



TEMAGAMI
FIRST NATION

COMMUNICATIONS TOOLKIT

Temagami First Nation | 2023

Heidi Jobson, TFN Communications

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TEMAGAMI
FIRST NATION

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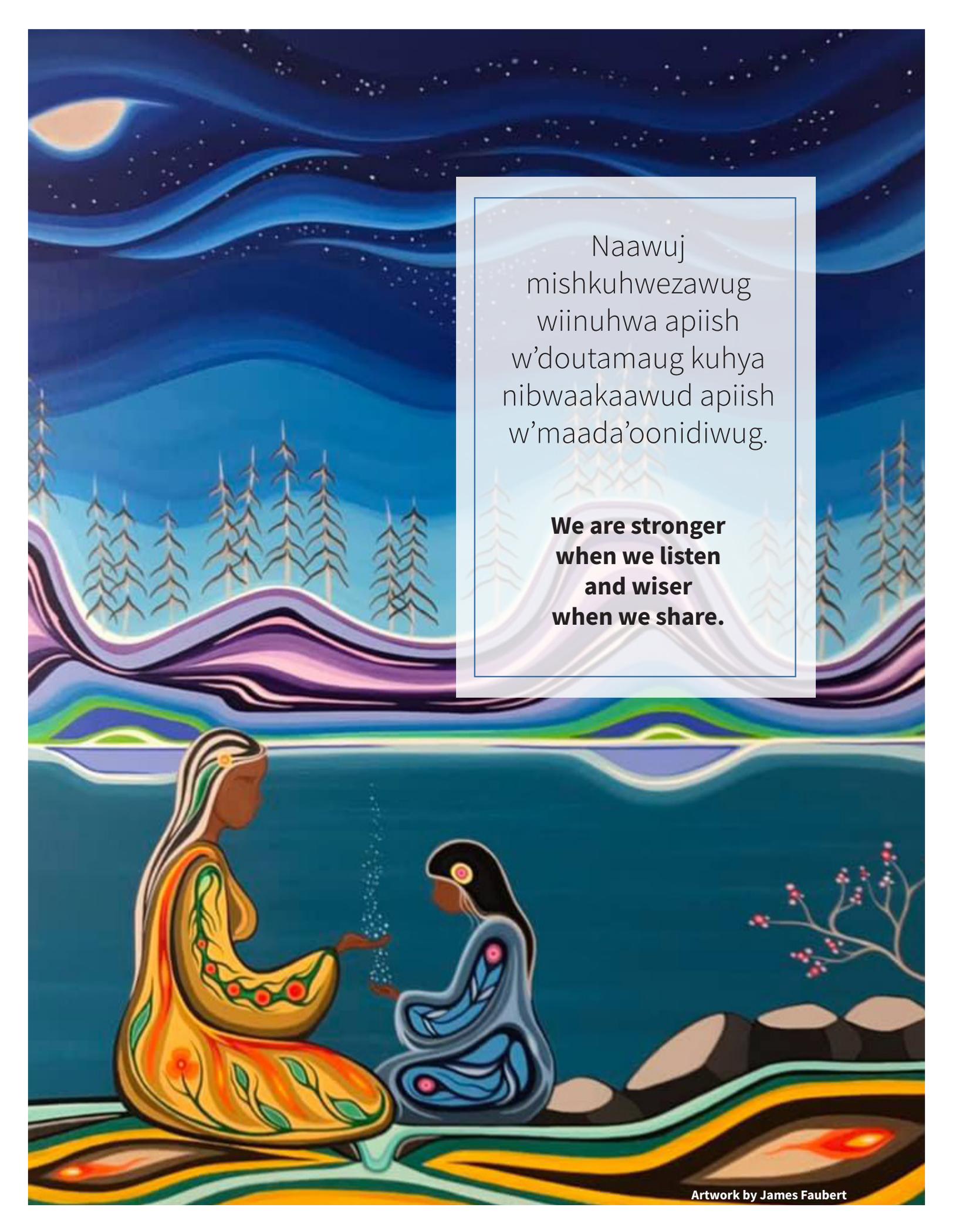
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Naawuj
mishkuhwezawug
wiinuhwa apiish
w'doutamaug kuhya
nibwaakaawud apiish
w'maada'oonidiwug.

**We are stronger
when we listen
and wiser
when we share.**



Communications Strategic Plan

COMMUNICATIONS STRATEGIC PLAN

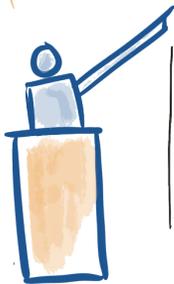
DEC · 2022
TEMAGAMI FIRST NATION

ENGAGING!

GOALS / OBJECTIVES

- ★ ↑ TWO-WAY SHARING OF INFORMATION TO STRENGTHEN GOVERNANCE STRUCTURE AND PROCESSES
- ★ INCREASE UNDERSTANDING OF COMMUNITY HISTORY, CULTURE, AND INSTILL PRIDE IN THE COMMUNITY IN ALIGNMENT WITH CHIEF AND COUNCIL'S OBJECTIVE TO PROMOTE INTERDEPENDENCE
- ★ TO FOSTER POSITIVE, RESPECTFUL RELATIONSHIPS BETWEEN CHIEF AND COUNCILS ADMINISTRATION, AND COMMUNITY MEMBERS

CONSISTENT,
CLEAR,
TRANSPARENT!



BETTER
UNDERSTANDING
OF THE NEEDS OF OUR

people



BUILD TRUST

SHARE KNOWLEDGE



FEELING OF CONNECTEDNESS

FEELING CONNECTED

RELIABLE
INFO

CONFIDENT
UNDERSTANDING

STRONG
COMMUNICATION

INFORMED

EVALUATION KPIs:

- CONSISTENCY AND FREQUENCY OF COMMUNICATIONS SHARED
- RECEPTION OF MESSAGES SHARED
- COMMUNITY ENGAGEMENT AND PARTICIPATION OF ACTIVITIES, EVENTS, AND MEETINGS
- IMPLEMENTATION OF GUIDELINES, POLICIES, AND PROCEDURES





COMMUNICATIONS STRATEGIC PLAN

BY COMMS COMMITTEE APRIL, 2023

PURPOSE

“Naawuj mishkuhwezawug wiinuhwa apiish w'doutamaug kuhya nibwaakaawud apiish w'maada'oonidiwug”.

“We are stronger when we listen and wiser when we share”. Building trust, sharing knowledge and connecting community through strong communication.

BACKGROUND

The Temagami First Nation members are predominantly descendants of the Teme-Augama Anishnabai and are presently recognized as Indians under the *Indian Act of Canada*. Membership within the Temagami First Nation is about 1200, with about 500 eligible voters. The Bear Island Indian Reserve is home to about 270 permanent residents, not all residents are members of the Temagami First Nation. All government institutions of the Temagami First Nation are situated on the reserve.

This plan will provide TFN strategic communication guidance with the goal of increasing communications between community members, staff and Chief and Council.

VISION STATEMENT

Akina Teme-Augama Anishinaabewimin nii-wizhitoomin gaaminod ezhiga-endamin. Wi-miikimomin gwayakochigemin akiikan.

All Temagami People want to build something that is good where we live. We will work at doing right by the land.

VALUE STATEMENT

Gi-zoongidehemin ezhi-winaakonigemin. Wi-mikwendamamin akina weshkat gaa bimaadiziwog shij wii gaadaadiniziwog.

We will be strong of heart when we make decisions. We will remember all long ago who lived and who will be born.

MISSION STATEMENT

Mino niigaanizimin shij ni-wiidamaagemin gaa-ezhi-widoodamaagemin.

Good leadership and we will tell everyone what we are doing.



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SWOT ANALYSIS *(research and environmental scan)*

Strengths	Weaknesses
<ul style="list-style-type: none"> • People feel a strong sense of belonging to the Nation • Great deal of information is shared by word-of-mouth • Community members receive updates from a variety of mediums including Facebook, newsletters, website updates, emails, bulletins, phone calls, meetings, letters and annual reports • Community members love hearing about Temagami’s history and are interested in learning more • Members find BI Blast newsletter helpful in providing updates • COVID-19 has created a more robust online presence, giving off-reserve members a chance to participate • Department heads started including briefing notes to meetings with leadership and Chief and Council • Nation members (both on and off reserve) have expressed interest in being more engaged with the community (receiving more consistent information, etc.) 	<ul style="list-style-type: none"> • Lack of frequent communication between Council and community members • Content in emails does not appeal to community members • Community members and leadership need to build more trust • Some community members feel as though they’re not fully informed • Informational updates are not sent out on time • Chief and Councils’ opinions are often not known • Chief and Council not always timely when answering emails • Discrepancies in two-way communication – members don’t know if their messages are received by Chief and Council • Lack of engagement between Chief and Council and community members • Feels like ‘us vs. them’ with Chief and Council • No real reporting between departments • Politics of the Nation are unclear to youth • Off-reserve members feel ‘us vs. them’ with on-reserve members
Opportunities	Threats
<ul style="list-style-type: none"> • Workshops, activities and events that include learning history, culture, traditions, language, politics, governance, etc. • Include resources to traditional poems, songs • In-person and online meetings, engagement and open communication between Chief & Council, staff, and members (Elders, youth, on/off reserve) • Utilize newsletter for community’s personal stories, history, department updates, traditional knowledge, cultural connection, residential school victims, education and language promotion • Leadership profiles – who is who and what they do • Policies and procedures to guide communications • Training/hiring for communications, leadership, etc. • Redress system to solve community disputes • Regular meetings between leadership and Chief and Council • Tradition and culture for healing and ceremony • Radio station to keep in line with traditional storytelling • Create a way for people to observe nature (a camera on the land for capturing wildlife) • Host events with Elders and Knowledge Keepers • Create more events for youth 	<ul style="list-style-type: none"> • The community is remote and cut off geographically • Off-reserve members are losing connection to community and not sure how to build relationships • Members find it difficult to find someone to hear their concerns • COVID-19 takes up most communication efforts • Gap in IT for website maintenance • Misinformation and negativity often spread on Facebook • TFN Communications Officer’s workload is excessive • Elders have difficulty navigating technology • Leadership not clear on what to communicate with community members • Many youth leave the community when they become adults • This is a time of transition as leadership is undergoing change



COMMUNICATIONS GOALS & OBJECTIVES

1. To **increase the two-way sharing of information** with on/off-reserve community members in alignment with Chief and Councils objective to strengthen governance structure and processes.
 - a. Providing guidance and promotion for hosting community events for various segments of membership [e.g. youth, Elders, families, etc.].
 - b. Develop one channel for monitored reciprocal communication for community members to provide feedback.
2. To **increase understanding of community history, culture and instill pride** in the community in alignment with Chief and Council's objective to promote interdependence.
 - a. Publish regular articles/videos on the Temagami First Nation website and Facebook with information on community history and culture, with the intention to increase frequency as capacity grows.
 - b. Publish one feature article in each BI Blast highlighting a TFN community member. Highlight ongoing efforts from a range of community members (students/leaders/volunteers, etc).
 - c. Collaborate with other departments to collect and share information coming from ceremonies and teachings with TFN members and TAA Citizens.
3. To **foster positive, respectful relationships between Chiefs and Councils, administration, and community members.**
 - a. Develop a Communications Toolkit to guide in frequency and channels of communication to be shared with community members.
 - b. Post quarterly video message from leadership to community members and staff on the website and Facebook.
 - c. Support all TFN/TAA committees in having equal opportunity to report on a bi-annual summary of activities to be shared in the BI Blast.

COMMUNICATIONS OUTCOMES

- Community members will be informed about events, activities, news and political updates in the community.
- Community members will know when and how they can expect to receive information.
- Community members will know where they can engage in two-way communication.
- New and current employees will have a better understanding of the proper procedures for sharing information.
- Chief and Council will have a better understanding of the needs of the members and be able to communicate effectively to enact changes that benefit the community as a whole.
- Community members will feel connected to the community and confident in their understanding of the history, culture, traditions, politics and governance of Temagami First Nation and Teme-Augama Anishnabai to be active and engaged for the long term.



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AUDIENCE

- Primary: TFN Members/TAA Citizens and Community Members
- Secondary: Employees (Administrative and Operational) and Chief and Council

KEY MESSAGES

Akina Teme-Augama Anishinaabewimin nii-wizhitoomin gaaminod ezhiga-endamin. Wi-miikimomin gwayakochigemin akiikan.

All Temagami People want to build something that is good where we live. We will work at doing right by the land

Gi-zoongidehemin ezhi-winaakonigemin. Wi-mikwendamamin akina weshkat gaa bimaadiziwog shij wii gaadaadiniziwog.

We will be strong of heart when we make decisions. We will remember all long ago who lived and who will be born.

Mino niigaanizimin shij ni-wiidamaagemin gaa-ezhi-widoodamaagemin.

Good leadership and we will tell everyone what we are doing.

