



Cabinet and Corporate Communications DIRECTIVES

- **ADVERTISING**
- **COMMUNICATIONS PLANNING**
- **CORPORATE IDENTITY**
- **EMPLOYEE COMMUNICATIONS**
- **EVALUATION**
- **ISSUES MANAGEMENT**
- **MEDIA RELATIONS**
- **PUBLIC AFFAIRS**
- **PUBLISHING**
- **SOCIAL MEDIA**



Communications Directive – Advertising

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of advertising.

Advertising refers to any paid media effort created to inform, educate, build awareness, or promote behaviour change. It includes, but is not limited to: print, digital, online, out-of-home, direct mail, and any new medium as may be identified by Corporate Communications.

Advertising is a tool to be used by the GNWT in communicating its policies and programs to the people of the Northwest Territories. In keeping with industry standards, GNWT advertising must be accurate and clear, easily understood and recognized as a product of government. Advertising activities should be linked to approved communications plans and must be evaluated for overall effectiveness in meeting stated communications objectives.

Advertising should conform to industry standards and best practices such as those established by the Advertising Council of Canada.

Objectives:

The objectives of this Directive are to:

- support the efficient and effective management of GNWT advertising practices
- improve planning and coordination of advertising to achieve strategic objectives
- track and report on annual expenditures of GNWT advertising to ensure value for money

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Definitions:

Advertising Activity – An activity related to producing and placing advertising; this includes campaign planning, creative development, pretesting, production, media planning, placement of advertising, and evaluation.

Advertising Roster – A list of planned advertising activities identified through approved communications plans.

Government Advertising – Advertising intended to support operations, programs, and services of government.

Ministerial Advertising – Advertising on behalf of Ministers, Cabinet, or the Premier of the NWT that carries the name, voice, or image of a cabinet minister or Premier.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy. The Director of Corporate Communications has the authority to establish, implement, monitor, and evaluate advertising standards, guidelines, and procedures to support the effective implementation of the GNWT Communications Policy.

The Director of Cabinet Communications has the authority to direct and approve political and ministerial advertising activities.

Deputy Ministers have the authority to establish budgets, approve content, and place departmental advertising pursuant to approved plans and in accordance with established guidelines.

Requirements:

Corporate Communications will:

- develop and maintain advertising standards and guidelines including an advertising roster
- provide guidance, tools, and advisory services to support departments in planning, implementing, measuring, and evaluating advertising activities
- identify advertising financial coding to support departments in tracking and reporting costs on an annual basis

Cabinet Communications will:

- develop Ministerial advertising guidelines
- monitor and evaluate Ministerial advertising

Departments will:

- submit a roster of proposed advertisements as requested by Corporate Communications
- ensure all government advertising is coded to established costing codes in order to track and report on annual expenditures
- make sure departmental employees consult with their communications staff who will:
 - o ensure advertising activities are linked to communications objectives and strategies of established communications plans, and are appropriate for intended audiences
 - o consult with Corporate Communications on planning, coordination, design and purchasing options
 - o establish performance indicators for advertising campaigns
 - o evaluate and report on advertising results and effectiveness

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- Strategic Plan on French Language Communication and Services
- Visual Identity Program
- Financial Shared Services Procurement guidelines

Management Practices

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

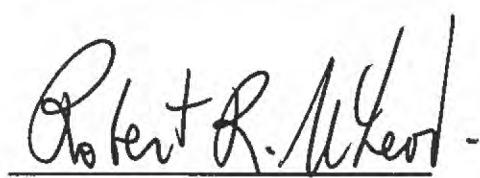
While public servants strive to comply with the policies, rules, and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

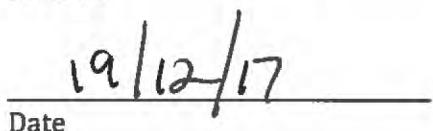
The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications, Department of Executive and Indigenous Affairs.



Premier



Date



Communications Directive – Communications Planning

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of communications planning.

Communications is a strategic enabler of government and should be linked to and help inform policy and program development and other decision-making processes.

All communications should be planned and scheduled to help ensure clarity and consistency. The communications planning process begins with the definition of GNWT and departmental corporate goals and identification of communications objectives to help achieve those goals. Planning should be based on review of the public environment and analysis of strategic considerations, risks and opportunities which will inform the approach to communications.

