

 <p>Cree School Board Commission scolaire crie</p>	<h2>Communications Policy for the Cree School Board</h2>	
	<p>Department responsible: Communications & Community Relations Effective date: October 26, 2022 Approved by: Resolution # CC-2022-145</p>	
	<p><i>References</i></p>	<ul style="list-style-type: none"> ▪ CSB Strategic Communications Plan ▪ By-Law No.7 (Functions & Delegation of Powers) ▪ By-law #6 (Code of Ethics / Elected members) ▪ CSB Logo Use Guide ▪ CNG Bill 1: An Act respecting the Cree Language of Eeyou Istchee ▪ Act respecting access to documents held by Public bodies and the protection of personal information (CQLR c. A-2.1)
	<p><i>Other related policies</i></p>	<ul style="list-style-type: none"> ▪ Code of Ethics and Professional Conduct applicable to Employees (ADM-13) ▪ Access to Information and the Protection of Personal Information (SG-01) ▪ Use of Internet, E-Mail, and Other Wide-Area Networked Resources (IT-01) ▪ Emergency Management (MRS-10)

1) General Provisions

Objective

1.1. The objective of this Policy is to provide and maintain communication with Cree School Board's internal and external stakeholders and to provide clear, accurate information to support the CSB's mission in alignment with its Communication Strategy.

Application

1.2. This Policy applies to all forms of written, verbal and digital communications of the Board.

Definitions

1.3. For the purposes of this Policy, the following words or expressions mean:

- a) **Administrator:** a school principal at the Youth sector or the Centre Director of a Sabtuan training or learning centre;
- b) **Centre:** Sabtuan training or learning centre;
- c) **CCR:** Department of Communications and Community Relations;
- d) **Logo:** a graphic symbol that represents an organization's identity and is used to promote recognition and awareness;
- e) **Social media:** Web-based platforms where users create and share content and network, including, but not limited to Facebook, TikTok, Instagram, Twitter, YouTube, LinkedIn.

2) Responsibilities

[Department of Communications & Community Relations](#)

2.1. CCR is responsible for¹:

- establishing communication processes and guidelines;
- oversees internal and external communication activities of the Board and provide support as needed;
- the organization-wide Communications Strategy, which is in alignment with the mission, vision, values and the CSB Strategic Action Plan.

2.2. Communications at the Board constitute a shared responsibility. With support of the CCR, the roles and responsibilities are outlined as follows:

[Director General](#)

- a) the Director General is the official Board's spokesperson relating to all administrative and operational activities of the CSB unless otherwise determined in a policy or by-law;

[Director of CCR](#)

- b) the Director of CCR may act as a CSB external and internal spokesperson as assigned by the Director General;

[Managers](#)

- c) all managers may draft/create content of a communication, notice, memo, etc. for their own employees as well as for:
- other employees (e.g., messages sent out by IT to all CSB employees (internally) regarding maintenance and emergencies or by Finance on payroll matters, etc.), or
 - the public, but in this case, CCR will proofread and ensure the quality control without, however, having to approve the content.

[Administrators](#)

Moreover, Administrators and/or CEAs may also create content of a communication, notice or memo for students of their school or centre, their parents as well as for their local community according to their responsibilities. They can directly contact their local media when they wish to speak on community-based subject matters;

[All employees](#)

- d) any employee (including managers) may, upon invitation from CCR, give interviews relating to their field and departmental activities.

Moreover, all employees must inform CCR if they are sitting as members of any external committee, panel, association, etc. as a CSB representative in order to ensure proper coordination and facilitate the flow of information.

[Personal use or correspondence / social media, website, etc.](#)

2.3. When corresponding or using media, websites, etc. to express their personal view or work for a personal nature, no employee may use their titles or the name of the Board with claims to speak on behalf of the Board.

¹ CSB By-law No7: Functions & Delegation of Powers

3) CSB Visual Identity

- [Use of logo](#) **3.1.** The CSB logo shall be used on all CSB internal and external communications. Any other approved logo within the Board (i.e., school and centre logo) shall be used alongside the CSB logo.
- All approved logos are the property of the CSB and cannot be used by third parties without approval by CCR, unless otherwise noted in a service agreement or contract.
- [Logo Use Guide](#) **3.2.** The CSB Logo Use Guide must be used and the official CSB colour codes and fonts as indicated in the Guide must be respected to ensure brand consistency.
- [Approval / logos](#) **3.3.** The design of all new or modified logos must be approved by CCR and formally adopted by a Council of Commissioners resolution.
- [External logos](#) **3.4.** No external logos can appear on any CSB internal and external communications without approval by CCR, unless otherwise noted in a service agreement or contract.
- [CSB templates](#) **3.5.** For all CSB presentations², CSB employees and any other individual making a presentation shall use official CSB templates.

4) Marketing

- [Types](#) **4.1.** Marketing includes all promotional materials (printed, digital, video³ or audio⁴), promotional items⁵, and advertising⁶.
- [Creation](#) **4.2.** All marketing creation is the responsibility of CCR⁷. The latter will support any requests for creative services from other departments, schools and centres, based on CCR's capacity.
- [Approval process](#) **4.2.1.** However, local advertisement marketing for an internal or external audience can be created and approved by the respective supervisor. They can consult CCR for support but must request CCR approval for any marketing to include an audience outside their community.
- All regional, provincial, national, and international marketing for an internal or external audience must be approved by CCR.

