous organisations of the link to access the booklet on our website.

- Ensure coverage of KRG participation of the September 1st KMHB Housing Day with the Minister of Municipal Affairs and Housing Andrée Laforest in attendance.
- Ensure coverage of the deployment of the fibre-optic cable along Hudson Coast throughout the fall.
- Draft a document outlining procedures for all KRG departments and define an internal information strategy to communicate the procedures to all staff.
- The launching of the Transportation Department's helmet safety campaign this fall: three videos, PSA on FM radios, posters, as well as deployment of a campaign in the schools and on social media are at the heart of the communication plan.
- The Department will continue to develop the communication plan regarding residual waste sites, circulate the latest information on climate change and assist with the spill management and contaminated soil project. It will also collaborate with Nunavik Parks and update communication needs when needed.

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