Based on this analysis, the communications planning process outlines key audiences, information they require, and how best to deliver that information in terms of timing and tactics. Planning also includes a process for monitoring and evaluating communications performance so the approach can be adjusted and lessons learned can be applied to future initiatives.

Communications plans are scalable in size and scope to the communications issues at hand. To be successful, communications planning must be proactive and forward-thinking to best prepare for future activities. For direction and authorities related to reacting to and managing emerging issues, see *Communications Directive – Issues Management*.

Objectives:

The objectives of this Directive are to ensure:

- GNWT communications are planned and aligned with the government's overall priorities, themes, and objectives
- communications planning follows a standard and consistent approach across government
- communications planning is integrated into GNWT planning and decision-making processes

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Definitions:

Communications Activity – Products, tactics, and processes typically used to execute communications strategies and deliver on communications objectives.

Communications Plan – A plan developed (in an approved format) to assist government in achieving its priorities and fulfilling its mandated responsibilities through the systematic and organized use of clear, consistent messaging, and effective communications techniques and channels. This improves public understanding and support for government policies, activities, initiatives, and programs and services.

GNWT Communications Strategy – The overarching communications strategy of the GNWT. This strategy was developed in direct support to the vision, goals, and priorities of the Legislative Assembly. It includes approved key messaging in each of the priority areas to support one government communicating with one voice.

Public Environment Monitoring and Research – Helps the government understand the views of citizens and identify their needs and expectations in planning communications activities. Includes traditional and social media monitoring, as well as primary and secondary research such as focus groups, surveys, and/or other public opinion research.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Cabinet Communications has the authority to establish the overall direction, messaging, and sequencing of GNWT communications priorities and activities.

The Director of Corporate Communications has the authority to establish, implement, monitor, and evaluate communications planning standards, guidelines, and procedures to support the effective implementation of the GNWT Communications Policy.

The Directors of Cabinet and Corporate Communications have the authority to direct the development of communications plans.

In consultation with Deputy Ministers, the Directors of Corporate Communications and Cabinet Communications have the authority to review communications plans. The Director of Cabinet Communications has the authority to review and recommend communications plans for Cabinet approval.

Deputy Ministers have the authority to approve departmental communications activities pursuant to approved plans and in accordance with established guidelines

Requirements:

Cabinet Communications will:

- develop the GNWT Communications Strategy and establish overall GNWT messaging in key priority areas
- participate in the development of communications plans in support of government priorities
- review and provide recommendations on communications plans submitted to Executive Council
- review and approve all communications plans and events associated with Ministerial participation
- Develop political communications strategies and share with relevant Departments and Corporate Communications.

Corporate Communications will:

- establish communications planning standards, guidelines and procedures
- establish a forum for interdepartmental communications planning and lead interdepartmental communications planning

- establish a public environment monitoring and research program
- undertake public environment monitoring and research in key priority areas of the GNWT
- provide advice and guidance to Deputy Minister committees and departmental communications staff with respect to communications planning

Departments will:

- follow established communication planning processes and procedures
- monitor and research public environment to inform communications planning and activities within their departmental mandate
- ensure all department communications are planned, especially to make sure communications planning begins early in the development of all departmental initiatives, and is integrated into the planning of any project
- ensure departmental communication activities align with the GNWT Communications Strategy
- implement communications direction provided by Cabinet
- participate in interdepartmental communications planning

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- Strategic Plan on French Language Communication and Services
- Consistent User Experience
- Visual Identity Program

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

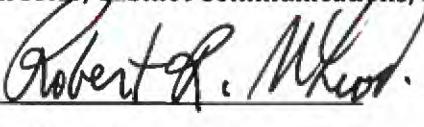
While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

The Director, Cabinet Communications and the Director, Corporate Communications are responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister or other appropriate individual or organization.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications and/or Director, Cabinet Communications, Department of Executive and Indigenous Affairs.



Premier

19/12/17

Date



Communications Directive – Corporate Identity

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of corporate identity.

Corporate identity refers to the unified manner in which an organization identifies and presents itself; in the case of the GNWT, this is “one government, one voice”.

