



Nanwakolas Communications Policies and Guide **October 27, 2023**

Introduction

The purpose of this policy document is to guide Nanwakolas Council executive, staff and contractors in both their internal and external communications. Consistent with our principles of accountability and transparency, it is a public document.

Individual communications strategies and plans will be developed from time to time as needed to support specific Nanwakolas projects and initiatives (e.g., the Project Finance for Permanence (PFP) initiative). All such strategies and plans must be consistent with the policies set out in this Guide.

Context

Nanwakolas Council engages frequently in communications with the member First Nations, and both internally (between staff and contractors, between staff/contractors and Board members, and between Board members) and externally: with funders, partners, the media, and the public.

The topics in these communications can include Nanwakolas operations and initiatives, the activities of the member First Nations, and a combination of both. In all cases, as with all Nanwakolas activities, these communications support the autonomy of the member First Nations, in particular in the exercising of governance authority in all matters that affect them.

Vision

To develop and implement communications that are based on shared values, culture, principles and beliefs, and which will engage and inform the Nanwakolas community and all other audiences.

To promote respectful and informative communication between Nanwakolas and the member First Nations, nurturing transparency, accountability, and trust.

Goals and objectives

- To strengthen and grow the connection between Nanwakolas and its members, so that the member First Nations are aware of and understand what we do, and that we exist to serve them.

- To provide relevant, timely, and accurate information on the activities and initiatives of Nanwakolas to a wide variety of audiences through a range of different channels, building support for Nanwakolas projects that benefit the member First Nations.
- To create opportunities for member First Nation engagement and feedback on Nanwakolas' goals, activities, and initiatives, ensuring that Nanwakolas remains aligned at all times with the vision, needs and authority of each of the member First Nations.

Key Audiences

Primary:

1. Member First Nations governments and service organizations
2. Ha-ma-yas Stewardship Network Guardians
3. Members of Nanwakolas Council (Board of Directors, staff)
4. At the direction of member First Nations governments, community members in Nanwakolas First Nations (elders, youth, leaders, etc.)

Secondary Audiences

1. Organizations in which Nanwakolas is a member/participating (e.g., the PFP group)
2. Other Kwak'wala First Nations
3. Other First Nations (both regional e.g., Coastal First Nations, and individual Nations)
4. Other levels of government (federal, provincial, regional, and municipal)
5. Organizations that have interests in the activities of Nanwakolas (businesses, development agencies, lobbying groups)
6. Regional communities located in Nanwakolas territories
7. Regional stakeholders (e.g., tourism operators and economic development agencies)
8. Funding organizations
9. Local, national, and international media (when appropriate)
10. The public.

Kwakwaka'wakw core values and principles

All communications will be undertaken in accordance with Nanwakolas' mandate and consistent with Kwakwaka'wakw core values of:

- Maya'xala (respect)
- Humility
- Sharing – giving – generosity – reciprocity
- Responsibility,

and Kwakwaka'wakw core principles of:

- Namwayut (we are all one)
- Accountability – transparency
- Protocols are key to an orderly society
- When mistakes are made, they must be corrected right away.

Key policies

All Nanwakolas communications must, in addition to being consistent with the Kwakwaka'wakw core values and principles articulated above, embody the core values adopted by Nanwakolas in our work:

- **Empowerment** of the decision-making authority of each member First Nation,
- **Responsiveness** to the needs and wishes of the member First Nations,
- **Collaboration** and **inclusiveness** in developing solutions and strategies to protect and promote the interests of the member First Nations in their traditional areas,
- **Flexibility** to respond effectively to changes in the strategic environment in which we operate,
- **Integrity and trustworthiness,**
- **Accountability** for our activities,
- **Excellence** in operational management and activities, and
- **Excellent communication** with the member First Nations Chiefs, Councils, and band offices.

For example:

- Nanwakolas does not speak for the member First Nations in media or third-party communications unless specifically authorized by the member First Nations.
- Media requests to First Nations will be referred to them directly and support offered as desired.
- When producing written or visual content about the member First Nations and/or the Ha-ma-yas Stewardship Network Guardians for the Nanwakolas website, and on related social media platforms and/or in printed materials, approval of the member First Nations and all participants to that content must be obtained before final publication.
- Social media posts must comply with the Nanwakolas Council Social Media Guidelines dated October 27, 2023.
- Video and photographs created by Nanwakolas staff and contractors while working on Nanwakolas projects and/or with Nanwakolas member First Nations and Ha-ma-yas Stewardship Network Guardians are provided to Nanwakolas (through the Nanwakolas communications and media lead) and are made accessible to the member First Nations and the Guardians through Nanwakolas, at no cost to the First Nations.
- Both external Nanwakolas communications and internal operational communications must respect the values and principles embodied in our work, and the mandate of

Nanwakolas to serve the member First Nations and uphold their autonomy and decision-making authority.

Media and communications-related inquiries to Nanwakolas:

- All media and communications-related inquiries about Nanwakolas operations and activities should be referred to the Nanwakolas communications and media lead as quickly as possible. In their absence, the inquiries should be referred to the executive director.
- The primary spokesperson for Nanwakolas to media will be the President of the Board or their delegate. Other Nanwakolas spokespeople may be directed by the executive director from time to time to speak to particular areas within their expertise.
- Engagement of photographers and videographers for Nanwakolas-related communications projects will be the responsibility of the Nanwakolas communications lead.