



**Nunavut Tunngavik Inc.**

## **COMMUNICATIONS POLICY**

*Approved by the Board of Directors in November 2005  
Last Amended in March 2015*

### **I. PURPOSE**

- To promote openness and accountability in Nunavut Tunngavik Inc.'s (NTI) operations;
- To ensure that NTI communications are professional and consistent; and
- To sets out procedures to follow in media relations.

### **II. APPLICATION**

This policy applies to all employees including the Executive members.

### **III. OBJECTIVES**

As the primary Inuit organization responsible for exercising the rights and meeting the obligations outlined in the Nunavut Land Claims Agreement (NLCA) on behalf of the Inuit of Nunavut, NTI is required to keep Inuit informed of its activities.

The policy is intended to foster an understanding of NTI's priorities, roles and responsibilities as they relate to land claims implementation, to contribute to programs and services that reflect the needs and aspirations of Inuit, and to provide more timely information to Inuit about programs and services.

### **IV. COMMUNICATIONS GOALS**

NTI's communications goals are:

- a) To help Inuit better understand the NLCA, and be aware of their rights and benefits under the NLCA in order to access and use NTI programs and services;
- b) To help Inuit access information about NTI and its programs and services;
- c) To present a consistent and positive image of NTI;
- d) To promote openness and accountability in NTI's operations;

- e) To inform staff of NTI's programs and activities in order to improve internal communications and the quality of information being disseminated to Inuit;
- f) To provide NTI decision-makers with a wide array of communications options to meet all requirements;
- g) To seek feedback from Inuit;
- h) To generate support and gain acceptance for NTI's political, business and cultural agenda through proactive media liaison, advertising, public relations campaigns, and political lobbying; and
- i) To provide NTI departments with communications strategies specific to the needs and goals of NTI.

## **V. COMMUNICATIONS GUIDELINES**

External communications shall be conducted by the Executive members, the Chief Executive Officer (CEO) and/or other senior managers, as delegated by the CEO. Failure to comply with this policy could result in disciplinary action.

### **1. Media Relations**

The following procedures will apply to all interaction with the media (newspapers, radio, television, or web broadcast) to ensure that NTI's message to the public is consistent and professional.

- i. All requests for information or interviews from the media are to be forwarded to the Director of Communications.
- ii. The CEO will review all media requests and determine if they require political comment from an Executive member or operational/technical comment from a staff member. If the comment requires operational/technical comment, the CEO may choose to provide the comment or can delegate the comment to another senior manager.
- iii. The Director of Communications and the CEO will arrange media interviews.
- iv. Employees and Executive members shall not enter into any agreement with the media to provide information anonymously or off the record.
- v. NTI employees may not contact the media on NTI-related matters, or grant media interviews unless they receive prior approval from an Executive member or the CEO.
- vi. NTI representatives speaking to the media will ensure the Director of Communications knows when and where the interview is to take place and when the story will be publicized.

### **2. Publications**

The following procedures apply to development and production of all publications, press releases and backgrounders, promotional pamphlets, posters, displays or advertisements, op-eds and letters to editor.

- i. The Director of Communications will work with departments to identify issues and areas that require publicity or promotional material.
- ii. The Director of Communications shall be included in planning, designing and writing material during the development process.
- iii. The Communications Division will coordinate all organizational translations.
- iv. The Director of Communications will work with departments to identify the appropriate audiences for distribution of all releases and publications.
- v. The Director of Communications will advise the CEO and the Executive members concerning the development and release of all communications materials.

### **3. Press Releases and Backgrounders**

The Director of Communications will work with appropriate employees to draft press releases and backgrounders.

The Director of Communications will obtain all approvals for press releases and backgrounders from the CEO and/or an Executive member.

If the press release involves another organization, the Director of Communications will coordinate approvals and release with that organization.

The Director of Communications will appear as the contact on all NTI press releases.

### **4. Official Correspondence**

Only NTI elected officials may write to other elected politicians on behalf of NTI. Only the CEO may write to Deputy Ministers on behalf of NTI.

With approval of the CEO, senior staff may be permitted to write technical or informational letters on behalf of NTI.

### **5. Press conferences**

Press conferences are organized when NTI wishes to generate significant media attention, or for issues that require enhanced explanation to the public.