The GNWT must be visible and recognizable to the public. The GNWT corporate identity is prescribed by the Visual Identity Program (VIP) of the GNWT (2017). It is the overall brand of the GNWT, including visual identifiers, symbols, graphical elements, colour palette, typography, and photography. When applied consistently and correctly, it builds a strong corporate image, trust, and support for government decisions and actions.

Objectives:

The objectives of this Directive are to ensure:

- through the use of a corporate brand and singular identity for all departments (“one government, one voice”), NWT residents recognize GNWT communications
- a consistent and professional corporate brand is used in all communications materials

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions. The Directive does not apply to those organizations which have been granted an exemption from or are not required to follow the GNWT’s Visual Identity Program (see page 9 of VIP guidelines).

Definitions:

Visual Identity Program – An established visual program designed to clearly and consistently identify GNWT programs and services.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Corporate Communications has the authority to administer the GNWT Cabinet-approved Visual Identity Program.

Requirements:

The guidelines, rules, roles and responsibilities are specified in the Visual Identity Program of the GNWT.

Corporate Communications will:

- provide guidance, tools, and advisory services to support departments applying the VIP

Departments will:

- ensure departmental employees consult with their communications staff, who will in turn ensure communications activities adhere to the VIP

- consult with Corporate Communications on creative design options and correct application of the VIP

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- Strategic Plan on French Language Communication and Services
- Consistent User Experience
- Signage Guidelines

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

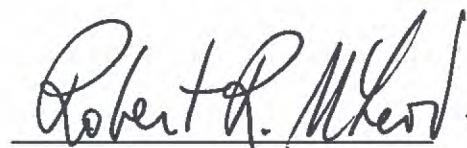
While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

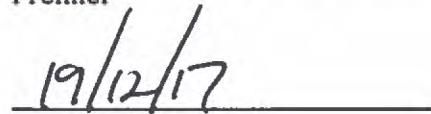
The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications, Department of Executive and Indigenous Affairs.



Premier



Date



Communications Directive – Employee Communications

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of employee communications. Employee communications is the function of planning and executing effective communications to internal audiences.

Internal and external communications should be integrated so employees become effective and equipped ambassadors of common GNWT messages. Internal communications must be:

- planned, resourced and linked to corporate objectives in the same way as external communication
- two-way, allowing employees to provide feedback and input to help inform decision-making
- a continuous and interactive process which recognizes employees contributions and value to the organization

This Directive does not infringe on a department's prerogative to communicate departmental matters to its staff.

Objectives:

The objectives of this Directive are to:

- ensure GNWT departmental employee communications are planned and foster employee knowledge and awareness of government priorities, departmental plans and initiatives and overall government progress
- ensure departmental employee communications are integrated into GNWT planning and decision making processes, helping to both inspire a collective focus and speak with one voice in order to build trust, confidence and pride in the GNWT
- establish the role of communications staff in facilitating successful departmental employee communications

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Corporate Communications has the authority to establish, implement, monitor, and evaluate government-wide employee communications strategies, standards, guidelines, and procedures to support the effective implementation of the GNWT Communications Policy.

Deputy Ministers have the authority to lead internal communications within their department and to apply and adapt corporate strategies in pursuit of their established communications objectives.

Requirements:

Corporate Communications will:

- establish and maintain a corporate platform to support employee communications within departments of the GNWT
- develop and maintain standards and guidelines, and provide guidance and advisory services to support departments in undertaking employee communications activities

Departments will:

- consider employee communications as part of their overall responsibility for communications planning
- contribute to corporate internal communications platforms and activities

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- *Public Service Act (and Collective Agreements)*
- Strategic Plan on French Language Communication and Services
- Visual Identity Program
- Human Resource Manual
- Employee Code of Conduct

Management Practices

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

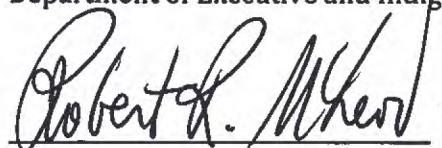
While public servants and strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

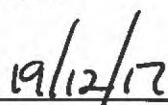
The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications, Department of Executive and Indigenous Affairs.



Premier



Date



Communications Directive – Evaluation

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of communications evaluation.

Communications evaluation is a form of research that determines the relative effectiveness of a communications plan or communications activities by measuring outcomes against a predetermined set of objectives.

