



CORPORATE DIGITAL MEDIA POLICY			
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Policy Sponsor:	Communications Department	Last Revised:	Dec. 12, 2022
Primary Contact:	Nick Stewart	Review Scheduled:	Dec, 1, 2024
Approver:	Chief and Council		

A. INTRODUCTION

Clear and continuous communication is crucial for building trust, awareness, and engagement with members both on and off reserve.

As part of this important work, Wahnapitae First Nation recognizes the necessity of interacting with members and various external audiences in a transparent way within appropriate digital media platforms – namely, websites and social media.

As such, this **Corporate Digital Media Policy** provides both the rationale and the process by which this work is to be undertaken on an ongoing and structural basis within any appropriate digital media space where WFN is to meet and engage members. It also clarifies staff roles and procedures as required to ensure that members seeking out WFN in digital spaces are provided with timely, relevant information, and in a way that protects elected officials, the administration, and the community.

This has also been designed to be in full compliance with existing policies, including the **Social Media Personal Use Policy**, the **Media Relations Policy**, the **Mass Email Policy**, and all others as appropriate. This document is therefore a key pillar of WFN's overall communications strategy, and should be used and considered as part of its central work going forward.

B. PURPOSE

This policy is designed to address the needs of three different groups:

- For Chief and Council, this policy must provide the regulatory oversight and certainty necessary to ensure that their goals are being met and that their preferred messaging is being clearly and consistently communicated. It must also include tracking and reporting measures to ensure that those communications objectives are being met;
- For the administration, this policy must clarify the specific departmental/staff roles and responsibilities for establishing and managing these digital media channels, so as to streamline this work, create efficiencies, and avoid overlap. It must also provide clear guidelines around which internal departments will be supported in their efforts to connect with members and external audiences, and;

- For members, this policy must ensure that they are receiving the information as needed and expected through these digital media channels. They must also be provided clear guidelines for moderation of official WFN digital media channels (i.e. removal of social media comments containing offensive language, threats, or harassment, etc.) so that this work occurs with transparency.

All of this work must occur in line with WFN's established practices, its constitution, and the Seven Grandfather Teachings.

NOTE: This policy excludes any specific strategy regarding engagement in social media spaces, which is to be addressed separately.

More details regarding specific processes are outlined in [Section D.4: Operational Procedures](#).

C. SCOPE

This Policy applies to all Wahnapiatae First Nation elected officials and staff, which includes part-time and full-time employees; casual / temporary staff such as students, volunteers, interns; as well as employees and management of band-owned and -operated businesses such as Rocky's Restaurant and Marina.

This also applies to third-party partners, contractors, or consultants who, from time to time, may seek to communicate through WFN's digital media channels.

With regards to content moderation (as referred to in Section 7.3.2. Content Moderation Guidelines), this also includes any public (non-staff) users of the platform in question.

D. POLICY STATEMENT:

To this end, Wahnapiatae First Nation's Corporate Digital Media Policy formalizes existing processes that have emerged within the administration over time. Prior to July 2020, the work of building and maintaining websites and social media was distributed through various departments and contractors; as staff has subsequently been hired and the Department of Communications and Governance has emerged, the responsibility for digital media has transferred to them as appropriate. This policy, then, simply outlines those processes for the benefit of Chief and Council, administrative staff, and members.

1. STANDARDS OF PRACTICE

Messaging as conveyed throughout WFN's digital media channels effectively serves as the official position of the community and the administration, and through it, Chief and Council. As such, tremendous care must be taken to ensure that that communication through these mediums must adhere to strict standards.

These standards are outlined below. Please note that the responsibilities for the work is identified in [Section D.2: Internal Roles and Responsibilities](#), and that individual platforms will have their own specific operational guidelines (as outlined in [Section D.4: Operational Procedures](#)).

- a) They are as follows:

- a. Any messaging must support the goals, values, and aspirations of Wahnapiitae First Nation.
- b. All messaging and communications issued through WFN corporate digital media channels must be held to the highest level of professionalism so as to continue to position Wahnapiitae First Nation as a positive, authoritative voice on issues of interest to its members.
 - a. Note: Specific social media platforms may require differing tones or degrees of casual language; however, in all cases, these should remain staunchly professional.
- c. All representation of WFN's messaging or positions must be done with honesty and truth.
- d. Any messaging through these channels must foster a positive relationship with members and other interested parties where appropriate, such as the general public, industry, and other governments.
- e. All official digital media communications must adhere to existing, approved WFN policies, as well as departmental procedures.
- f. All official digital media must be part of an approved communications, program, or service delivery plan.
- g. All official digital media branding (i.e. naming conventions, URLs, etc.) and visual identity (i.e. logos, images, etc.) must be fully in line with WFN's established standards.
- h. Messaging across all channels must be consistent in phrasing and framing so as to ensure clarity and avoid confusion.
- i. All efforts must be made to respond in a respectful and timely way to any member inquiries advanced through these digital media spaces.
- j. WFN digital media channels are expressly prohibited from transmitting or sharing any political positions, discussions, or stances that have not been previously approved by Chief and Council.
- k. Official WFN digital media channels must not publish, post or release any information that is considered confidential or not public.
- l. WFN digital media channels are expressly prohibited from communicating any commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment or may harm the image of WFN in any way.
- m. No personal or identifiable information or content about individual WFN staff members managing the digital media accounts is to be published or shared. This is to protect them and their personal acquaintances from potential harassment.
- n. Communications through WFN's digital media channels is not to include