Press briefings are organized when NTI wishes to provide media with a full briefing on important issues.

The Director of Communications organizes and facilitates all press conferences and briefings.

## **6. Personal Correspondence with the Media**

Personal letters to the editor or personal media interviews from senior staff concerning issues in Nunavut's political arena are not permitted unless properly authorized by the Executive members or the CEO under this policy. Senior staff includes departmental directors, assistant directors, legal counsel, senior policy advisors and political employees (executive assistants and executive secretaries).

Unless properly authorized, no employees include Executive members may use their job titles or the name of the organization in any personal correspondence with the media, including letters to the editor, newsprint interviews, and television and radio interviews.

## **VI. VISUAL IDENTIFICATION STANDARDS**

To present a professional and unified image for NTI, Visual Identity Standards, consisting of a logo and wordmark and as adopted or amended by the Board of Directors from time to time, shall be used wherever appropriate.

Individual NTI departments are not permitted to develop their own departmental logos, websites, or acronyms under any circumstances.

Any materials developed by NTI departments must be developed in coordination with the Department of Communications to ensure that Visual Identity Standards are followed and NTI's logo and wordmark protected.

## **VII. TELECOMMUNICATIONS**

### **1. Use of Cell Phones**

Except as otherwise provided in this Policy, NTI cellular phones shall be utilized for NTI business purposes only.

When NTI business demands immediate access to an employee, NTI may issue an NTI-owned and serviced cell phone to NTI personnel for work-related communications. While occasional brief personal use is allowed, users of NTI cellphones are expected to reimburse NTI for their usage if the level of personal use is unreasonable and excessive. Employees are directed not to allow other people (e.g. co-workers or family members) to use their NTI-issued cellphones or to share their password with them. Cellphone cameras shall be used in an appropriate and responsible manner and for work-related purposes only.

During paid work time, employees are expected to exercise the same discretion in using personal cellular phones as is expected for the use of any NTI phone. Excessive personal calls (including text messaging) during the work day, regardless of phone used, can interfere with employee productivity and be distracting to others. Employees are expected to make personal calls on non-work time when possible and to ensure that friends and family members are aware of NTI's policy.

Users of NTI cellphones are prohibited from viewing, downloading, installing, sending or forwarding any inappropriate material, including chain-mail, pornography, music, games and/or executable programs of any kind. Many applications downloaded from the Internet contain third

party software that often contains spyware, adware, and sometimes viruses, worms and keystroke loggers that can jeopardize the security of the entire NTI network.

## **2. Long Distance Phone Calls**

NTI personnel are often required to use NTI's telephone system (including NTI cell phones) to communicate with Inuit, Designated Inuit Organizations, governments and other stakeholders. Given Nunavut's isolated and expansive geography, this often means NTI personnel are required to make long-distance phone calls. Long-distance phone calls shall be made for NTI business purposes only. While occasional brief personal calls are allowed, employees are expected to reimburse NTI for their usage if the level of personal use is unreasonable and excessive.

## **VIII. SOCIAL MEDIA**

For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

NTI personnel are not permitted to engage in social media during paid work time unless granted permission by the CEO and/or his or her respective Director.

Publication and commentary on social media, especially those related to NTI and NTI files, are subject to all provisions that apply to all other publication or commentary as provided in this and other applicable NTI policies.

All uses of social media must follow the same ethical standards, code of conduct and duty of confidentiality that NTI personnel must otherwise follow.

Social media users are encouraged to use disclaimers stating that they're not speaking officially on behalf of NTI. But disclaimers may be useful only in limited circumstances and will not be sufficient to protect the user when the user is speaking on issues related to NTI or NTI files.

NTI personnel may not use social media identities, logon IDs and user names that use NTI's name without prior approval from the Director of Communications.

Violations of this policy will be subject to disciplinary action, up to and including termination for cause.

## **IX. COMPUTING AND TELECOMMUNICATION SYSTEM**

To promote standardization, efficiency and compatibility of NTI's computing and telecommunications systems, all purchasing of computing equipment including without limitation servers, networking equipment, tablets, laptops, desktops, monitors and major software (e.g., operating, document processing and anti-virus systems) will be made or approved by the Communications Division.