The GNWT must monitor, measure, and report on the effectiveness of its communications activities in order to demonstrate value, foster continuous improvement, support decision making, and ensure citizen needs are met. Communications evaluation should follow the principles of established industry standards such as those of the International Association for the Measurement and Evaluation of Communications.

Communications evaluation assesses whether specific communications objectives are met. It contributes to and supports overall program evaluation. Communications evaluation assesses the results of public communications, including employee communications. It is not intended to evaluate political strategy or process conventions.

Objectives:

The objectives of this Directive are to:

- ensure GNWT communications are evaluated and results are used to improve future planning
- ensure communications evaluation follows a standard and consistent approach across government
- establish a mechanism for tracking and reporting results and effectiveness of GNWT communications activities

Scope:

This Directive applies to all departments of the GNWT. For further clarity, this Directive applies to all departmental employees, not only those in designated communications positions.

Definitions:

Communications Activity – Products, tactics, and processes typically used to execute communications strategies and deliver on communications objectives.

Communications Evaluation and Results Management Framework – Provides guidance (within the communications function) on what will be evaluated, the purpose and criteria for the evaluation, key evaluation metrics, and how data will be collected, analyzed, synthesized, and reported.

Communications Objective – A clear statement of what the organization is trying to achieve through communications activities and how these will help achieve corporate goals and objectives.

Communications objectives are usually aimed at increasing public understanding and changing behaviours and/or attitudes among target audiences.

Communications Performance Indicator – A measurable value that demonstrates how effectively a company is achieving its key communications objectives.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Corporate Communications has the authority to establish a government-wide communications evaluation framework and guidance documents, and is responsible for monitoring and reporting on evaluation results across the function.

Deputy Ministers have the authority to establish specific communications evaluation requirements or processes relative to their organizational needs.

Requirements:

This Directive applies to all communication activities of the GNWT, whether by program staff, communications professionals, or vendors on behalf of the GNWT. It applies to external campaigns, internal communications, stand-alone initiatives, and owned channels.

Cabinet Communications will:

- evaluate the GNWT Communications Strategy

Corporate Communications will:

- provide departments with communications evaluation standards, guidelines, tools, processes, and advisory services
- establish and maintain a communications evaluation and results management framework that tracks progress and results across the function
- report annually on communications results

Departmental communication staff will:

- establish communications performance indicators for stated communications objectives and evaluate communications plans based on stated objectives and performance indicators
- monitor and report on results in a format determined by Corporate Communications
- use evaluations results to inform future communications plans and activities

This Directive does not replace or modify the requirements established under the following legislation or policies:

- Official Languages Act
- Strategic Plan on French Language Communication and Services
- Visual Identity Program

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

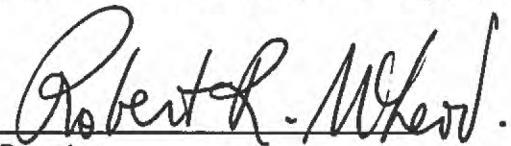
While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

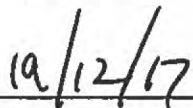
Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications, Department of Executive and Indigenous Affairs.



Robert R. McLeod

Premier



19/12/17

Date



Communications Directive – Issues Management

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of issues management.

Issues tend to be characterized by sustained public criticism of the GNWT or its actions from multiple sources over an extended period of time. Issues may be both anticipated and unanticipated and may arise even in situations where there are existing communications plans and supports in place.

Issues have the potential to undermine support and trust for the GNWT and interfere with plans to implement the government's priorities. To address this, issues need to be managed with a clear and agreed-upon approach in order to respond to public concern and frustration, limit the spread of misinformation, and refocus dialogue on facts and solutions.

Objectives:

The objectives of this Directive are to:

- maintain support and confidence in the GNWT's decisions and actions by responding to public controversies in a strategic and methodical manner
- ensure the GNWT's communications response to issues accurately reflects the interests, direction, and decisions of Cabinet and Ministers and is strategic, coordinated, and timely
- provide clear mechanisms for collaboratively developing and implementing strategic communications actions in support of GNWT issues management activities

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Definitions:

Issue – A gap between public or stakeholder expectations and the intended or actual results of a government policy, decision, action, program, or service that has or is likely to become a matter of sustained public controversy.

Issues management – The management activity of identifying potential and actual issues and developing a strategic response to influence outcomes in a timely manner.