DRAFT



POTENTIAL STRATEGIC OBJECTIVES

- The TFN aims to build trust and connection with the members of the community through transparent, clear and consistent communications between Chief and Council, Nation staff and community members. This goal will take time to achieve effectively, but with clear, consistent communication between Chief and Council, staff and community members, change can occur. To enact this change, a Communications Toolkit with guidelines, made available to community members, will outline what type of information they will receive and via what channel(s). We as the committee are recommending a revision to the 'Communications and Consultations with the Community' section of the Administrative Governance Policy to provide specific details on what information will be communicated to staff and community members and through what channels. After this process is formalized, it should be presented to community members and staff for their feedback and to manage expectations. Findings from the Engagement Report show many groups requesting regular updates from the Chief - a monthly video message from Chief Moore-Frappier posted on the Temagami website and Facebook page to staff and community members would be an attainable tactic to increase accessibility and build trust.
- Another gap identified in the Engagement Report was for community members to have more opportunities to engage in two-way communication. More opportunities to have face-to-face (with the option to join virtually) interactions will help build relationships and engagement among community members. Formal meetings will provide opportunities for community members to come together to share information (example- updates from Chief and Council and various departments), exchange ideas and give feedback. Less formal gatherings will provide opportunities for teachings, storytelling, sharing a meal, socializing and relationship building. Formal meetings should be moderated, and people given an opportunity to voice their questions, concerns and feedback. There should also be a mechanism in place to record these meetings (when appropriate) to distribute to community members in a timely way. For more informal gatherings, Elders, youth and community members can come together and share their knowledge and learn about history and culture. Community members suggested having healing ceremonies, welcoming ceremonies and sharing circles as part of gatherings with more information about history, land, education and promotion of language.
- One monitored, reliable channel should be implemented for community members to provide feedback, ask questions, etc. This channel could be a phone line or email (for example) that is received by a member of staff who would be responsible for disseminating the message to the appropriate department or person in a timely manner or answering questions themselves (where appropriate). An important consideration is that people receive a response in a timely manner. Processes would need to be outlined identifying what staff member should be sent which question and in what time frame the response is expected. This staff member should be equipped with a comprehensive information package outlining contact information for staff, identifying who has expertise in what area and high-level messaging if questions are more generic and do not require a specific area of expertise. Findings from the Engagement Report reveal that many people would also like to see a redress system in place to voice concerns- a policy should be developed outlining where community members can express concerns, steps of action(s) and timeframe(s).



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- To increase understanding of community history, culture and instill pride in the community, TFN could launch an article, video or series with information regarding community history and culture or language. Elders and/or other community members could be featured in either a video or article series that would be posted in a separate page on the website and shared via Facebook. To build a sense of community and help bridge the gap between community members living both on and off reserve, the BI Blast could feature one community member in each of their editions (including a picture). These articles could also be posted to Facebook, to increase audience reach.
- Depending on resourcing and capacity, TFN will continue to utilize and build on a mix of traditional and digital communications tactics to achieve the communication goals and objectives outlined. Facebook remains a popular way of communication with community members. The Nation will make use of Facebook to share information with on-and-off reserve members while disseminating information regarding current events, history, culture, traditions and governance of TFN. An editorial and content calendar would streamline messaging and frequency of posting and creative guidelines would ensure visual consistency. The BI Blast has been identified as a powerful communications tool for community members. Having creative guidelines will ensure visual consistency throughout the document(s). A page dedicated to highlighting a community member in each edition will help build community pride. If capacity grows, monthly email updates from leadership may be an effective way of updating community members. An email list of community members should first be built and once completed, monthly updates could be sent out.

DRAFT

Work Plan Information	Start Date	Notes:
Employee Name: Heidi Jobson Role: Communications Coordinator Supervisor/Department: Administration & Finance Leader Work Plan Timeframe: Jan 2023 - Jan. 2025 Mid-Term Review Date: Jan 2024 Final Review Date: Jan. 2025	Jan. 2023	Communications Strategic Plan

High Level Activities, Deliverables and Tasks

OBJECTIVE #1

To increase the two-way sharing of information with on/off-reserve community members in alignment with Chief and Council's objective to strengthen governance structure and processes.

Activity	Tasks	Deliverables	Time/Target	Status	Risk	Resources	Comments
a. Providing guidance and promotion for hosting community events for various segments of membership [e.g., Youth, Elders, families, etc.] starting January 2023. <u>Why?</u> To build trust and connection with the members of the community through transparent, clear, and consistent communications between Chief and Council, Nation staff and community members.	<ul style="list-style-type: none"> continue providing training to TFN staff for event hosting and supporting promotion efforts utilizing all communications vehicles. extending audience reach by allowing for multiple options to join meeting/event ie. virtual, sharing recordings, recap articles, etc. 	Create instruction binder/guiding documents for audio/video set up.	Jan.2023	In Progress		Time, office supplies	
		Provide portable trolley/cart that has all stationary needs to host in-person/hybrid events (plug and go).	Feb.2023	In Progress	finance	Funds for purchase of trolley	
b. Develop one channel for monitored reciprocal communication for community members by Spring 2023 to provide feedback. <u>Why?</u> To provide opportunities for community members to come together to share information exchange ideas and give feedback.	Research Develop Consult Recommendations to create a centralized email address or form for complaints/comments/grievances or concerns to be shared among selected staff to monitor and triage appropriately. Implement Consult	One monitored, reliable channel should be implemented for community members to provide feedback, ask questions, etc. Ex. Email address or form	6-12mths	Not Started		Comms Committee members for support; Mailchimp Surveys; Funds for community consultation meeting (light dinner for example).	

OBJECTIVE #2

To increase understanding of community history, culture and instill pride in the community in alignment with Chief and Council's objective to promote interdependence.

Activity	Tasks	Deliverables	Time/Target	Status	Risk	Resources	Comments
<p>a. Publish regular articles/videos on the Temagami First Nation website and social media with information on community history and culture, with the intention to increase frequency as capacity grows.</p> <p><u>Why?</u> To increase understanding of community history, culture and instill pride in the community. To build a sense of community and help bridge the gap between community members living both on and off reserve. To highlight and increase awareness of history and culture within our community.</p>	<p>Create databank of cultural documents from FHWC that could be made into social media posts. (Option to outsource to summer student)</p> <p>Work with TFN Librarian to gather photos of history/cultural activities</p>	<p>Publish regular historical and cultural articles and videos in the BI Blast and on Social Media</p>	<p>Quarterly</p>	<p>Not Started</p>	<p>Technical/Editing</p> <p>Time consuming</p>	<p>Librarian, comms archives of photos and recordings, language keepers, knowledge keepers</p> <p>Video Camera and microphone(s), sound recorder</p>	
<p>b. Publish feature article in each BI Blast highlighting a TFN community member. Highlight ongoing efforts from a range of community members (students/leaders/volunteers, etc.).</p> <p><u>Why?</u> Recognizes and encourages achievements and fosters relationships between leadership and community. Maintains a story-telling society and helps to facilitate in knowledge transfer.</p>	<p>Publish one feature article in each BI Blast highlighting a TFN/TAA member. Reshare to social media for feedback and to open a dialogue</p> <p>Establish a Community Champion general guidelines for electing and honouring leaders in the community</p>	<p>Publish articles highlighting TFN/TAA Community Member</p> <p>Databank of interview questions</p> <p>Templates for Interview Questions</p> <p>Archives for future reference</p> <p>Community Champion general guidelines</p>	<p>Monthly</p> <p>6-12mths</p>	<p>In Progress & On-going</p> <p>Not Started</p>			
<p>c. Collaborate with other departments to collect and share information coming from ceremonies and teachings with TFN/TAA members.</p> <p><u>Why?</u> To strengthen cultural knowledge and community connectivity.</p>	<p>Collect information from knowledge keepers and teachers to share in an entertaining and informative manner such as video or articles shared with TFN/TAA members</p>	<p>Published informative articles and videos</p> <p>Database for future reference</p>	<p>In accordance with programmed events</p>	<p>Not Started</p>		<p>Video Camera and microphone(s), sound recorder</p> <p>Collaborate with programs</p>	

OBJECTIVE #3

To foster positive, respectful relationships between Chiefs and Councils, administration, and community members.

Activity	Tasks	Deliverables	Time/Target	Status	Risk	Resources	Comments
<p>a. Develop Communications Toolkit with guidance to determine how to effectively reach out to TFN/TAA members. <u>Why?</u> To improve our methods of communications by identifying platforms which we will be using and outlining which topics or subjects will be shared through those channels. This will improve our communication channels by informing community members and staff where important information is shared. It will also ensure the safety of community documents and discussions that are only meant for our community members.</p>	<p>Develop Communications Toolkit outlining the type of information stakeholders receive, how frequently and via which channels</p>	<p>Communications Toolkit - Training Manuals - Policies & Procedures - Checklists - A/V Diagrams - Best Practices</p>	<p>Feb. 2023</p>	<p>In Progress</p>			
<p>b. Post quarterly, and as needed, video messages from leadership to community members and staff via online communication platforms (website, Facebook, etc.). <u>Why?</u> To inform all community and staff members what our common goals are, the tasks needed to be worked on, and the deliverables that will result from that work. This also builds bridges between community members, staff and Council by increasing the number of avenues of information sharing.</p>	<p>Support in recording and editing as needed.</p> <p>Develop training manual on how to record and do basic edits using Council iPads.</p> <p>Develop a basic script outline which includes necessary information needed for the video such as: • Date of Video Recording • Identity of Speaker • Core Content • Sign Off Message or Notification</p> <p>Post/share to suitable communications outlets.</p>	<p>Videos</p> <p>Script template</p> <p>Training Manual: Video Recording • How to start recording • How to pause recording • How to stop recording • Tips & Suggestions for improving quality</p> <p>Training Manual: How to Do Basic Video Edits Using Apple iPad • How to edit parts out of videos • How to combine videos</p>	<p>As available</p> <p>July 2023</p> <p>July 2023</p> <p>July 2023</p>	<p>Not Started</p> <p>Not Started</p> <p>Not Started</p> <p>Not Started</p>			
<p>c. Support all committees in having equal opportunity to report on a bi-annual summary of activities to be shared in the BI Blast. <u>Why?</u> To exemplify community members working with TFN Governance Structure and process.</p>	<p>Develop template for committees to follow for reporting activities to community.</p> <p>Stagger committee updates throughout the year to allow for equal opportunity for reporting published in the BI Blast.</p>	<p>Template</p> <p>Regular publications</p>	<p>Feb. 2023</p>	<p>Not Started</p> <p>Not Started</p>			



TACTICAL PLAN

Completed Tactics	Details
Creative Guidelines	Develop brand guidelines that include: <ul style="list-style-type: none"> • Mission/vision/key messaging • Logo variations (Horizontal/vertical/secondary) • Whitespace around logo + minimum sizing (print/web) • Colour Palette, tints • Typography • Do's and Don'ts for the logo • Imagery (photography style) examples from stock websites + website clickable links • Template examples
Branded Templates	Create branded templates for: <ul style="list-style-type: none"> • letterhead (word) • BI Blast ads (InDesign & Word) • Digital signage ad (InDesign) • News Release (Word) • Media Release (Word) • Media Advisory (Word) • Social media - instagram, twitter, FB (InDesign)
Policies	<p><u>BI Blast Newsletter Policy</u></p> <ul style="list-style-type: none"> • Mission • Function • Governance • Newsletter Distribution • Written Content and Advertising Policy • File Formats and Templates • Submission, Approval and Print • Photography and Design Permissions • Privacy • Pricing and Fees • Design Tips <p><u>Digital Signage Policy</u></p> <ul style="list-style-type: none"> • Background • Objective • Goals • Digital Screen Locations • Requirements to Publish • Approved Content for Digital Screens • Submitting an Ad for Posting • Design Specifications • File Naming • Guidelines for Content



	<ul style="list-style-type: none"> • Other Design Tips • Who Can Submit an Ad <p>ENGAGEMENT GUIDELINES</p> <ul style="list-style-type: none"> • Technical Checklist • Promotions of meetings • Meeting Guidelines • Code of Conduct
Social Media	<p>Develop strategic social media plan to guide social content creation and publishing</p> <ul style="list-style-type: none"> • Monthly social media editorial calendar using the plan beginning two weeks before the end of the month • Prepare content using the content pillars, topics, and categories as a guide, as outlined in the social media content calendar • After approval of the editorial calendar, build the content calendar using the posts listed on the editorial calendar • Create or source assets for each post, i.e. images, graphics, etc. and store them using a consistent file naming protocol • Build consistency and grow community on Facebook before creating new accounts • Conduct quarterly social media audits using the social media audit and analysis template
Suggested Tactics	Details
Video Message from Chief and/or other members of Council	<p>Post on the web and share via Facebook</p> <p>Provide updates from Chief and Council</p> <ul style="list-style-type: none"> • Include C&C update, meeting minutes and any resolutions that were passed • Include department updates <p>Deliver information on upcoming events, announcements, etc.</p> <ul style="list-style-type: none"> • Announce events and meetings at least one month prior to planned event • Highlight the successes and achievements of members <p>An opportunity to provide less formal news including kudos, congratulations</p> <ul style="list-style-type: none"> • Include special announcements such as birthdays (members can send in birthday wishes to communications officer), anniversaries, births, graduations, etc. • Mention awards or accolades <p>Other</p> <ul style="list-style-type: none"> • Mention national news items if appropriate (MMWIG2S, Indigenous History Month, National Day for Truth and Reconciliation, residential school victims, etc.) • COVID-19 updates (local and provincial)
Website	<p>Conduct an audit of website</p> <ul style="list-style-type: none"> • Review pages for: <ul style="list-style-type: none"> ○ Consistency in branding, tone, messaging; ○ Relevancy of pages and content; ○ Content and accessibility gaps - pages and content needed • Create list of pages on website and make note of: <ul style="list-style-type: none"> ○ Which pages contain outdated documents



