



COMMUNICATIONS department

ACTIVITY REPORT MARCH TO MAY 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. 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;
- Staffing: a communications officer was hired to fill a new position. Jean-Philippe Papineau will assume responsibilities that will cover in part environmental issues as well as sustainable employment files among others duties.
- Websites consolidation: a call for tender by invitation was launched as part of the plan to consolidate 6 of the 8 KRG websites. The project includes:
 - 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 and rebranding of such items as, stationary, press releases, letterhead etc.
- KRG Social Media policy: preparation of the policy, to serve in guiding proper use of social media within the organization. The policy defines the proper procedures governing netiquette, moderation, engagement, escalation, live events and social media publication requests. See item 5.2 - Resolution
- FM Stations: continuation in helping to build ties between local FM stations as the NV's modernize their broadcasting equipment through funding from Makivik Corporation with assistance of TNI. A survey is being conducted among local FM stations to examine how we can best coordinate on a regional basis public service announcements as well as communicating other information to the residents of Nunavik.
- Translation: implementation of a system for classifying freelance Inuktitut translator invoices. The system allows the Department to more closely monitor the costs during each quarterly review and ensure more efficient payment of the work completed by the translators.

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 all Departments was completed and an events calendar was created to improve coordination of assignments.
- 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 **50** job postings and **25** articles during this period;
- Coordination of translations of a variety of internal and external documents. For this reporting period, about **200** requests were received for translation;
- The spring edition of the quarterly report was completed and delivered to over 4,000 Nunavik household and online.
- The 2019 Annual Report will be completed this summer and the report ready for distribution in September. Work on the 2020 annual report has begun.
- A weekly press review is prepared and sent to the KRG Executive Committee.
- Assisted departments, more notably Civil Security and Public 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.
- Promotion of Fire Safety campaigns prepared with Civil Security.

3. Media, articles, press releases:

- The KRG and the KRPF were present in 30 articles for the period of the report, in regional and national media;
- Ten press releases were published during the current period;
- The department dealt with a number of media requests for information regarding certain important events such as the landslide in Kuujuaapik, the water situation in Ivujivik and the CRTC funding announcement of the internet network (EAUFON).
- In a joint press release with the Quebec Government, the KRG announced it received the necessary funding to complete the construction of a new arena in Kangirsuk and the 1-year renewal of the Isuruutiit Program.

4. Social media:

- For this reporting period, the videos and photos posted on the KRG Facebook page added visibility to 72 publications and generated 303 new “likes” for a total of 3,430.

The objective is to obtain 5,000 “likes” by December 31st 2021. Independent monitoring showed that posts created 4,000 engagements (reactions, comments and shares).

- The Facebook Netiquette, the KRG Social media moderation policy, the KRG Social media engagement policy and a KRG Social media Live Event policy will be part of a training session requested by several departments to understand the guidelines and practices with regards to social media.
- The Department assured management of Tamaani and Esuma Facebook pages and continued moderation and engagement of the comments and questions.
- Assisted Childcare Services to create a new Facebook page that was launched in April and that will be used to promote and inform families regarding childcare services and programs throughout Nunavik
- Production of several videos for social media and recording of stock footage for further projects. These included:
 - A hockey tournament in Umiujaq
 - Cirkaskina/Cirqiniq: circus workshop for the Recreation Department
 - YES Summer Challenge: promote services offered to Nunavik youths
 - Production of audio capsules for Tamaani
 - Water Safety campaign for Civil Security
- Weekly publication of Colilert Tests (MPW)
- Promote job openings with Human Resources and assist in the job postings both within and outside the KRG with the Sustainable Employment Department.
- Web server clean-up: moved to cloud storage to host images making access faster and more efficient.
- Redesign of KRG Department website sections particularly the Department of Regional and Local Development while continuing the maintenance of both KRG and Intranet websites.
- Produced posters for the Sanajit Project Facebook page

5. KRG events and projects:

- Assist Nunavik Police Service with a campaign to promote a new image along with the new name. This includes a competition among local artists for a new logo. Final version will be completed by a professional firm.
- Update of the NPS website in order to create a more user-friendly and attractive tool for users. The project includes the migration of content towards the new website that will be part of the projected new image and rebranding of the police service.
- Create content for a Tamaani Internet pamphlet explaining proposed improvements of the internet service with the deployment this summer of the fibre-optic project. This included helping to prepare a tour of Northern Villages to meet customers and explain changes at Tamaani Internet.

- Assisted the Department of Regional and Local Development in promoting services such as support programs for new entrepreneurs on our website, social media and with a press release. Also continued preparing a major campaign to promote and explain social economy this fall.
- Supported Youth Employment Services (YES) in the launching of their new website and their Virtual Reality program, which included Facebook postings, a video and a press release. The department also completed videos for the YES to promote school perseverance and the importance of education.

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