Operational issue – Any issue that may be resolved through normal departmental operations and decision-making processes in accordance with established government policies and authorities.

Political issue – Any issue which cannot be resolved through established policies and authorities and for which new or additional Ministerial or Cabinet direction and approval must be sought. Political issues may include operational issues that have been elevated to the attention of a Minister and in which he or she chooses to intervene.

Authorities:

This Directive is made pursuant to section 5(2) (d) (vi) of the GNWT Communications Policy.

Ministers have the authority to approve communications strategies, approaches, and messaging developed to support GNWT activities in response to political and operational issues and to undertake media interviews involving policy issues or program and service issues.

The Director of Cabinet Communications has the authority to advise Ministers on communications strategies, approaches, and messaging to support the GNWT's response to potential or active political issues and to lead the development of related communications plans.

Deputy Ministers have the authority to develop and implement departmental responses to operational issues, including related communications plans and products, and to support the development of communications strategies, approaches, and plans led by Cabinet Communications in support of the GNWT's response to political issues.

Deputy Ministers are accountable for adherence to this Directive.

Requirements:

Cabinet Communications will:

- consider potential political issues either identified by or referred to Cabinet Communications and assess the need for issues management planning and support in consultation with the Principal Secretary, Director of Strategic Operations, and Ministerial Special Advisors
- where required, lead the development of communications plans to support the GNWT's response to political issues in consultation with Minister's Offices, the Principal Secretary, and Director of Strategic Operations
- consider the input of Deputy Ministers in the development of communications plans to support the GNWT's response to political issues
- recommend communications strategies, approaches and messaging in support of political issues management activities for Ministerial and/or Cabinet approval
- review and approve communications products and activities pursuant to approved communications plans supporting the GNWT's response to political issues
- advise Deputy Ministers on communications considerations related to the GNWT's response to operational issues as requested

Corporate Communications will:

- refer potential political issues identified in the course of communications planning activities for Cabinet Communications consideration
- refer potential operational issues identified in the course of communications planning activities for Deputy Minister consideration

Deputy Ministers will:

- identify and refer potential and active political issues to Cabinet Communications for consideration
- assist in the development and implementation of communications strategies and approaches in support of political issues management activities
- identify and manage operational issues pursuant to established policies and authorities, including related communications plans and products

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

The Director, Cabinet Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Ministers and Executive Council when appropriate.

Enquiries:

Questions about this Directive may be directed to the Director, Cabinet Communications, Department of Executive and Indigenous Affairs.

Robert L. McLeod

Premier

19/12/17

Date



Communications Directive – Media Relations

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of media relations.

Media outlets are a critical source of information for GNWT communications audiences and have a role to play in holding governments to account for their decisions, actions, and performance.

Effectively communicating GNWT views and positions through the media in the context of competing narratives promoted by external parties requires coordination, planning, and internal discipline.

Media plays a significant role in shaping public opinion about GNWT priorities, decisions, and activities, and can have a significant effect on the GNWT's ability to implement its plans and initiatives. Anticipating and responding to media requests should be a priority for all staff and be included in all communications planning.

Objectives:

The objectives of this Directive are to:

- ensure the GNWT is providing information to the public through the media in a timely, accurate, and consistent manner
- ensure media relations are used to account for the decisions and actions of government and build public awareness of and support for them
- support the establishment of systematic and routine communications processes and procedures for engaging with the media at all levels in the GNWT

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Definitions:

Media relations – The relationship between the GNWT and the media as defined/expressed through a range of activities which may include written information, media briefings, news conferences, interviews, or submitted content for publication. Media relations can be proactive and initiated by the government, or reactive in response to a media inquiry.

Designated Spokesperson – A GNWT official named by the Deputy Minister and approved by the Minister to provide media interviews explaining or discussing established GNWT policies, programs, or services.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) and 5(2) (b) (iv) of the GNWT Communications Policy.

Ministers have the authority to provide media interviews announcing and explaining Cabinet decisions and direction and to entertain media requests concerning policy issues or program and service issues. Ministers approve media strategies, approaches, and messaging on the recommendation of the Director of Cabinet Communications.

The Director of Cabinet Communications has the authority to establish and implement media relations standards, guidelines, and procedures to support the effective implementation of the GNWT communications policy and to direct the development of media relations strategies, approaches, and messaging.