	<ul style="list-style-type: none"> ○ Which pages need updated text ○ Suggestions for the page/site re: branding/design, missing page/content <p>Update website content</p> <ul style="list-style-type: none"> ● Update outdated documents ● Change and delete text as necessary ● Make design changes ● Add requested pages <p>Build Site Map with clear display of pages and links to all pages</p> <ul style="list-style-type: none"> ● Create a list of most important menu headings ● Determine which pages go under each heading and list them in the order they will go on the site ● Organize website pages based on lists ● Generate site map using list and link to relevant pages on website
<p>BI Blast Newsletter Content</p>	<p>Highlight staff and community members</p> <ul style="list-style-type: none"> ● Create short bios and profiles on C&C and all staff ● Include a message from the Chief in each newsletter ● Feature article highlighting community members who are: <ul style="list-style-type: none"> ○ Helping in and outside the community ○ Doing exceptional work and are representatives of the community ● Include Youth in profiles <p>Updates from Chief and Council and staff</p> <ul style="list-style-type: none"> ● Include C&C update, meeting minutes and any resolutions that were passed ● Include department updates <p>Increase personal and community stories</p> <ul style="list-style-type: none"> ● Interview Elders <ul style="list-style-type: none"> ○ For traditional knowledge and stories ○ For guidance on land and cultural connections ○ For residential school testimonies (ask permission first) ● Include stories of the Youth ● Include education and language promotion <p>Events, announcements, meetings, etc.</p> <ul style="list-style-type: none"> ● Include events, announcements, and meetings at least one newsletter issue before the planned event ● Include COVID updates ● Include special announcements such as birthdays (members can send in birthday wishes to communications officer), anniversaries, births, graduations, etc. ● Highlight the successes and achievements of members ● Mention awards or accolades
<p>Community Meetings</p>	<p>More formal meetings:</p> <ul style="list-style-type: none"> ● Updates from departments, Chief and Council ● Departmental updates ● Opportunities for moderated feedback from community members ● Information from meeting recorded and disseminated to community members in a timely manner
<p>Community Gatherings</p>	<p>Informal gatherings:</p> <ul style="list-style-type: none"> ● Topics may cover history, language, culture, etc. ● Knowledge Keepers, Elders in attendance to share teachings



	<ul style="list-style-type: none"> • Healing and Welcoming Ceremonies and Sharing Circles • Opportunities for teachings, storytelling, sharing a meal, socializing and relationship building.
Monthly Email Updates (based on capacity)	<p>Build and organize email list</p> <ul style="list-style-type: none"> • Create email list and add folders to sort members • On/off community members • Staff/leadership <p>Email updates may include:</p> <ul style="list-style-type: none"> • Updates from Chief and Council • Updates about community research (ie. community engagement survey) • Informal updates-kudos\congratulations

EVALUATION

The following Key Performance Indicators (KPIs) create an outline of what to evaluate about the tactics in relation to the goals and objectives and steps to conducting such analysis:

1. Implementation of guidelines, policies, and procedures for communication activities

- Evaluate adherence/acceptance by staff and leadership by conducting formal and informal monitoring activities to gain an understanding of what is working and what could be improved
 - Informal monitoring activities include noting frequent misunderstandings or misinterpretations of the communications policies, frequently asked questions. These are conducted regularly and informally
 - Formal monitoring activities include surveys, polls, and requests for feedback. This is conducted bi-annually using more careful planning and survey tools
- Evaluate efficiencies in communication efforts in relation to time, effort, and return on investment (ROI). Conduct formal and informal evaluations.
 - Time: are the communications policies streamlining processes and saving time?
 - Effort: is the expended effort alleviated by using the communications policies?
 - ROI: is the time and effort expended on tasks improved since implementing the communications policies?
- Review feedback and notes from formal and informal evaluations of understanding, adherence, and efficiency of communications policies from staff/Chief and Council
 - Draw inferences and conclusions based on findings to make improvements to the communications policies as necessary

2. Reception of messages shared on social media, website, and BI Blast

- Evaluate feedback from members, staff, leadership
 - Members: analyze sentiment within comments, direct messages, email threads and other exchanges with members. Use social media audits to support this evaluation
 - Staff: review notable exchanges, specific feedback, and staff surveys to analyze staff



sentiment in conjunction with Human Resources

- Leadership: review notable exchanges, specific feedback and staff surveys to analyze leadership sentiment
- Evaluate quality of exchanges with members and staff by tracking feedback from members and staff that lead to change in the community, administration or in politics
 - Create a well-organized folder to store and track community feedback
 - Make note of suggestions that lead to effective change
 - Acknowledge the member(s), staff for providing feedback to guide such change by reaching out personally and/or sharing with the community via social media, website, BI Blast, etc., whichever is appropriate
- Review feedback and notes to draw inferences and conclusions based on findings to make improvements to the messaging as necessary.

3. Consistency in quality and frequency of communications shared on social media, website and BI Blast

- Evaluate social media efforts by completing quarterly social media audits and an annual social media analysis
- Evaluate website by completing an annual review of analytics including audience, traffic, and behaviour
 - Audience: who is visiting your website - age, gender, location, browser, device type
 - Traffic: how many people visited the website per month, which pages did they visit most frequently, how long did they stay on each page, which pages saw the most bounces
 - Behaviour: how did they find the page, how do they interact with the site, i.e. what pathways do people generally follow to find what they need
- Evaluate BI Blast Newsletter statistics by tracking email newsletter statistics, website statistics, and printed copies.
 - Email tracking: how many people received the newsletter, opened the email, email bounced
 - Website statistics: how many people visited the BI Blast page on the website, how long did they stay on the page, how soon after posting did people visit the BI Blast page of the website
 - Printed copies: how many were printed, how many delivered, delivered to where/whom/when, how many recycled
- Review feedback and notes to draw inferences and conclusions based on findings to make improvements to the consistency, frequency, and quality of communications as necessary.

4. Community engagement/participation of activities, events, meetings

- Evaluate meetings, events, workshop and activity participation by tracking:
 - Attendance statistics to learn how many people register, participate
 - In-person vs online attendance
 - Comments and sentiments made during/after event



TEMAGAMI FIRST NATION

BEAR ISLAND
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FAX 705.237.8959

- Send online surveys through email and social media to learn what members liked/disliked about communications methods, ways to improve, etc. on a quarterly basis
 - Using online survey tool of choice (survey monkey, google forms) create a short (~5 questions) survey
 - Send to participants through email and post a link on social media as appropriate
- Review feedback and notes to draw inferences and conclusions based on findings to make improvements to the community events and gatherings as necessary.

DRAFT

Date
Approved: _____



Engagement Guidelines & Procedures

Event Planning CHECKLIST

4-6 weeks prior:

- Consider potential dates for event; consult with TFN Reception/other parties if necessary (avoid selecting same date as other events)
- Confirm date and location by booking a space with TFN Reception
- Book kitchen if required
- Prepare an event budget
- Confirm a Chairperson or facilitator
- If appropriate, delegate support staff
- Prepare a guest list (eg. TFN Members)
- Prepare invitations or flyer - include date, time and location as well as contact information
- If serving food, circulate a Caterer Call-out
- Consider A/V Requirements (eg. sound system, projector, display screen, etc.)
- Consider branding decor or branded giveaway gifts - if required, these will likely need to be ordered. Discuss options with TFN Communications
- If media is requested, speak to TFN Communications and collaborate on Media Advisory

2-4 weeks prior:

- Finalize and Agenda
- Circulate invitations or flyer as well as any other promotional material.
- Book caterer - select menu
- If required, make travel arrangements
- Prepare any backgrounder information, fact sheets or meeting materials

One week prior:

- Confirm number of guests
- Confirm catering details
- Create a list of contact information for those involved
- Finalize any presentation materials
- Consider inviting an Elder to offer a prayer

1-2 day prior:

- Review agenda - ensure last minute details are taken care of
- Circulate reminder notice
- Circulate virtual meeting link (when applicable)
- Organize elder transportation
- Prepare any handouts

Day of Event:

- Set up venue - tables, chairs, including A/V set up
- Test all equipment - perform a dry run to ensure technical equipment runs smoothly
- Set up sign-in/greeting space
- Ensure refreshments are topped up

After Event:

- Ensure Elder's have transportation home
- Tear down tables, chairs and A/V equipment
- Clean up venue and ensure garbages/recycling is put away

Post Event:

- Distribute news release (when applicable)
- Follow up on questions/comments made during the engagement
- Write a report or synopsis of the event and circulate to community

Promotion CHECKLIST

INTERNAL PROMOTIONAL TOOLS

- Website
- BI Blast article or advertisement
- Facebook post
- Facebook event page
- Instagram post
- Digital Monitor advertisement
- Mass Email notice/advertisement
- Targeted Email notice/advertisement
 - TFN Members/TAA Citizens
 - TFN Elders
 - TFN Youth
 - Bear Island Residents
 - TFN Small Business Owners
 - TFN Artists / Artisans
 - TFN Staff including Chiefs and Councils
- Print advertisement ie. posters on info boards

EXTERNAL PROMOTIONAL TOOLS

- Local Newspapers
- Local Radio Stations
- Local News Television Stations



**TEMAGAMI
FIRST NATION**



ENGAGEMENT GUIDELINES & PROCEDURES

1. Introduction
2. Meeting Options
3. Audience
4. Meeting Facilitator/Chairperson
5. Meeting Support Staff
6. Camera, Mobile Phone and Video Recording
7. Booking a Space
8. Inviting Guests
9. Inviting TFN Community Members
10. Promoting Meetings
11. A/V Technical Diagram
12. Best Practices
13. Room Setup
14. Catering
15. Determine Meeting Roles
16. During Meeting
17. After Meeting
18. Code of Conduct and Reporting Options
19. How to Report a Violation

1. INTRODUCTION

This guiding document is provided to all TFN Employees and will also be stored in the TFN Communications Toolkit and be available publicly on the TFN website. It is recommended that this guidance be referred to at the beginning planning of any and all public meetings.

2. MEETING OPTIONS

To encourage inclusion and information sharing, TFN offers a variety of meeting platforms. Consider targeted engagement options such as Youth specific engagements.

DETERMINE TYPE OF MEETING

1. Leadership to Band membership meeting\Community Meeting – **Formal Meeting**
 - 1.1. This engagement would focus on providing the community members with an update from leadership as well as allow community members to voice concerns for consideration.
2. Departmental to band membership meeting\Information Session – **Formal Meeting**
 - 2.1. This engagement would focus on the Nation’s departments giving an update to band membership and include comment and question opportunities.
3. External to community meeting\Engagement Session – **Formal Meeting**



- 3.1. This engagement would provide the opportunity for external companies, organizations, and governments to provide a presentation to community, leadership, or departments and include comment and question opportunities.
4. General engagement. – **Informal Meeting**
 - 4.1. This engagement would be outside of the meetings above or a combination. I.e. Knowledge Sharing, Casual Engagements, Sharing Circles, Ceremonies

VIRTUAL

All engagements may have the opportunity to include a virtual component to allow for guests to attend who cannot otherwise attend in person.

VIRTUAL MEETING PLATFORMS

Temagami First Nation encourages the use of two main meeting platforms to streamline virtual and hybrid meetings:

1. 3CX Video Conferencing
 - 1.1. This conferencing platform is an add-on to the TFN phone system and is best suited for TFN internal meetings.
 - 1.2. Training material: [How to Schedule an audio or video conference](#)
2. Zoom
 - 2.1. A virtual meeting standard, this platform has high functioning capabilities but easy to navigate for the general public and is best suited when for an external audience.
 - 2.2. Download the app: www.zoom.us/download
 - 2.3. Training material: [Scheduling Zoom Meetings](#)

Zoom meetings may be held in regular meeting style which allows all audience and attendees equal privileges to video and microphone. This style works best when encouraging two-way dialogue with presenters and audience guests.

Alternatively, a Webinar meeting style can be arranged in which the meeting facilitator can assign special panelists all-access and audience members, minimal access. This style works best for presentations but limits opportunity for two-way communication.

Zoom Tips

- Questions for speakers? Use the Raise Hand feature or use the Questions and Answers tab, not the Chat tab.
- Chat tab: interact with your fellow attendees to just say hello or share your excitement about the content.
- Ensure your microphone is muted unless addressing the group.
- Video camera is encouraged during meetings and particularly when unmuted and addressing the group.



Background images are not encouraged but are permitted if the users background isn't distracting. Background images shall not display any offensive or flashing imagery that may offend or disrupt meeting attendees.

3. AUDIENCE

Meeting organizers should consider who their target audience is. Often, the audience consists only of Temagami First Nation members, Teme-Augama Anishnabai citizens and Temagami First Nation Staff. Occasionally, external guests may be invited to listen and/or participate. When such a time should arise, the meeting facilitator should advise internal audience members on who is participating and why they've been invited.

Meeting conduct shall be determined based on the audience; expectations may increase if the audience is under 18, for example. At all times, participants shall adhere to the TFN Code of Conduct and Professionalism policies.

4. MEETING FACILITATOR /CHAIRPERSON

Generally, the individual organizing the meeting is also the meeting facilitator or Chairperson. It is important that TFN departments make effort to train and prepare a meeting Facilitator /Chairperson prior to holding engagements.