any personal contact information of any staff person, member, or other contact without their express consent.

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2. INTERNAL ROLES AND RESPONSIBILITIES

To effectively carry out the work of creating, managing, and generally maintaining WFN's presence across its digital media spaces, and to avoid creating potential conflict or confusion amongst staff, members, and others alike, the following roles and responsibilities are to be in place:

WEBSITES:

- a) The Communications and Governance Department is solely designated with the responsibility of establishing, managing, and maintaining any websites through, for, or on behalf of Wahnapiitae First Nation and any band-owned and -operated business, with the explicit purpose of carrying out the stated goals of Chief and Council.
- b) The Communications and Governance Director may, with the approval of the Executive Director, designate other staff or representatives as deemed appropriate to assist with or oversee implementation of any agreed-upon communications plans or strategies with official WFN websites or those representing any band-owned and -operated business.
- c) The Communications and Governance Department is also responsible for developing and implementing related communications plans and strategies that will guide this work, and those are to be approved as above. This must also be done in consultation with other WFN departments, through their respective directors, to ensure that any and all WFN websites are accurately carrying out their needs.
- d) The Communications and Governance Department also solely bears the responsibility for working with (or designating other approved staff / individuals to do so on their behalf) third-party contractors to undertake any individual element of the work as identified above, and as previously approved through the Executive Director, and Chief and Council.
- e) The Communications and Governance Department will also be solely tasked with tracking and maintaining statistics related to website usage over time, and providing related reports to Chief and Council on a regular basis, as further highlighted in [Section E.9: Digital Media Tracking](#). Note that various technological impediments (outages, unresponsive third-party contractors, etc.) may intermittently prevent this from occurring.
- f) Any staff operating outside of the parameters and oversight as stated above will be considered as in contravention of this policy.

3. SOCIAL MEDIA

- a) The Communications and Governance Department is solely designated with the responsibility of establishing, managing, and maintaining any social media accounts through, for, or on behalf of Wahnapiatae First Nation and any band-owned and -operated business, with the explicit purpose of carrying out the stated goals of Chief and Council.
- b) The Communications and Governance Director may, with the approval of the Executive Director, designate other staff or representatives as deemed appropriate to assist or oversee implementation of any agreed-upon communications plans or strategies with official WFN social media accounts or those representing any band-owned and -operated business. As such, only those as thusly approved may serve as official WFN representatives within social media (per the **Social Media Personal Use Policy**).
- c) The Communications and Governance Department is also responsible for developing and implementing related communications plans and strategies that will guide this work, and is to be approved as above. This must also be done in consultation with other WFN departments, through their respective directors, to ensure that any and all WFN social media accounts are accurately carrying out their needs.
- d) The Communications and Governance Department also bears the responsibility for working with (or designating other approved staff / individuals to do so on their behalf) third-party contractors to undertake any individual element of the work as identified above, and as previously approved through the Executive Director and Chief and Council.
- e) The Communications and Governance Department will also be tasked with tracking and maintaining statistics related to WFN's social media channels over time, and providing related reports to Chief and Council on a regular basis, as further highlighted in [Section E.9: Digital Media Tracking](#). Note that various technological impediments (outages, unresponsive third-party contractors, etc.) may intermittently prevent this from occurring.
- f) NOTE: Staff who wish to respond to statements or inquiries on social media through their personal accounts must do so within the guidelines of the **Social Media Personal Use Policy**. Please note that, per said policy:
- g) "Wahnapiatae First Nation employees are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated company representative."
- h) "Employees should abide by these guidelines whether they mention the company by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to Wahnapiatae First Nation which can negatively affect the company's reputation. Where a link can be made between a negative or inflammatory post and the company, even if not named directly, the employee may be subject to disciplinary action."

- i) Any staff operating outside of the parameters and oversight as stated above will be considered to be in contravention of this policy.