In consultation with Deputy Ministers, the Director of Cabinet Communications has the authority to review and approve and/or recommend media relations strategies, approaches, and messaging for Ministerial approval.

Deputy Ministers have the authority to respond to requests for interviews explaining or discussing established policies, programs, and services consistent with approved plans and in accordance with established guidelines.

Requirements:

Cabinet Communications will:

- establish media relations standards, guidelines and procedures
- provide media relations planning and support to Ministers and Cabinet, in consultation with the Principal Secretary and Director, Strategic Operations
- initiate development of media relations strategies, approaches, messaging, and products upon the request of a Minister or Cabinet
- provide media relations advice and guidance to Deputy Ministers and departmental communications staff
- assess GNWT media relations

Corporate Communications will:

- ensure communications plans submitted for approval include provisions for media relations
- ensure media relations are considered throughout interdepartmental communications planning processes
- provide public environment monitoring and research and share this with Departments and Cabinet Communications

Deputy Ministers will:

- ensure all departmental media relations are planned and consistent with GNWT priorities and established messaging
- ensure employees consult with their communications staff, who will make sure media relations activities adhere to established media relations guidelines, specifically:
 - o consulting Cabinet Communications for direction on all media relations activities that could result in Ministerial involvement

- ensuring all media relations activities are consistent with approaches and messaging approved by Ministers on the recommendation of Cabinet Communications
- appoint departmental media spokespersons and ensure they receive appropriate training

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

The Director, Cabinet Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Head.

Enquiries:

Questions with respect to this Directive may be directed to the Director, Cabinet Communications, Department of Executive and Indigenous Affairs.

Robert R. McMurtry

Premier

19/12/12

Date



Communications Directive – Public Affairs

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of public affairs.

Public affairs activities are intended to establish positive views of the GNWT, solicit support for GNWT priorities and initiatives, build and maintain respectful relationships with external stakeholders, and contribute to informed discussion of a full range of public issues to assist in the development of GNWT policies and positions related to them.

Understanding the relationships between stakeholder groups and that individuals may be members of multiple stakeholder constituencies is an important part of public affairs planning. Delivering a consistent message to all stakeholders in all interactions requires ongoing planning and coordination to establish and maintain GNWT trust and credibility and is an essential feature of the "one government, one voice" approach.

Objectives:

The objectives of this Directive are to:

- ensure public affairs activities are selected, organized, and planned to take best advantage of opportunities to advance GNWT priorities, positions, and initiatives
- integrate public affairs planning into GNWT communications planning processes and provide a routine and consistent approach to ensure they support the one government, one voice approach and contribute to positive views and understanding of the GNWT and its priorities and initiatives
- allow the GNWT to increase public and stakeholder trust and understanding leading to active support for its priorities and initiatives and reduction of active resistance based on stakeholder fears or misunderstanding

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions.

Definitions:

General public – Members of the public with only a general interest in GNWT policies, programs and services.

Public affairs – Planned activities and interactions with specific publics or the general public carried out to improve understanding and support for GNWT priorities, policies, and actions and to ensure a consistent and positive image of the government and Executive Council.

Publics – Identifiable groups of individuals, whether organized into associations or not, that share similar views, interests, and objectives relevant to GNWT policies, programs, and services and whose support or opposition can influence successful implementation of GNWT plans.

Authorities:

This Directive is made pursuant to section 5(2) (b) (iii) and 5(2) (b) (iv) of the GNWT Communications Policy.

Cabinet has the authority to approve broad strategies for public affairs.

Ministers have the authority to approve public affairs strategies, approaches and plans.

The Director of Cabinet Communications has the authority to establish and implement public affairs planning standards, guidelines and procedures to support the effective implementation of the GNWT communications policy and to direct the development of public affairs strategies, approaches and plans.

In consultation with Deputy Ministers, the Director of Cabinet Communications has the authority to review and approve and/or recommend public affairs strategies, approaches and plans for Ministerial approval.

Deputy Ministers have the authority to develop and implement plans for non-Ministerial public affairs activities and to support the development and implementation of Cabinet and Ministerial public affairs strategies, approaches and plans.