5. MEETING SUPPORT STAFF

Organizers should consider that assisting staff will help to ensure an engagement goes smoothly. Depending on the meeting style, you may choose to also have:

- **A Technician** – There should be someone designated to host the virtual component of the meeting and monitor the chat. This person will assist with the virtual component often including audio and visuals, ie. microphone, speakers, and projector/screen. Training materials and tutorials can be provided by TFN Communications.
- **Welcome/registration** - It is always a good practice to have everyone sign in, so you know who attends along with who you need to follow up with. This person will ensure all attendees have signed in and have any pertinent meeting materials. This person can also assist as a “runner”, attending to needs that arise throughout the meeting.
- **Minute-Taker** – this person would record minutes of the meeting.
- **Caterers/Servers**

6. CAMERA, MOBILE PHONE AND VIDEO RECORDING

Virtual and hybrid meetings are often recorded. The meeting facilitator will ensure that if it is being recorded, all audience, staff and participants are aware of that fact at the start of the meeting and describe where the recording can be accessed.

All employees have been provided a Media Release Form which allows sharing of a person's likeness in video and photos and is signed or declined then stored in their personnel file. If individuals wish to not have their image released by photo or video, they are to let the meeting facilitator or TFN Communications



Officers know. Meeting Facilitators should also ensure that signage is hung advising attendees that a meeting is being recorded/photographed and should indicate who a person should speak with if they are uncomfortable with this type of recording.

7. BOOKING A SPACE

All meeting spaces require mandatory bookings and must be booked in advance of the meeting. To book a space, contact TFN Reception at 705-237-8943 ext. 101 or email tfn@temagamifirstnation.ca.

When booking a meeting space consider factors such as:

- Type of meeting,
- Number of people invited,
- Technological considerations,
- Confidentiality considerations and,
- Room setup.

Meeting spaces include the MGM Gathering Hall, MGM Council Chambers, MGM Reception Boardroom, TFN Public Library, LMLC Gym, DPHC Meeting Room, Sonny Moore Building, North Star Elder's Building, the Canoe House and the Daki Menan Meeting Room. For more details, refer to the Appendix titled Bookings Events & Meetings Procedure Manual. [LINK HERE TO INTERNAL PROCEDURAL MANUAL](#)

8. INVITING GUESTS

To invite guests from an outside organization, government representative(s), those who are not Temagami First Nation members:

- Email that includes purpose of the meeting, time, duration, location, inquiry of any dietary restrictions (if applicable), background documents, contact information of a TFN representative and a specific date to RSVP.
- Subject line of the email should contain the name of the meeting and date.
- A reminder email to be sent one week to two days prior to the meeting to those who have RSVP'd and a registration link to the meeting.
- If guests are coming in person, ensure they are given detailed directions.

9. INVITING TFN COMMUNITY MEMBERS:

- Email that includes type of meeting, date, time, duration, location, contact background documents, contact information of a TFN representative and a specific date to RSVP – send to TFN Communications to support in circulation.
- Subject line of the email should contain the name of the meeting and date.
- A reminder email should be sent one week to two days prior to the meeting and a registration link to the meeting.



10. PROMOTING MEETING:

- Promotional options may include emails, ads in the BI Blast, Posters and Social Media posts.
 - Information should include- type of meeting\purpose of meeting, location, time, duration, contact information
 - Wording on posters should be clear and concise.
 - Posters should be visually consistent and follow the brand guidelines ([see TFN Creative Guidelines](#)) ([See the branded ad template](#))
 - Poster should be posted 2 weeks prior to the meeting.
- Facebook posts should contain a branded ad ([See the branded social media ad template](#)) and include the purpose of the meeting, location, time, duration, contact information and a registration link. The post should be posted a month before the meeting and re-posted weekly until the meeting.
- Ads for the BI Blast should follow the content requirements as stipulated in the [BI Blast Newsletter and Policy & Procedures](#).
- To invite media to a meeting\event a media advisory (see document titled [Media Advisory](#)) should be written and sent to media a day or two before the event\media (possibly earlier if media were to come in person). The Communications Officer can assist in drafting this advisory.

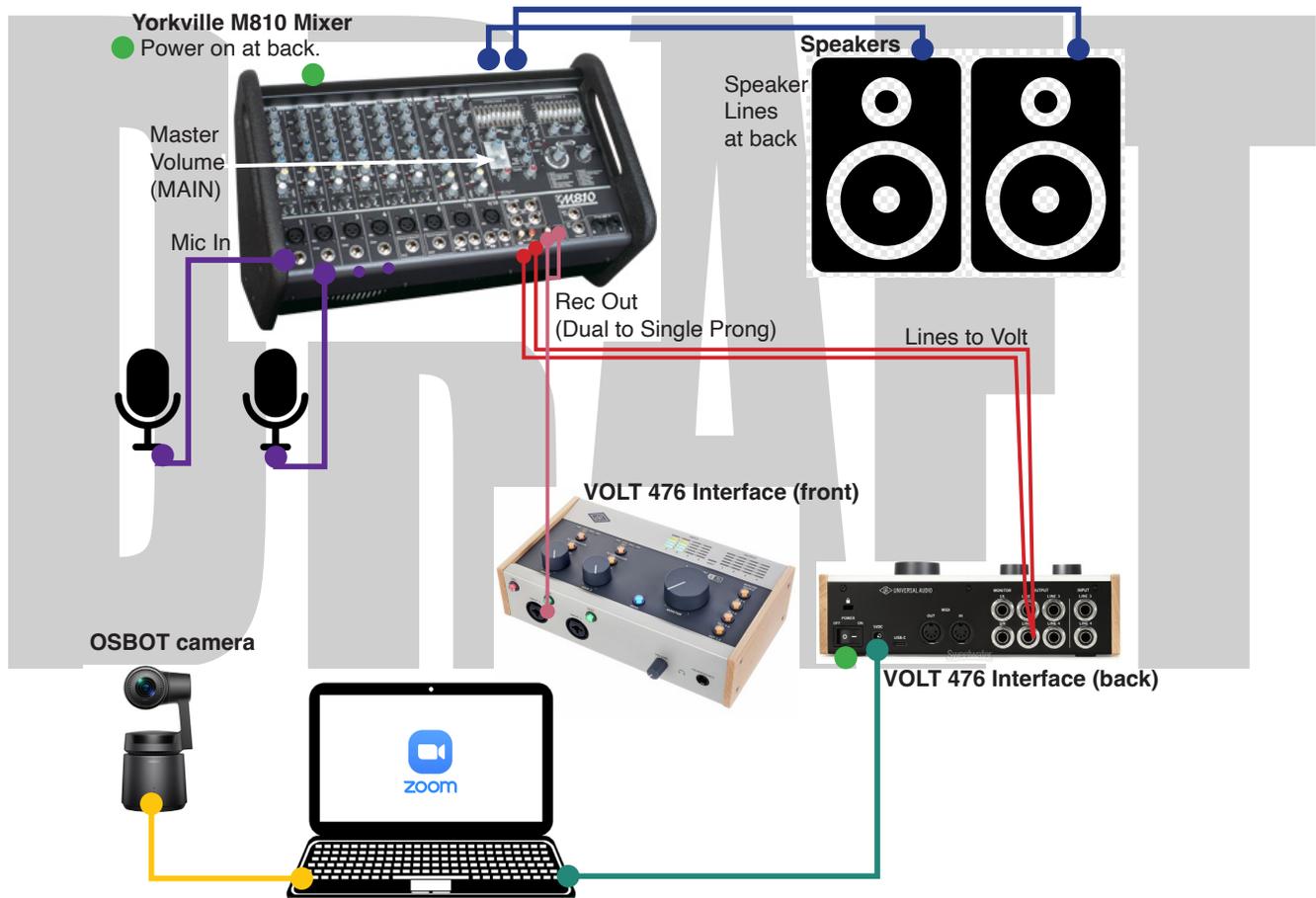


11. A/V TECHNICAL DIAGRAM

Minowaabandan-gamiing Maawanjihidiwining, the Lakeview Gathering Place
Holding Hybrid Meetings
(In Person and Virtual)

Technical Set-Up

NOTE: A dedicated laptop is available to use for set-up. If you choose to use your own, please ensure the Osbot Driver (<https://www.obsbot.com/download/obsbot-tiny-series>) and Zoom (<https://zoom.us/download>) or your virtual meeting app of choice is installed prior to hosting the meeting.



All required equipment (except the speakers) are located in Gathering Hall tech cabinet in a bankers box. Please ensure that all equipment is returned in the same way that you found it. Additional questions can be directed to:
Tammy Cole, IT Support (Ext. 747)
or Heidi Jobson, Communications Officer (Ext. 107).





12. BEST PRACTICES

a. AV Support

Appoint a person to be in charge of AV support during the meetings. They should be experienced using the technology piece as well as the hardware (e.g. cameras, laptops) and the online platform involved (video conference, audio dial-in).

b. Audio should be clear and strong

Using video in a meeting is very powerful, but it isn't as crucial as having good audio. Ensure the audio remote participants hear is clear and strong. Encourage remote attendees to unmute their microphones and ask questions directly, and in a large meeting make sure producers can selectively unmute attendees when appropriate.

c. Use the chat function

Ensuring the chat functionality is turned on in the online platform. Having a chat channel is the best way to keep virtual attendees engaged, and allows for peer-to-peer comments, learning, sharing links, etc., in a way that can't be done in person (people talking in the audience would disrupt the main speakers/leaders).

d. Balance the Q&A

If a question and answer component (in real-time) or segment (a designated Q&A period) is included in the format of the meeting, this should be introduced at the start of the meeting. This enables participants to note ideas as the discussion progresses; when it's time to ask for questions from the remote audience, they will be prepared. Be sure to alternate questions from both audiences - fielding questions in an orderly fashion.

e. Display remote participants (when possible)

When possible, have a large video screen available in the front of the room with as many of the remote attendees showing on video as possible (e.g., Zoom supports up to 49 people at a time in gallery view on a big screen). If video is not enabled, or if some participants don't want to be seen, even displaying their static photos or names is a good way to remind presenters/leaders and all attendees in the room that the remote folks are out there.

f. Always display the leaders/presenters

Ensure the facilitators/presenters are the main visuals the remote group will see. A helpful feature is also displaying a view of the in-person audience if you have a second camera, but not



if it means giving up or seeing the leaders/presenters. It's best to avoid displaying an audience who are looking at a disembodied voice off camera.

g. Include everyone in activities

Make sure to include the remote attendees in meeting activities. If there is a moment when people break into small groups, use your platform's breakout functionality for the online attendees. If flip charts are used to brainstorm, leverage your platform's whiteboard/annotation tools to do the same online. Almost every in-person activity can be replicated virtually in some way through online tools.

13. ROOM SETUP

Consider the room size, number of attendees, and if there is a need for facilitation techniques. If there are a large number of attendees, facilitation may be hindered, so consider a presentation style. If there are less attendees, the room may be set up in a way that allows for more space to walk around and facilitate conversation. Include and display maps of N'dakimenan whenever possible.

14. CATERING

Considerations for planning catering:

- Determine number of attendees
- Determine if there are any food allergies or dietary restrictions
- Refer to the [TFN Catering Policy](#)

15. DETERMINE MEETING ROLES

- Meeting Facilitator
- Organizer
- AV Technical Support
- Presenters/Chairperson/Meeting Facilitator
- A community member to serve as a witness\observer (honorarium) to listen to meetings, take notes and report back
- Host\Facilitation lead – someone that will lead facilitation (for engagement sessions)
- Facilitation support – for breakout rooms (virtual and in person) and note taking

16. DURING MEETING

- **Chair's\Meeting Facilitator Responsibilities:**
 - Keeping meeting on point
 - Ensuring people are given opportunities to participate
 - Following meeting format
 - Ensure Code of Conduct is met



- **Organizer Responsibilities:**

- Agendas
- Delegations for duties such as attendance
- Room set-up
- Guest List
- Financial
- Travel
- Ensure Code of Conduct is met
- Ensure Elders have been picked up
- Reporting back to the community
- Clean up

- **Support Person's Responsibilities:**

- Markers
- Post its
- Big post-it notes
- Easels
- Small stickers to identify people who do not want to be photographed or filmed

- **AV Support Person's Responsibilities**

- Ensure all AV equipment is set up and running properly
- Monitor the virtual meeting component
- Advise Chair/ Facilitator on alerts (questions/concerns) from virtual attendees
- Manage recordings

17. AFTER MEETING

- Clean Up
- Return equipment
- Reporting back to community
- Surveys (where appropriate)

The methods of reporting back to the community may involve posting a synopsis to the BI Blast and/or emailing a synopsis to attendees (no later than one week after the meeting). In the case of an Information Session, the recorded meeting is edited and generally posted on the Temagami First Nation website (<https://temagamifirstnation.ca/>) to the members portal for a period of 30 days.



18. CODE OF CONDUCT AND REPORTING OPTIONS

TFN is committed to fostering a welcoming environment that is safe, collaborative, and productive for supporting dialogue for all attendees at TFN events, including virtually, and values the participation of all attendees and participants in its events.

TFN expects that all attendees, media, speakers, organizers, staff, and exhibitors associated with a TFN event will adhere to the following principles:

- Respect common-sense rules for public behavior, personal interaction, courtesy, and respect for private property.
- Be considerate and respectful of differing perspectives during the meeting.