² Excluding in CSB classrooms

³ Video includes pre-recorded content and online live streaming media, such as Livestream, Facebook Live, etc.

⁴ Audio includes all radio, podcasts and content on any audio distribution platform, such as SoundCloud, Spotify, etc.

⁵ Merchandise with a logo, such as a pen, mug, bag, t-shirt, etc., given away to promote an event or project

⁶ A paid form of announcement through a media source in print, radio and video

⁷ Unless otherwise agreed with CCR

[Photographs & images](#)

4.3. No photographs or images (such as artwork) shall be used without proper authorization and credits when applicable.

5) Media

[Media contact](#)

5.1. CCR is the media contact for the CSB. For any local media⁸ inquiry, the respective supervisor reviews the requests and determines the appropriate action and informs CCR when necessary.

All other media inquiries shall be referred to CCR, who will determine the appropriate action.

[Alerting CCR](#)

5.2. The Director General, and all CSB employees should keep CCR updated of any event or situation likely to prompt media attention so that CCR can prepare and deliver the necessary communication support.

[Press releases](#)

5.3. CCR is solely responsible and authorized to issue press releases on behalf of the CSB after approval from the Director General.

If the media release is co-written with another entity or organization, CCR will coordinate with the entitie and/or organization.

[Guidelines for photographs & film](#)

5.4. No media, film crew, and/or photographer shall be given access to the CSB's premises without proper authorization by the respective supervisor, who should inform CCR so any photographs or film can be included in the CSB media library.

When the Board is using any information, photographs, video or image of individuals, it will ensure that it is done in compliance with the applicable legislation and the protection of personal information. Release forms may have to be completed by employees, students or others before using their pictures, names, etc.

The School Principal and the Centre Director of a Sabtuan training or learning centre ensure that appropriate release is given by their students. It is done at the Youth sector by filling a form at the beginning of each school year.

⁸ Community radio and newsletters

6) CSB Public and Internal Websites

CSB Public & Internal websites

6.1. CCR is responsible for all content for the public and internal CSB websites (E-You) and collaborates with the CSB IT Web Designer for all design and maintenance.

Schools, centres and departments cannot run their own website and must use their designated page(s) on the CSB website to provide information to their clientele, etc.

Each school, centre and department must designate an individual to be responsible for providing updated information for their page(s).

CCR ensures all content and design of websites are in alignment with the CSB brand.

Domain names

6.2. No school, centre, department or external party shall obtain a domain name or extension on behalf of CSB. The sole authority shall remain with the Department of Information and Technologies.

Platforms

6.3. Platforms such as Microsoft SharePoint may be used internally by schools, centres, departments, committees, and project groups, however, they must use the CSB official templates.

When the use of such platform is intended to reach a large audience (e.g., all employees), CCR must be informed of its creation and be given access.

Advertisement

6.4. No advertisement for commercial, political or religious purposes is allowed on the CSB websites or platforms.

7) Social Media

CCR / official CSB accounts

7.1. CCR develops, maintains, and manages the official CSB social media accounts⁹.

Other social media accounts

7.2.1. However, with CCR approval, other social media accounts may be created under the following conditions:

- a) subject to paragraph d), only schools, PSSS and SAES may have other social media accounts and groups created and this for the sole purpose of communicating with their students; no other department is permitted to create social media accounts and no employee is permitted to create personalized CSB social media accounts;
- b) these accounts are under the responsibility of the school principal or the director of PSSS or SAES who shall ensure their development and maintenance. They may only appoint CSB employees to help manage these accounts.

⁹ Content is provided by CCR and includes any request by the Director General or departments

CCR is available to support if needed;

c) CCR must be provided with the user access credentials and has the authority to post or remove any content as necessary;

[Partnership with other entities](#)

d) in order to promote the CSB services, a department may be authorized to be part of distinct social media accounts in partnership with other entities. The maintenance and development of these accounts shall be clearly outlined in the respective agreement with the external partner.

[Code of Ethics](#)

7.3. As defined in the Code of Ethics and Professional Conduct applicable to employees, all have the responsibility to ensure their use of social media is adequate and consistent with the requirements and expectations attached to their positions.

CCR will flag any inappropriate posts and shall inform the Director General, Secretary General, and the employee's direct supervisor.

8) Final Provisions and Application of this Policy

[Language of communication](#)

8.1. The Board ensures that all communications respect and follow applicable guidelines set by the Cree Nation Government Bill 1¹⁰ and the Charter of the French Language¹¹ and that the public can communicate with it in Cree and, in accordance with the circumstances and location of the offices or services, in English and French. For communications intended for a wide audience, the Board should provide information and documentation in the three languages used by the Board when appropriate and when resources and time allow it.

[Previous provisions](#)

8.2. This Policy replaces all other policies of the Board pertaining to this subject.

[Official version](#)

8.3. The official version of this Policy is kept by the Secretary-General of the Board.

[Responsibility](#)

8.4. Any person referred to in this Policy must abide by all its provisions and all managers of the Board are responsible for ensuring that all its provisions are applied and respected.

The Director of CCR is the person responsible for providing support in the interpretation of this Policy and to ensure its revision when necessary. Moreover, the Director of CCR may develop any necessary procedures and guidelines in order to implement the present Policy.

The CCR Department is responsible for monitoring and implementing the Cree School Board Communications Policy.

¹⁰ An Act respecting the Cree Language of Eeyou Istchee

¹¹ Charter of the French Language (CQLR c. C-11)