Requirements:

Cabinet Communications will:

- identify and/or consider Ministerial or Cabinet public affairs opportunities in consultation with the Principal Secretary, Director of Strategic Operations and Ministerial Special Advisors
- lead the development of strategies, approaches and plans for Ministerial or Cabinet public affairs activities in consultation with Ministers' Offices, the Director of Strategic Operations and Deputy Ministers, and recommend them for approval
- review and approve Ministerial or Cabinet public affairs products and activities pursuant to approved public affairs plans
- advise Deputy Ministers on the development of plans for non-Ministerial public affairs activities as requested

Corporate Communications will:

- ensure public affairs considerations are included in the development of communications plans
- refer Cabinet or Ministerial public affairs opportunities identified as a result of interdepartmental communications planning to Cabinet Communications for consideration
- refer non-Ministerial public affairs opportunities identified as a result of interdepartmental communications planning to Deputy Ministers for consideration
- provide public environment monitoring and research for key public affairs priority areas for the GNWT

Deputy Ministers will:

- identify potential Ministerial public affairs opportunities to Cabinet Communications for consideration
- assist in the development and implementation of plans for Cabinet and Ministerial public affairs activities

- lead the development and implementation of plans for non-Ministerial public affairs activities
- ensure public affairs opportunities are considered along with other communications tactics as part of the overall communications planning process

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

While public servants strive to comply with the policies, rules and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

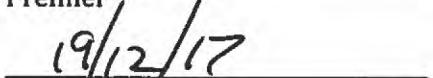
The Director, Cabinet Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions with respect to this Directive may be directed to the Director, Cabinet Communications, Department of Executive and Indigenous Affairs.



Premier



Date



Communications Directive – Publishing

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of publishing.

Publishing is the function of producing and distributing printed or online material. Publishing includes the production and distribution stages of all material intended for public consumption including, but not limited to: reports, publications, posters, brochures, and pamphlets.

Publishing of GNWT documents should be guided by the following principles:

- Planned and supportive of communications priorities
- Documented – in keeping with records management principles and cataloguing and retention requirements
- Flexible – written and designed for traditional and digital platforms in keeping with audience preferences
- Cost effective and environmentally sustainable – in keeping with print-on-demand methodologies

Objectives:

The objectives of this Directive are to:

- support the efficient and effective management GNWT publishing practices
- reduce overall expenditures on printing and publications
- ensure publications are designed and distributed to meet audience needs

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to all departmental employees, not only those in designated communications positions. This Directive does NOT apply to the development, design, or implementation of forms.

Definitions:

Designed for Digital – Using digital media and platforms as the principal means to connect and interact with the public while continuing to use other channels to meet the diverse information needs of the public. It is the principle of creating content, including text, pictures, and rich media that is optimized for the screen and mobile devices.

Print on Demand – The printing of communications products whether using in-house printers or contracted printing firms, when requested by an individual or as the need arises. On-demand printing does not require storage or warehousing.

Volume Printing – A “print run” of a predetermined number of copies. This is permitted where required; for example, by legislation or in the case of a health or safety issue.

Publishing Roster – The list of planned publications as identified through approved communications plans.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Corporate Communications has the authority to establish, implement, monitor, and evaluate publishing standards, guidelines, and procedures to support the effective implementation of the GNWT Communications Policy.

Deputy Ministers have the authority to establish budgets, approve content, and publish departmental materials pursuant to approved plans and in accordance with established guidelines.

Deputy Ministers have the authority to establish departmental standards, guidelines, and procedures to manage the production of technical, scientific, or other publications intended for a specialized, defined audience.

Requirements:

Corporate Communications will:

- develop and maintain publishing standards and guidelines, including a publishing roster
- provide guidance, tools, and advisory services to support departments in undertaking publishing activities
- establish publishing financial coding for all departments to use to track and report costs on an annual basis

Departments will:

- submit a roster of proposed publications as requested by Corporate Communications
- ensure employees consult with their communications staff, who will make sure publishing activities adhere to established communications guidelines and will consult with Corporate Communications on design, publishing, and purchasing options
- ensure all government publishing is coded to established costing codes in order to track and report on annual expenditures

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- *Strategic Plan on French Language Communication and Services*
- *Visual Identity Program*
- *Financial Shared Services Procurement guidelines*
- *Archives Act - Publications Regulations R-056-2003*

Management Practices:

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

While public servants strive to comply with the policies, rules, and standards, should their decisions and actions fall short, a variety of measures may be taken to improve compliance such as orientation, education, encouragement, training, and increased oversight.