TFN also prohibits any form of harassment. Accordingly, some behaviors are specifically prohibited, whether directed at other attendees, TFN employees, speakers, or exhibitors:

- Intimidation, stalking, harassment, inappropriate contact, unwelcome sexual attention, or discrimination towards fellow attendees, TFN employees, and others.
- Abusive, harassing, or threatening behavior towards any other attendee, volunteer, or employees. This behavior will not be tolerated and may result in expulsion from the event.
- Yelling at, threatening, or personally insulting participants or presenters.

Participants asked to stop engaging in hostile or harassing behavior are expected to comply immediately.

All audience, employees and participants are expected to treat others with respect and consideration, follow appropriate rules, and alert the **Facilitator** of any dangerous situations, violations of the Code of Conduct, or of anyone in distress.

Violations of the Code of Conduct should be reported immediately. If an individual feels physically unsafe or believes a crime has been committed, he/she should report it to the police immediately.

At TFN meetings (including virtual) and other events, participants often combine professional activities with social interaction with other participants, venue staff, and other attendees. While TFN encourages such networking and strengthening of connections between participants, TFN reserves the right to remove any participant whose social attentions become unwelcome to another and who persists in such attentions after their unwelcome nature has been communicated.

TFN also reserves the right to remove any participant or attendee who appears inebriated and who engages in conduct that interferes with the ability of other attendees to participate in and enjoy the meeting.

TFN may remove any individual from attendance or other participation in any event without warning. If TFN, in its reasonable judgment, determines that an individual has violated the Code of Conduct of this policy, TFN may also prohibit the individual from attending or participating in future TFN events, in-person or



virtually. TFN will also report on the outcome of any investigation to individuals who have reported a violation of this policy.

19. HOW TO REPORT A VIOLATION

Any individual who believes that they have been subjected to, have witnessed, have knowledge of, or have reason to believe a violation of the Virtual Meeting Policy has occurred, will immediately report such information to their immediate supervisor, manager, the Executive Director (ED), or Human Resources Coordinator (HRC). If the complaint is against their immediate supervisor or manager, the employee will report to the HRC. Any violence involving an elected TFN official or non-employee of TFN will be reported directly to the ED.

- a. The person the complaint is reported to shall determine whether the complaint shall require a Formal Complaint Form submitted to the HRC. If the complaint does not warrant a full investigation, the complaint shall be addressed using alternative approaches including conflict resolution, performance management etc.
- b. Emergencies that require immediate response should be reported to the ED. If the ED is not available, the complaint should be submitted directly to the TFN Chief.
- c. The WHSC will be notified of incidents of workplace violence, if applicable, within four (4) days of the incident and the Committee shall review and develop recommendations to eliminate potential risks and hazards.
- d. If the complaint is determined to warrant a full investigation, the employee shall submit a completed Formal Complaint Form and submit it to the HRC for investigating.

Reporting Incidents

- Any individual who believes that they have been subjected to, have witnessed, have knowledge of, or has a reason to believe workplace violence may occur, will immediately report such information to their immediate supervisor, manager, the ED, or HRC. Any workplace violence involving an elected TFN official or non-employee of TFN will be reported directly to the ED.
- Emergencies that require immediate response should be reported to their immediate supervisor, manager, the ED, or HRC. If none of these individuals are available, employees will contact the Band Office and request to speak with an available manager to report the incident.
- Non-emergencies such as threats or threatening behaviours must also be reported immediately to the employee's immediate supervisor/manager or the ED.
- The WHSC will be notified of incidents of workplace violence within four (4) days of the incident and the Committee shall review and develop recommendations to eliminate potential risks and hazards.
- If an allegation of workplace violence is made against a TFN elected official or a non-employee, the ED shall contact their authorized representatives (if applicable) and inform them of the allegations made against them or their employee and take appropriate action to ensure that employees are not subjected to further violence.

Investigating Complaints

Allegations regarding misconduct by anyone attending or participating in the TFN Virtual Meetings are taken very seriously. These include but are not limited to all registrants, exhibitors, authors, and vendors



participating at the meeting. TFN encourages prompt reporting of violations so immediate action can be taken to address the concern. Complaints may also be raised after the event has concluded, according to the following procedure.

- I. Upon receipt of the Formal Complaint Form, the HRC will determine if they can complete the investigation or if circumstances warrant that the responsibility shall be delegated to another competent person.
- II. The investigation will include the following:
 - Interviewing the Complainant and the Respondent as soon as possible.
 - Interviewing any potential witnesses.
 - Advising all persons interviewed to refrain from discussing the complaint as well as the possible consequences.
 - Inform all involved parties of the consequences of reprisals.
- III. The Investigator may make a finding of:
 - Enough evidence to support a finding of a violation of this policy.
 - Insufficient evidence to support a finding of a violation of this policy.
 - No violation of this policy.
- IV. The Investigator will prepare a written report of their findings and forward that report to the ED.
- V. The ED will review the report within twenty-four (24) hours of receiving it and advise HR on how to proceed based on the investigative findings. HRC will inform the Complainant and the Respondent in writing of the outcome.

Date

Approved: _____

B.I. BLAST



Bear Island Blast Newsletter Policy & Procedures



BEAR ISLAND (BI) BLAST NEWSLETTER POLICY & PROCEDURES

1. Mission
2. Function
3. Governance
4. Newsletter Distribution
5. Written Content and Advertising Policy
6. File Formats and Templates
7. Submission, Approval and Print
8. Photography and Design Permissions
9. Privacy
10. Pricing and Fees
11. Design Tips

1. MISSION

The mission of the BI Blast Newsletter is to serve as a medium for communication among Temagami First Nation (TFN) community, Chief and Council and staff as well act as an archival record.

2. FUNCTION

The Bear Island Blast is a monthly publication that publishes articles, letters, editorial and data deemed of interest to the community.

3. GOVERNANCE

The BI Blast Newsletter shall be governed by the Executive Director and in collaboration with the Communications Committee. Department Managers are responsible for review and approval of all content and advertising submissions prior to sending to the Communications Committee. The Communications Committee will vet all external submissions content. Contributions are welcome from all TFN members with approval of the Executive Director. Contributions are welcome from all:

- TFN committees in accordance with their individual Terms of Reference;
- TFN staff with approval of their immediate supervisors;
- external stakeholders with approval of the Executive Director.

4. NEWSLETTER DISTRIBUTION

Distribution typically falls on the first business day of the month. The newsletter is sent via post to Temagami First Nation members who opt into receiving the Bear Island Blast free of charge. Non-members can subscribe to receive the Bear Island Blast for an annual fee. See below for subscription fees.



TEMAGAMI FIRST NATION

BEAR ISLAND
LAKE TEMAGAMI, ONTARIO P0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959

Hardcopies of the newsletter are also available at the Northstar Elder's Building and the Pier Market on Bear Island and can be obtained by request at the Band Office and Temagami First Nation Library. Digital copies can be found on the website at: temagamifirstnation.ca/communications/bi-blast/

The newsletter is also distributed to TFN members who supply email addresses to the Membership Clerk via email as well to any other individuals who opt into the Nation's mailing list by contacting communication@temagamifirstnation.ca.

5. WRITTEN CONTENT AND ADVERTISING POLICY

TFN Departmental (internal) Content

All TFN departmental information, written content and advertisements shall be approved by the relevant department manager or supervisor prior to submitting to the Communications Committee. Each department manager is expected to ensure:

- Conservative page space usage:
 - No more than two pages in total of content and advertising per department.
 - Departments could be subject to fees should they exceed their allotted pages.
- Advertisements are relevant and timely to the greater TFN community:
 - content is deemed to be factually accurate and non-repetitive.
 - submitted to the Communications Officer 10 days prior to publication (generally the first business day of the month).

TFN Members & Non-Members Content

Content submissions from TFN members are encouraged and shall be approved by the Communications Committee. Submissions from third party stakeholders are approved by the Communications Committee on a case-by-case basis and depend upon the value of the content to the greater TFN membership. The Communications Committee holds the right to delay submissions for future use when timeliness is not a factor. The Communication Committee will ensure all submitted content is:

- conservative in ad space usage
- relevant and timely for the greater TFN community;
- engaging and clearly written and avoids technical terminology and specialized jargon;
- deemed to be factually accurate and non-repetitive;
- submitted to the Communications Officer 10 days prior to publication (generally the first business day of the month).

6. FILE FORMATS AND TEMPLATES

Templates are available for reference to assist with sizing and layout, logo placement, text size and location, etc. (APPENDIX A)

Portable Document Format (PDF) files are preferred but high resolution (300 ppi) JPGs are also acceptable. Please contact the Communications Officer communication@temagamifirstnation.ca for questions or concerns about file formats.



The Communications Officer will support individuals and departments in the creation and completion of layout and design of the content. Complete and submit the Ad Design Request form (APPENDIX B) the Communications Officer communication@temagamifirstnation.ca a minimum ten days prior to the first day of the month.

7. SUBMISSION, APPROVAL AND PRINT

- 1) Approved internal submissions are to be forwarded to the Communications Officer a minimum of ten (10) business days prior to the first day of the month communication@temagamifirstnation.ca.
- 2) The Communications Committee meets the last week of every month to review the final draft of the BI Blast newsletter. Any recommended changes or edits will be made and shared with the contributors.
- 3) Once approved by the Communications Committee, the BI Blast will be shared with the Executive Director for final approval.
- 4) The Communications Officer will print, package and distribute hardcopies and digital copies on the first business day of each month.

8. PHOTOGRAPHY AND DESIGN PERMISSIONS

All submissions that include photography or illustrated design artwork require permission to use said artwork. Credit shall be given in submissions and approval to reproduce any copyrighted material is required.

Photographs submitted which include individuals require a signed media consent/release form (APPENDIX C). It is the department manager's responsibility to provide signed media release forms.

9. PRIVACY

Staff and TFN members will not have their personal information (i.e. home address or phone number) published.

10. PRICING AND FEES

TFN Departments & Members

Currently there are no fees associated with content or advertising submissions for TFN departments and members.

Non-Member Pricing

Full Page ad - \$50

½ Page ad - \$25

¼ page ad or bottom banner ad - \$20

Annual subscription fee for non-members is \$65.

Ads that are submitted **with an article** dedicated to information for our TFN readership and approved by the Communications Committee are **free**.

11. DESIGN TIPS

- Design is a communication tool. Think about the end user/audience you are trying to reach. Keep designs clear, crisp, beautiful - focus on clarity and have a clear focal point.



TEMAGAMI FIRST NATION

BEAR ISLAND
LAKE TEMAGAMI, ONTARIO P0H 1C0
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FAX 705.237.8959

- Be consistent with design elements. Follow existing brand guidelines to maintain consistency across all branded elements (typography, colour, images/illustrations, spacing/grid patterns, logo usage, etc).
- Keep colours harmonious yet use colours to create a visible difference in design elements. Try to keep to 2-3 key colours to keep things unified and visually appealing.
- Choose simple and legible fonts.
- Keep graphics and text proportionally organized - a balance should always be maintained between the two.
- Create a visual hierarchy. Size equals importance so keep that in mind when thinking about balance and space.
- Use high resolution images; keep use of images/illustrations consistent.
- Alignment and spacing are key - be consistent with alignment and apply an appropriate amount of spacing around elements.
- Ensure logo design is recognizable at any scale.
- See sizing and template layouts for more information.

DRAFT



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Appendix A: Ad Sizes & Templates

**BEAR ISLAND
BLAST**

BI Blast Ad Sizes

Full Page
7.5" x 10"

Half Page
7.5" x 5"

Banner
7.5" x 2.5"



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Appendix A: Full Page Ad Template

TITLE HERE
Subhead/Date/Time/Event

Body copy here

- Bullet list here
- Information about event
- Any additional info.

  add handle here

temagamifirstnation.ca

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Appendix A: Half Page Ad Template

TITLE HERE

Subhead/Date/Time/Event

Body copy here in paragraph form or in \bullet form (see paragraph styles).



add handle here

temagamifirstnation.ca



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Appendix A: Quarter Page & Banner Ad Templates

TITLE HERE
Subhead/Date/Time/Event

Body copy here in paragraph form or in \bullet form (see paragraph styles).

  add handle here

temagamifirstnation.ca



TITLE HERE
Subhead/Date/Time/Event

Body copy here in paragraph form or in \bullet form (see paragraph styles).

  add handle here

temagamifirstnation.ca





Appendix B: Ad Request Form

Getting started on your ad:

If you would like Communications to create an ad for you:

1. Send a draft of the ad to the Communications Officer communications@temagamifirstnation.ca
2. SUBJECT LINE: Advertisement / Editorial for BI Blast
3. Email body: Ad copy including header, subheader, contact info, website/social media channels, your logo, etc.
4. Complete and attach the Ad Request Form.

DRAFT



TEMAGAMI FIRST NATION

BEAR ISLAND
LAKE TEMAGAMI, ONTARIO P0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959



Advertisement Submission



- Internal
- External

Contact Name:

Email:

Phone Number:

I am a Temagami First
Nation Member:

- Yes
- No

I will pay by:

- Cheque
- Credit Card
- Debit/Cash
- TFN Member
(No Charge)

Submission Category:

- Event Ad
- Program Ad
- Business Ad
- Advertorial
- Community Voices
- Other _____

Advertisement Size:

- Full Page - 7.75 x 10"
- Half Page Horizontal - 7.75 x 5"
- Half Page Vertical - 10 x 3.8"
- Quarter Page - 5 x 3.8"
- Banner - 7.75 x 2.25"

Do you also want this shared:

- To full TFN membership by email
- To Bear Island residents by email
- On TFN website
- On social media
- On community digital signs
- Other _____

Please forward this form to:
communication@temagamifirstnation.ca or drop off at the Band Office, Attn: Heidi Jobson



Appendix C: Media Release Form

PHOTO / VIDEO CONSENT RELEASE FORM

I give permission to Temagami First Nation (TFN) to use my photo for publication in the Bear Island Blast newsletter and any other print or online publication created for TFN’s use, including but not limited to the TFN website. I further consent to any electronic audio or video reproduction of myself for current or future use by TFN.

I release and hold harmless Temagami First Nation, its agents and employees, from and against any claims or liabilities arising from or related to the use, publication, or distribution of said media.

My signature below indicates my full understanding and agreement with the terms and conditions outlined above.

Print Name

Signature

Date

APPROVED: _____

BI BLAST PUBLICATION CALENDAR

The below calendar is to be used as a guidance tool to ensure that community members are regularly updated on all organizational information including: departments, programs, services and committee work. The allocated issues are a guide only and may shift; however, it is strongly encouraged that the information be shared on a regular basis in the spirit of knowledge sharing.

In addition to the internal feature contributions, the Communications Officer will make every effort to share regular articles on individual members and/or citizens. This will help to increase understanding of community history and culture as well as instill pride in community in alignment with TFN Chief and Councils's Strategic Plan and the Communications Strategic Plan.

Issue	Moon	Special Edition	Leadership Contribution	Committee Contribution	Featured Department
January	Kakenoozitch Giizis - Long Moon	Biboon – Winter	TFN Chief	Enrichment Advisory, Finance Advisory	Tillie Missabie Family Centre
February	Kakijiish Giizis Groundhog Moon		2nd TFN Chief	Police Advisory	Doreen Potts Health Centre
March	Nikii Giizis Going Over Something Moon		TAA Chief	Health and Social Committee	Economic Development
April	Kawaaskitoo Giizis Ice going away from the	Ziigwan - Spring	TFN Councillor #1	Language Commission, Ec Dev Advisory	Community Infrastructure
May	Wabigoonii Giizis Flower Moon		TFN Councillor #2	Youth and Recreation Committee	Family Healing and Wellness Centre
June	Odemin Giizis Strawberry Moon		TFN Councillor #3	Bear Island Education Authority	Finance, TFN Library
July	Miskoomin Giizis Raspberry Moon	Niibin - Summer	TFN Councillor #4	Housing Advisory	Laura McKenzie Learning Centre
August	Otaataakagomin Giizis Blackberry Moon		TFN Councillor #5	L&R Advisory	Communications
September	Kakone Giizis Changing Moon		TFN Councillor #6	Truth & Reconciliation Committee	Justice & Victim Services
October	Namegoos Giizis Trout Moon	Tagwaaging - Fall	2nd TAA Chief	Cemetery Advisory, Communications	Lands & Resources
November	Atikamek Giizis Whitefish Moon		Citizenship Special	Citizenship Committee	Jordan's Principle
December	Pichi Biboon Giizis - Big Winter Moon		Governance Special	Governance Committee	Membership, Ontario Works



TEMAGAMI
FIRST NATION

CREATIVE GUIDELINES

Temagami First Nation | April 2022



Mission & Vision

- Logo Variations
- Clear Space & Minimum Size
- Colour Palette
- Typography
- Logo Misuse
- Imagery Style



MISSION & VISION

As Chief and Council, we are proud and committed to work together to create positive change in a manner that will honor our ancestors and those yet to come.

MISSION

With wisdom, respect, and patience for the good of our people, Temagami First Nation will create opportunities to empower our youth; build capacity to foster a healthy and prosperous Nation; and develop policies and codes for good governance.

VISION

-
- Mission & Vision
 - Logo Variations**
 - Clear Space & Minimum Size
 - Colour Palette
 - Typography
 - Logo Misuse
 - Imagery Style



LOGO VARIATIONS

PRIMARY LOGO (Horizontal & Vertical)



ALTERNATE LOGOS



Simplified Horizontal



Simplified Vertical



Reverse



Blue



Brown

Mission & Vision

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style



CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE



Ensure to keep clear space around logo to ensure legibility and from competing with other design elements.



MINIMUM SIZE



Print 2" | Digital 216 px



Print 0.75" | Digital 96 px

Mission & Vision

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style



COLOUR PALETTE

Primary Colour Palette



CMYK: 95/73/16/2
RGB: 29/85/146
HEX: 1d5592



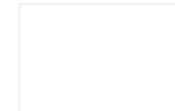
CMYK: 0/67/88/10
RGB: 221/107/48
HEX: dd6b30



CMYK: 53/67/68/59
RGB: 70/49/43
HEX: 46312b



CMYK: 67/64/67/67
RGB: 45/42/38
HEX: 2d2a26



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

Secondary Colour Palette



CMYK: 0/52/100/0
RGB: 247/144/30
HEX: f7901e



CMYK: 18/26/13/0
RGB: 0/147/191
HEX: 0093bf

Tints

When a lighter colour is needed for better contrast, you can use tints. They are using the same brand colours with less saturation. All the colours are the main colours at 50%.



- Mission & Vision
- Logo Variations
- Clear Space & Minimum Size
- Colour Palette
- Typography**
- Logo Misuse
- Imagery Style



TYPOGRAPHY

Logo Fonts

Source Sans Pro – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@\$\$%

Source Sans Pro – SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@\$\$%

Source Sans Pro – Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@\$\$%

Additional/Secondary Fonts

Montserrat – Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@\$\$%

Alegreya – Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@\$\$%

Use main logo fonts throughout design collateral and website. Use Montserrat as an additional font for print with smaller amount of text and Alegreya for large amounts of text (e.g. letter).

Free download:
<https://fonts.google.com/specimen/Alegreya>
 Montserrat Free Download:
<https://fonts.google.com/specimen/Montserrat>

- Mission & Vision
- Logo Variations
- Clear Space & Minimum Size
- Colour Palette
- Typography
- Logo Misuse**
- Imagery Style



LOGO MISUSE



Don't tilt the logo



Don't place logo in a box



Don't change logotype elements



Don't place on competing background



Don't stretch the logo



Don't compress/skew the logo

- Mission & Vision
- Logo Variations
- Clear Space & Minimum Size
- Colour Palette
- Typography
- Logo Misuse
- Imagery Style**



IMAGERY STYLE

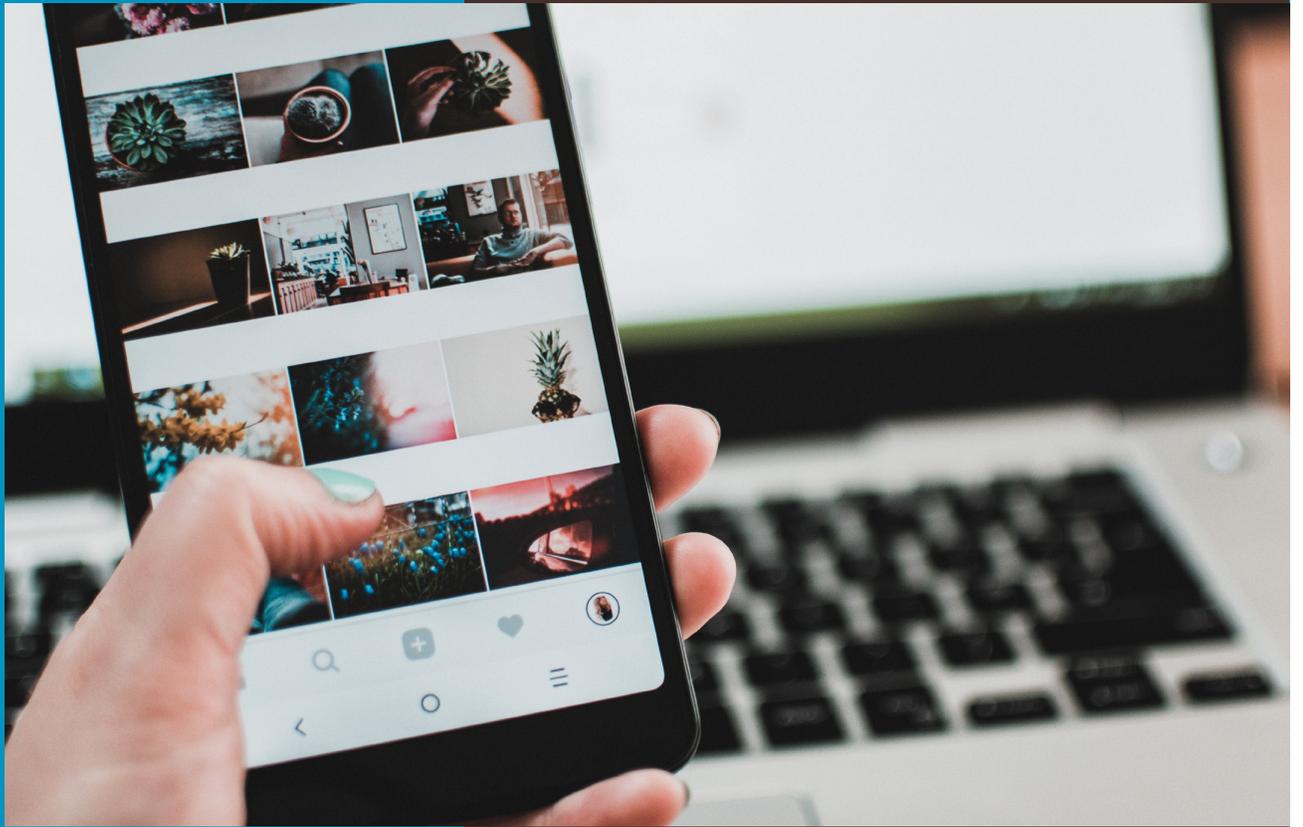
Example Photography Style



Use photography at 100% when used alone and no text is on top of the photo, unless on solid colour background or clear colour contrast. When using a photo in the background ensure some transparency (e.g. 60%) if text is hard to read on top of the photo. Adjust font colour and photo to ensure legibility.

Stock Photo Resources

- <https://www.pexels.com/>
- <https://unsplash.com/>
- <https://pixabay.com/>
- <https://www.freeimages.com/>



Social Media Strategy

Social Media Strategy

BACKGROUND

Temagami First Nation asked for guidance on how to boost their presence on social media keeping in mind the nuance between the different key audiences. This document includes examples of what to post on each platform including how to set up the profile most effectively, how to engage with audience and what kind of content to use, ie. images/graphics, hashtags, sample text.

PRIMARY AUDIENCES

The main audience TFN is trying to reach is its diverse member base - on and off reserve, all demographics including youth, Elders, active and passive members, and staff. The member base is similar in that they have a desire to connect to culture, the community, the land and each other, all through varied means of communication. Social media can reach a significant sample of the community using Facebook alone, although the reach can better expand to younger audiences, ie. ages 12-35, and off-reserve members by leveraging Instagram.

MESSAGING

The messaging and content is best kept semi-professional and familiar. This means:

- Using familiar, common language and verbiage for the audience
- Maintaining a positive, friendly tone
- Clear and concise language that has little room for misinterpretation
- Consistent branding including colours, fonts, imagery, templates

FACEBOOK ONLY

- **Followers:** 2,419
- **Posts:** April - 38 posts, March - 57 posts, February - 56 posts, January - 34 posts
- **Most engaging posts:** Chief's Updates; jobs/opportunities; scholarships, awards and opportunities for students; travel notices/advisories (ie. shuttles, ice road status, other closures); stories shared from community members; links to relevant news updates; history/culture/language themed posts
- **Least engaging posts:** Reposts of old content, ie. posters, graphics; COVID-19 updates and health measures; images with small text; links with little or no context; posts with a lot of text and no images; BI Blast notices; posts where design does not match TFN branding;

- **Conclusions:** Sentiments in comments are generally positive, reactions to posts are generally positive, members engage with content that is relevant to their daily lives, personal/community identity and future planning. The content seems to be primarily tailored to on-reserve members who are seeing inconsistent and very frequent updates.

CHANNELS

Facebook

Using Facebook as the primary social media platform, it is leveraged to connect with the most diverse sample of TFN membership. Based on the social media audit, all posts contain complete information in the caption or a link to expand on the content - too much text in a graphic and too little context in a caption deters viewership. Timing and varying design on event posts for relevancy is crucial to ensuring posts get noticed by the right people.

Profile Setup

- Edit bio to describe what a person can find on the Facebook page in 100 characters or fewer, ex. Welcome to Temagami First Nation! Follow for community updates, events, opportunities and learning
- Ensure TFN contact info is up to date, create and answer FAQ, action button > currently set to Contact Us and links to website, change to Learn More
- Add profile photo and header photo [820x461]
- Messaging Settings: turn on automated responses to quickly connect with followers who send a message to the page *see [sample replies](#)

Instagram (formed in Sept 2021; 168 followers(April 2023))

Instagram is useful to reach a younger audience by creating content that is authentic, relatable and easy to understand. Repurposing the content from Facebook in a more casual and educational tone can help inform the younger demographic of history, culture, membership and goings on around Bear Island. As Instagram is a highly visual platform, it is advised that a repository of engaging images/graphics be developed.