Monitoring:

The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications,
Department of Executive and Indigenous Affairs.

Robert K. Mendenhall
Premier

19/12/17

Date



Communications Directive – Social Media

This Directive is issued by the Premier under the authority of the GNWT Communications Policy.

Context:

This Directive describes key requirements and authorities in the area of social media.

Canadians increasingly use technology to communicate in their daily lives and expect to interact with government using this media. Using social media can help the GNWT reach, engage, and share important information with citizens more effectively and efficiently.

The use of social media as a communication channel must be integrated into the overall GNWT approach to communications. It must be planned, monitored, and evaluated, and follow the same principles that guide all GNWT communications activities. In keeping with industry best practices, social media use must also meet the tests of credibility, privacy, authority, and accountability.

Objectives:

The objectives of this Directive are to:

- support the efficient and effective management of GNWT social media use
- support GNWT public engagement and stakeholder relationship activities
- ensure a strategic and coherent approach to the use of social media by the GNWT

Scope:

This Directive applies to all departments of the GNWT. For further clarity, it applies to any work-related social media activity of all departmental employees, not only those in designated communications positions. It does not apply to the personal use of social media by employees, which is governed by the Code of Conduct for Employees of the Government of the Northwest Territories

Definitions:

Official social media account – Account on a social media platform used for official GNWT purposes such as communications, service delivery, collaboration, and other purposes within the scope of a departmental mandate.

Social media – Accessible online tools used to produce, post, and interact using text, images, video, and audio to communicate, share, collaborate, or network.

Social media platform – Twitter, Facebook, Instagram, YouTube, Yammer, LinkedIn, or others as established in the future.

Authorities:

This Directive is made pursuant to section 5(2) (b) (ii) of the GNWT Communications Policy.

The Director of Corporate Communications has the authority to establish, implement, monitor, and evaluate social media standards, guidelines, and procedures and is responsible for the overall GNWT social media presence.

The Director of Cabinet Communications has the authority to advise Ministers on the effective and appropriate use of social media in achieving political communications objectives.

Deputy Ministers have the authority to approve departmental social media content pursuant to approved communications plans and in accordance with established strategy, guidelines, and departmental procedures.

Requirements:

All social media accounts must be linked to an approved communications plan, monitored, and evaluated regularly.

Corporate Communications will:

- monitor and evaluate GNWT social media presence, including the approval of social media accounts and government-wide social media strategies
- establish standards and guidelines for departmental social media activities

Cabinet Communications will:

- establish guidelines and support Ministers in establishing, maintaining, and evaluating political social media accounts. Departments will not post content to Ministers' social media accounts
- draft content for Ministers or political social media accounts

Departments will:

- ensure that when social media activities are being considered, departmental employees consult with their communications staff who will advise on content and consult with Corporate Communications on alignment with overall GNWT strategy
- monitor GNWT social media channels to track the number of active GNWT accounts and their use
- monitor departmentally relevant social media in all NWT regions, including GNWT channels, to assess for potential issues management needs (both internal and external)
- evaluate departmental social media initiatives, accounts and plans.

This Directive does not replace or modify the requirements established under the following legislation or policies:

- *Official Languages Act*
- *Strategic Plan on French Language Communication and Services*
- *Visual Identity Program*
- *Public Service Act*
- *Employee Code of Conduct*

Management Practices

Public service communications excellence is achieved through consistent, integrated management practices that are typically set in policies.

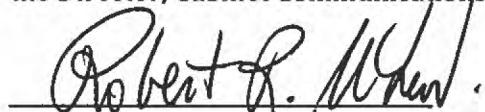
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Monitoring:

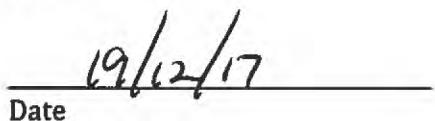
The Director, Corporate Communications is responsible for monitoring compliance with this Directive and identifying issues that arise with the respective Deputy Minister.

Enquiries:

Questions about this Directive may be directed to the Director, Corporate Communications and to the Director, Cabinet Communications, Department of Executive and Indigenous Affairs.



Premier



Date