Profile Setup

- Connect to Facebook Meta Business Manager, ensure it is set up as a business/professional account and insights are turned on
- Edit bio - 150 characters or fewer > who you are, what a person can generally expect to see on your page, similar to Facebook bio

- Create story highlights to create easy pathways to important information as the page grows
- To ensure this platform is engaging and well-utilised, manage posting schedule using editorial and content calendars

POSTING TACTICS

When to post

A monthly posting schedule is a suggestion to demonstrate staggering posts throughout the week, changing which day posts are shared and at what time. This allows posts to be seen by your different audiences as they come online. Social media algorithms choose who gets to see your content, so staggering posts will allow content to be seen by your followers when they are online, not when the algorithm chooses to show it.

Week	Day	Time
Week 1	M, W	9am, 11am
Week 2	Tu, Th	10am, 12pm
Week 3	M, F	2pm, 9am
Week 4	Tu, W	4pm, 11am

What to post

Content pillars are themes to help guide topics for content creation while content categories help to think of creative ways to communicate the information. The lists of topics and categories are not exhaustive and serve as guidance for simple content creation.

Content Pillars	Governance	Community	Pride
Topics	<ul style="list-style-type: none"> Chief & Council updates, meetings Video message from the Chief About our local politics Policies and laws Who is on Chief & Council How to get involved/reach out 	<ul style="list-style-type: none"> Local updates, notices, announcements Events, workshops Opportunities for students, jobs, volunteer BI Blast In the news Membership - benefits, how to get it, statistics Services and depts 	<ul style="list-style-type: none"> Community history, culture, traditions, language Community member/business features Local scenery, flora, fauna, townsite Mission, vision, values Family names, n'dodems
Content Categories	<ul style="list-style-type: none"> Did you know? Top 5 Lists/Best Of Interviews Holidays 	<ul style="list-style-type: none"> Feature stories How-To News Stories National Day of... 	<ul style="list-style-type: none"> Facts/Stats FAQ/Q&A Days of the Week* Events/Workshops

*Days of the Week: MotivationMonday, TipTuesday, WisdomWednesday, ThrowbackThursday, FeatureFriday, SavingSaturday, SundayFunday

Types of assets

- **Images/Videos:** local scenery, flora & fauna, townsite, local businesses and business owners, community events, leadership, staff, community members, off-reserve members, historical images, stock images (Unsplash, Pexels - free stock image websites)
- **Graphics:** Event announcement social graphic

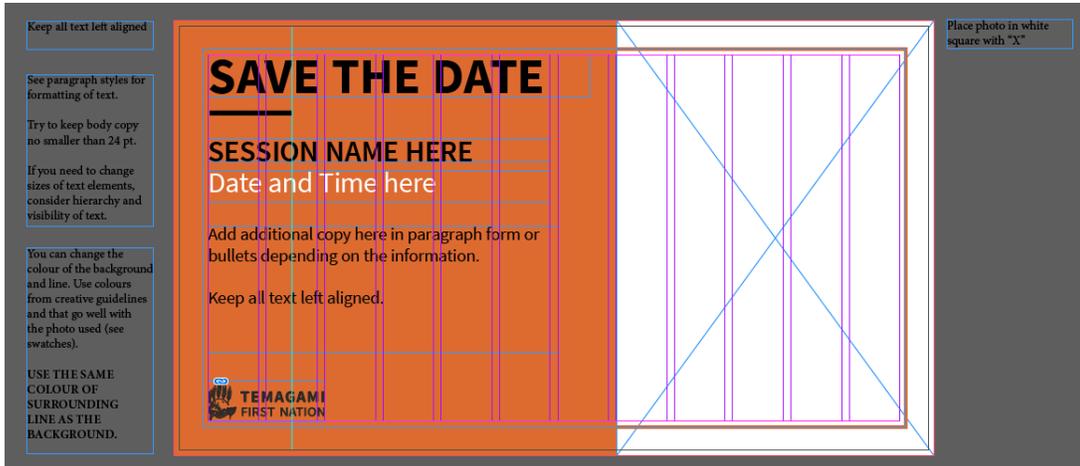
Hashtags

Hashtags listed are general suggestions and can be used as needed and relevant to certain posts. Not all hashtags need to be used on every post.

#Temagami #TemagamiFirstNation #TFN #BearIsland #BIBlast #TemeAugamaAnishnabai #TAA #TFNTAA #LakeTemagami #FirstNations #Ontario #Indigenous #IndigenousLand #Anishnaabe

Sample Posts ([Appendix A](#))

Samples of posts with suggested caption length, tone, messaging, hashtags and relevant assets (images, graphics, videos, etc.) are displayed using an editorial and content calendar for planning posts.



These are examples of how content is set up on the announcement template in grid formats. Appendix A demonstrates their usage in editorial and content calendars.

LISTENING AND MONITORING TACTICS

Social media audits *see *Social Media Audit and Analysis Template*

A social media audit is a review of how the social media pages are doing in relation to the goals and objectives. Finding patterns and gathering insights from the activity allows appropriate adjustment to the strategy as needed. Conducting quarterly social media audits by reviewing and recording insights and analytics* based on:

- Post Consistency - number of posts, when posts were shared, branding
- Engagement - Top/bottom 3 posts re: which posts had the highest number of reactions, comments, shares, reach
- Sentiment - In comments and direct messages: positive or negative, themes, FAQ
- Content - Based on top/bottom 3 posts: what type of asset, topics, categories, hashtags were most engaging?
- Conclusions - How can we improve content to be more appealing, understandable, easily digestible, or engaging? Does the timing of the posts seem to affect engagement? What other conclusions can we reach with this information?

*[How to find Insights on Facebook](#)

Sample replies

- Automated direct message response: Thank you for contacting Temagami First Nation. We will respond to your inquiry in 5-7 business days. In the meantime, please review our frequently asked questions and website www.temagamifirstnation.ca to find possible solutions to your inquiry. Thank you for contacting us, we look forward to connecting with you soon.
- Reply to comment: Thank you for your response. We value the diverse perspectives of our members and encourage them to bring these types of concerns to our town hall meetings as this topic is important for all members of our community to discuss.

EVALUATION

While evaluating your progress on social media is an ongoing process, completing a yearly social media analysis helps to provide insights into the effectiveness of the current strategy and what changes can be made to move closer to the goals of:

1. fostering positive relationships between Chief and Council, administration, and community members;
2. increasing two-way sharing of information with community members; and,
3. increasing understanding of community history, culture and pride.

Social media analysis *see *Social Media Audit and Analysis Template*

- Complete final quarterly social media audit for the year
- Review and compare quarterly social media audits
 - Post Consistency - how did it change throughout the year? Is it manageable? Did you learn any tricks to maintaining consistency?
 - Engagement - How did your engagement level change over time? What changes to the content/strategy made the biggest impact on engagement?
 - Sentiment - How often did you get feedback? Was it positive or negative? What were the most common questions and themes of comments and messages?
 - Content - How did the content change over time? Which types or characteristics of content garnered the most engagement? Least? Did changes to designs, etc. change the level of interaction with the content?
 - Followers - Are we reaching our intended audience? How many followers did you gain/lose? How did the demographics of followers change? When are your followers most online? Engaged?
- Complete a SWOT analysis - What are the strengths, weaknesses, opportunities, and threats of your current social media presence based on your review of the social media audits and current external factors?
- Reaching conclusions based on data and analysis
 - Did your overall social media presence this year help to achieve your communication goals? In what ways?
 - How can we improve content to be more appealing, understandable, easily digestible, or engaging?
 - What needs to change to better reach the intended audience in terms of posting habits - sharing, responding, post frequency, post timing, platforms?

Appendix A - Sample Posts

Editorial Calendar Example

Title	Author	Topic	Platform	Link	Notes	Posted
<Specific title of post>	<Who wrote this>	<General topic from list>	<Share on which platform?>	<Link to asset in folder>	<Directions for creating asset, writing caption>	<Has it been shared online?>
Save the Date - Bear Island Beginner Beading Class	Team member name	Event	Facebook, Twitter	-Link to template-	Use template Bear Island Beginner Beading Class Date: May 15, 2-4pm ET Location: TFN Public Library & Zoom Image of completed beadwork	<input checked="" type="checkbox"/>

Content Calendar Example

Platform	Date/Time	Caption	Asset
<Which platform it will be shared on> <Title from Editorial Calendar>	<Date @ Time content will be posted>	<Full caption including @mentions, hashtags, links>	<Image, graphic or video to be shared>
Facebook Save the Date - Bear Island Beginner Beading Class	April 30, 2022 @ 9 a.m.	Save the date! Summer sessions of Bear Island Beginner Beading Class is on May 15th at 2pm-4pm ET. Join us in person at TFN Public Library, or through Zoom! Learn the basics of beading like picking out the right fabrics and beads for your project, as well as preparing your station. You'll also learn a few simple designs and how to tack your work. Register by May 10th at 5pm. Email person@emailaddress.ca to register. Please indicate if you will join in person or online.	 The graphic is a vertical orange rectangle with the text 'SAVE THE DATE' at the top. Below it, it says 'SESSION NAME HERE Date and Time here'. At the bottom, there is a small logo for 'TEMAGAMI FIRST NATION'.
Twitter (max 280 characters) Save the Date - Session Name	April 30, 2022 @ 12 p.m.	Save the date! Summer sessions of BI Beginner Beading Class is on May 15th at 2pm-4pm ET. Join us in person at TFN Public Library, or through Zoom! Learn the basics of beading like preparation and simple designs. Register by email by May 10th.	 The graphic is a vertical orange rectangle with the text 'SAVE THE DATE' at the top. Below it, it says 'SESSION NAME HERE Date and Time here'. At the bottom, there is a small logo for 'TEMAGAMI FIRST NATION'.

Approved: _____





Digital Signage Policy & Procedures



TEMAGAMI FIRST NATION DIGITAL SIGNAGE POLICY & PROCEDURES

1. Background
2. Objective
3. Goals
4. Digital Screen Locations
5. Requirements to Publish
6. Approved Content for Digital Screens
7. Submitting an Ad for Posting
8. Design Specifications
9. File Naming
10. Guidelines for Content
11. Other Design Tips
12. Who Can Submit an Ad

1. **BACKGROUND**

In the Minowaabandan-gamiing Maawanjihidiwining (MgM), the *Lakeview Gathering Place*, building we have the opportunity to install digital signage throughout the building. Community, staff and visitors to the MgM all have exposure to these signs and therefore Temagami First Nation's (TFN) latest news and events. Also, communication messages can be cycled multiple times with ease. These digital signs will be located throughout other Bear Island high traffic buildings and will offer the same communication messaging sharing opportunities. The policy and procedures below detail how and when these signs can be used by a variety of internal and external stakeholders.

2. **OBJECTIVE**

Use of TFN's digital signage to promote and raise the awareness of community, programs and band activities, achievements, workshops, lectures, key dates and TFN events. Equal opportunity will be given to programs and departments as well as community members. If/when paid advertisements are approved from non-members, these shall exceed no more than 10% of the cycled content in order to ensure the information shared is mainly for the community, by the community.



3. GOALS

Digital sign messages can help TFN achieve three goals:

1. Awareness

- Build awareness of TFN values, who we are and what we offer across our organization
- Publish announcements from TFN and subsequent departments about key dates, services, program info, etc.

2. Engagement

- Get community, staff and visitors involved in our events and activities i.e. attract attendees and/or participants.

3. Promotion

- Announcements and 'Welcome', 'Congratulations' and 'Thank You' messages from TFN stakeholders, to community, staff and visitors.

4. DIGITAL SCREEN LOCATIONS

Digital screens are a great way to advertise TFN events, services, deadlines, reminders and general promotional messages. There are five digital screens located within the community of Bear Island at the:

- entrance of the MgM Reception area,
- entrance of the MgM Communications area
- Pier Market store
- Northstar Building (Elder's Building)
- Doreen Potts Health Centre Reception area

The signs are programmed by TFN's Communications and run the same content across all five screens simultaneously.

5. REQUIREMENTS TO PUBLISH

- Must be a legitimate event being held by staff or department that is relevant to community or a large portion of the TFN community.
- Be in accordance with TFN Code of Conduct policy and Employee Professionalism policy i.e. not offensive, discriminatory or illegal, and not advertising events that involve illicit behavior.
- Not harmful to the TFN's public image in any way.
- Have a clear TFN citizen, community member or staff benefit.
- Include clear TFN branding, follow example template layout (Appendix A) and brand guidelines (Appendix b).

6. APPROVED CONTENT FOR DIGITAL SCREENS

- TFN events & activities announcements – from TFN departments with Manager approval
- Citizen messages and info from TFN membership
- Info about key dates - e.g. workshops, community information sessions, etc. Announcement of citizen/staff achievements

7. SUBMITTING AN AD FOR POSTING



TEMAGAMI FIRST NATION

BEAR ISLAND
LAKE TEMAGAMI, ONTARIO P0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959

Follow these steps to submit a digital ad for posting:

- a. Send a draft of the digital ad or video (following the guidelines below) with a posting time period to the Communications Officer.
- b. Email to communications@temagamifirstnation.ca
- c. SUBJECT LINE: Digital monitor ad
- d. If you would like Communications to design the ad, include in the email body:
 - i. A basic message you want to promote and Communications will pull out the key copy from that.
 - Include who, what, where, when and contact info
 - ii. Attach a high resolution .jpg file of any branding or imagery associated with the ad or images that might be useful
 - iii. Send any already existing ads previously created to keep messaging consistent
 - iv. Include the start and end dates (Month/Day/Year) of the promo
 - v. Indicate ideal running time for ad and we will accommodate as much as possible
 - vi. Include Contact info or other call to action (ex. Visit website www.xxxxxx.com for more info)
- e. Attach the digital file

Lead time should be at least one week prior to the ad running on the screens. Suggested changes or revision requests will be sent back to the requestor for approval prior to posting. Once approved, send final files to communications@temagamifirstnation.ca for uploading onto screens/monitors.

8. DESIGN SPECIFICATIONS

- Ads must be clear, concise, and legible
 - Text must be simple, large and readable from 10 feet away
 - Keep file size less than 100MB
 - a. **Video Content**
 - Keep video ads short (videos: max. 15 seconds)
 - Size: 1920 x 1080
 - File format for video: MP4 (mpeg file - Frame Rate: 29.97, Profile: Baseline, Bit Rate Target: 6mbps, Bitrate Max: 8mbps, Audio: AAC, sq pixel aspect ratio)
 - b. **Digital Content**
 - File format for digital content: jpeg (1920x1080 pixels, 72dpi)
 - Size: 16x9 (fit for screen size)
- See Appendix A for template layout recommendations.

9. FILE NAMING

- adname_expdata.mp4 (ex. Grade Fair Ad: gradfair_feb13.mp4 OR gradfair_feb13.jpg)
- If there is a date range for a promo then the naming convention would show the



range as well (i.e. adname_jan27_feb14.mp4)

- Use underscores, not dashes in the file names

10. GUIDELINES FOR CONTENT

All content is screened prior to running. Please ensure your content fits within the guidelines below before submission. If you need assistance or clarification before creating your ad, please feel free to contact the Communications Officer.

- **Content should relate specifically to one of the following:**
 - TFN specific services available to members, residents and staff
 - TFN specific events or contests available to members, residents and staff
 - Important deadlines or reminders
 - Key information for members, residents and staff related to the band business
 - Promotion for the recruiting of prospective employees
 - Fundraising for causes that TFN is officially involved with
- **Content should be neutral in tone:**
 - In the event of ads related to competitions or voting, information must be presented in an unbiased fashion with key information conveyed so as not to slant in any way
- **Content that will not be approved:**
 - Offensive, violent, or visually extreme content
 - Content that discriminates in any way
 - Digital advertisements are not to be used as a buy and sell outlet
- **Content should be concise, clear and to the point:**
 - Keep to 12 second videos and use short key phrases
 - Clean background imagery
 - Concise information
 - Use logos for branding
 - Include contact info and/or call to action

11. OTHER DESIGN TIPS

- Design is a communication tool. Think about the end user/audience you are trying to reach. Keep designs clear, crisp, beautiful - focus on clarity and have a clear focal point.
- Be consistent with design elements. Follow existing brand guidelines to maintain consistency across all branded elements (typography, colour, images/illustrations, spacing/grid patterns, logo usage, etc).
- Keep colours harmonious yet use colours to create a visible difference in design elements. Try to keep to 2-3 key colours to keep things unified and visually appealing.
- Choose simple and legible fonts.
- Keep graphics and text proportionally organized - a balance should always be maintained between the two.
- Create a visual hierarchy. Size equals importance so keep that in mind when thinking about balance and space.
- Use high resolution images; keep use of images/illustrations consistent.



TEMAGAMI FIRST NATION

BEAR ISLAND
LAKE TEMAGAMI, ONTARIO P0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959

- Alignment and spacing are key - be consistent with alignment and apply an appropriate amount of spacing around elements.
- Ensure logo design is recognizable at any scale.

12. WHO CAN SUBMIT AN AD

- Staff can submit ads/content upon approval from their direct Manager/Supervisor with the understanding that the Executive Director has final approval of all released content
- Citizens can submit ads/content directly to communications@temagamifirstnation.ca with the understanding that the Executive Director has final approval of all released content.
- Non-Citizens can submit ads/content directly to communications@temagamifirstnation.ca with the understanding that a fee may apply and the Executive Director has final approval of all released content.

DRAFT



**TEMAGAMI
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Appendix A: Example Template Layouts

TITLE HERE

Subhead/Date/Time/Event

Body copy here in paragraph form or in \bullet form (see paragraph styles).




add handle here

temagamifirstnation.ca



**TEMAGAMI
FIRST NATION**

SAVE THE DATE

SESSION NAME HERE
Date and Time here

Add additional copy here in paragraph form or bullets depending on the information.

Keep all text left aligned.



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Templates



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BEAR ISLAND

LAKE TEMAGAMI, ONTARIO T0H 1C0

TEL 1.888.737.9884 | 705.237.8943

FAX 705.237.8959

[COMPANY NAME]

[Contact Info]

FOR IMMEDIATE RELEASE
NEWS RELEASE

<Header>

<Date> (Company) - Insert main text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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<Insert About Company info here>

For more information, please contact:

Contact Name for Media

Client Name

Contact Phone Number

Contact Email Address



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BEAR ISLAND
LAKE TEMAGAMI, ONTARIO T0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959

[COMPANY NAME]
[Contact Info]

FOR IMMEDIATE RELEASE
MEDIA ADVISORY

<Header>
<Date>

<Insert a few sentences about the event - what is it for, who will be attending, who is available for media interviews, etc.>

Date: Day, Monday, Year
Time: 00:00 a.m./p.m. - 00:00 a.m./p.m.
Where: <insert complete address>

<insert any other information relevant to the announcement - parking, instructions, is there a photo opportunity, etc.>

<Insert About Company info here>

For more information, please contact:
Contact Name for Media
Contact Phone Number
Contact Email Address



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**TEMAGAMI
FIRST NATION**

PHOTO/VIDEO RELEASE

**BEAR ISLAND
LAKE TEMAGAMI, ONTARIO T0H 1C0
TEL 1.888.737.9884 | 705.237.8943
FAX 705.237.8959**

PHOTO / VIDEO CONSENT RELEASE FORM

I give permission to Temagami First Nation (TFN) to use my photo for publication in the Bear Island Blast newsletter and any other print or online publication created for TFN’s use, including but not limited to the TFN website. I further consent to any electronic audio or video reproduction of myself for current or future use by TFN.

I release and hold harmless Temagami First Nation, its agents and employees, from and against any claims or liabilities arising from or related to the use, publication, or distribution of said media.

My signature below indicates my full understanding and agreement with the terms and conditions outlined above.

Print Name

Signature

Date



**TEMAGAMI
FIRST NATION**

Information Session followed by TFN Community Meeting

Sunday, July 17th, 2022

At the MgM Gathering Hall, Bear Island

9am - 11am

Information Session

Please join us
TFN Manager's Updates
TFN Strategic Plan
and much more

11am - 5pm

TFN Community Meeting

Agenda to Follow
DINNER TO BE SERVED

Please note that the
TFN By Election Note
will take place also
Sunday, July 17th, 2022
at the MgM Gathering
Hall.

Polls Open at 9am and
Close at 6pm

We hope to see you all
out.

VIRTUAL OPTION: Please register by following this link:

**[https://us06web.zoom.us/meeting/register/
tZYude2hrzsrHNeNkX0mJcPskskXAkJqjcPc](https://us06web.zoom.us/meeting/register/tZYude2hrzsrHNeNkX0mJcPskskXAkJqjcPc)**

Please note: Citizens participating in the vote must attend in person

Questions or concerns can be directed to :
705-237-8943 ext. 101
tfn@temagamifirstnation.ca



temagamifirstnation.ca



**TEMAGAMI
FIRST NATION**



**TEMAGAMI
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CANDIDATES NIGHT

In-Person & Virtual

SAVE THE DATE

At the MgM Gathering Hall, Bear Island
or by ZOOM

6pm on July 6th, 2022

Please join us to get to know the Candidates for Council in the 2022 By-Election to be held on Sunday, July 17th. **Limited Shuttle Service will be available. Please book your trip by calling 705-237-8943 ext. 101**

If you prefer to join virtually, please register at this link:

<https://us06web.zoom.us/meeting/register/tZYof-GpqjstHdRIWyQGFQyDMTSPwKBzxUs0>

Please note: Those who have registered and are joining virtually will receive a meeting link on the morning of the event. Please check your junk mail if you do not see it and if you are still having trouble, contact Heidi at 705-237-8943 ext. 107 or email communication@temagamifirstnation.ca.

Questions or concerns can be directed to Heidi Jobson at 705-237-8982 ext. 107 communication@temagamifirstnation.ca



[temagamifirstnation.ca](https://www.temagamifirstnation.ca)



**TEMAGAMI
FIRST NATION**

TEMAGAMI FIRST NATION POW WOW

BIGIIWAYAUNG N'DAKI MENAN

Saturday, July 9, 2022
At the Bear Island Ball Field.

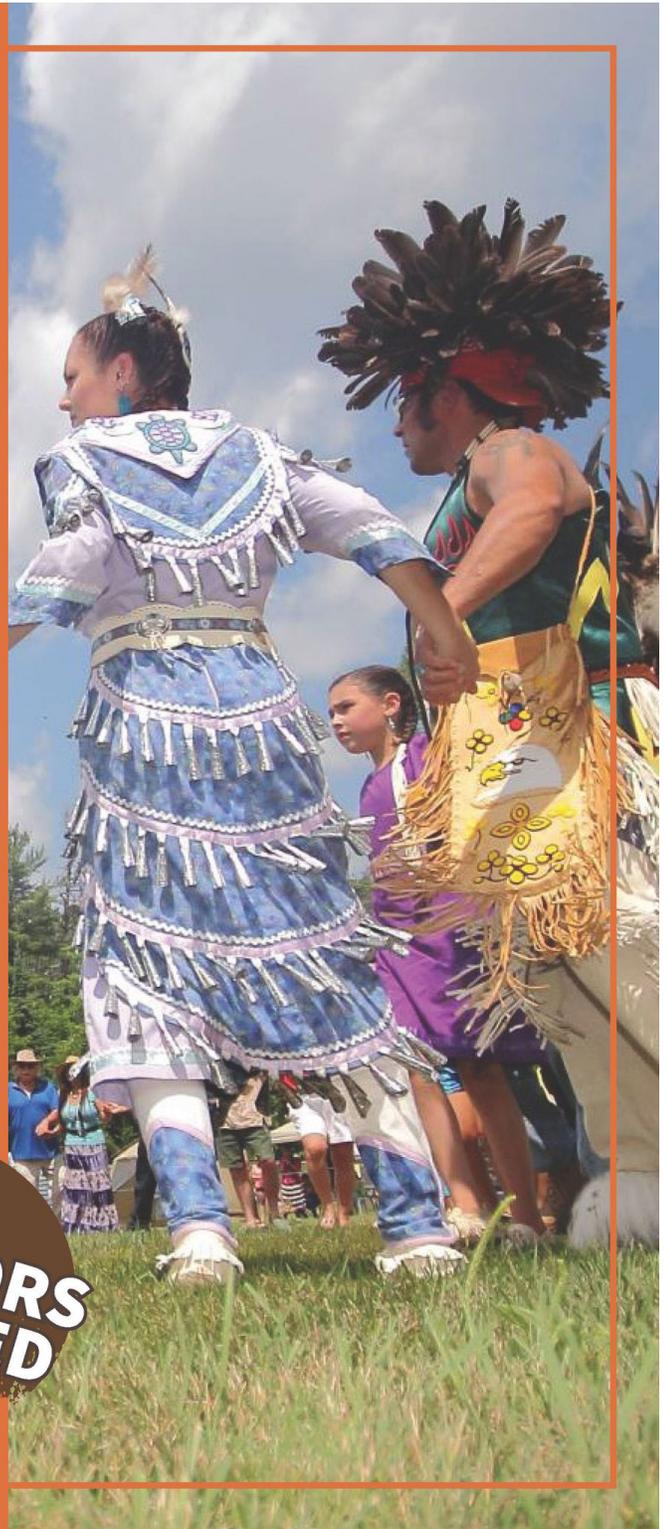
CONTACT

Tyler Paul or Band Office
705 237 8022 ext. 405 or
705 237 8943 ext. 101
fwb@temagamifirstnation.ca
tfn@temagamifirstnation.ca



**TEMAGAMI
FIRST NATION**

**VENDORS
WANTED**



Food Safety Training

Thursday July 14th, 2022
8:30 am to 4:30 pm
LMLC Gym

facilitated by our ISC Environmental Public Health Officer, Ray Alatalo. Lunch will be provided (12:00 pm to 12:30 pm) as well as the course material.

If Interested, please confirm attendance no later than July 7th by contacting:

Tanya Legall,
Environmental Health and Safety Advisor
ehsa@temagamifirstnation.ca

P 705-237-8900 ext. 313



TEMAGAMI
FIRST NATION



COMMUNICATIONS TOOLKIT

Temagami First Nation | 2023

Heidi Jobson, TFN Communications
communication@temagamifirstnation.ca
705-237-8943 ext. 107