4. OPERATIONAL PROCEDURES

The following section outlines specific processes by which Wahnapiitae First Nation will undertake certain elements of operational elements of creating, managing, and maintaining its digital media channels. Please note that circumstances may arise whereby these processes are deemed to be insufficient or inappropriate; in such cases, the Communications and Governance Department will advance modifications to better suit the needs of WFN for interim approval by the Executive Director until such time as this policy may be officially updated and approved by Chief and Council, though this should be done as soon as is reasonably possible.

Please also note that this is not intended as a replacement for a strategic communications plan. Instead, this policy is to serve as a component of that plan, connecting the overall approach with the day-to-day operational work. Once developed by the Department of Communications and Governance in conjunction with and approval by Chief and Council, the communications plan will guide all external and internal messaging, formatting, and style.

E. ACCOUNT CREATION, MANAGEMENT & OWNERSHIP

5. From time to time, WFN staff may wish to create new official WFN digital media channels (i.e. new website, social media account/page/etc.) to support the goals of the organization, the community, Chief and Council, and through them, various internal departments.

In such cases, the process should be as follows:

- a) Any staff proposal for new official WFN digital media channels will first be forwarded to the Department of Communications and Governance, who will work with the Executive Director to determine its overall appropriateness and feasibility. In cases where the proposal is to be denied, Communications staff may instead offer alternative measures that would achieve the same goals.
 - a.1. Any final approval of new official WFN digital media channels must take into consideration the requisite adjustment in departmental workload that will occur as a result. As ongoing management of any official WFN digital media channel will be done through the Department of Communications and Governance, it is imperative that the workload is commensurate with staff resources and availability.
- b) Once approved through the above process, the Department of Communications and Governance will undertake creation of the account in question in line with the Standards of Practice, and with a specific eye to ensuring conformance with established branding and professionalism.
- c) The Director of Communications and Governance will be appointed the administrator of any and all official WFN digital media accounts. They will provide sufficient lower-

level permissions to Communications staff (or to staff at band-owned and -operated business, if deemed appropriate as per Step 4) as necessary to undertake day-to-day operation of management of said accounts.

- c.1. Any such permissions will be revoked upon the cessation of staff's employment with WFN.
- d) Appropriate internal planning must then be completed by Communications staff so as to manage the new channel's operation on an ongoing basis. This work will also be integrated into an amended Communications Plan going forward.
 - d.1. When creating new accounts, any and all efforts must be made to ensure operational consistency across all channels: for instance, new websites should be created within the platform (i.e. WordPress, as is current) so that all such channels can be managed from a single location and avoid fracturing administration across multiple locations. Similarly, the default location for new social media accounts should be Facebook where possible, unless the intent is to achieve a different purpose or reach a different audience; for instance, Twitter may be used to reach a more generalized and news-specific audience.
- e) If the account is for use by a band-owned and -operated business then Communications staff must coordinate with the Executive Director and the requisite business manager as to whether it may be appropriate or necessary to delegate day-to-day operation to a different in-house staff person, as per the Standards of Practice.
 - e.1. In all cases, the Department of Communications and Governance will retain final administrative rights over any and all such accounts on behalf of WFN.
- f) Any new official WFN digital media channels that are created by non-Communications staff outside of these parameters must either be immediately deactivated or suspended and transferred to the Department of Communications and Governance pending further discussion between the departmental director and the Executive Director.

6. ACCOUNT MANAGEMENT

Management of the WFN digital media accounts will be carried out by staff as designated and overseen by the Director of Communications and Governance, per the Standards of Practice. In other words, employees must be authorized by the Director of Communications and Governance in order to engage in, manage, or modify any communication through official Wahnapiatae First Nation corporate digital media platforms.

Pursuant to approval by the Director of Communications and Governance and Executive Director, day-to-day management or posting through WFN's arm's-length or business-unit entities may be managed by staff of said entities, and overseen by their direct manager or supervisor. In all such cases, posting is expected to conform with all guidelines as indicated in [Section D: 1: Standards of Practice](#), and remains subject to review by the Director of Communications and Governance on behalf of the Executive Director.

Any and all work is to occur within the scope of internal strategic planning, and in conjunction with other departments so as to assist in their efforts to connect with members and various external audiences.

Any instances where the use of third-party contractors may be required to establish, manage, or modify official WFN digital media channels, as approved by Chief and Council, will be facilitated solely through the Department of Communications and Governance.

Account Ownership:

- a) Any official WFN digital media accounts are considered to be the permanent property of WFN, as are any materials created for or posted on such accounts. Ownership of these accounts remains with WFN regardless of any changes in staffing.

Requests:

- b) As WFN's official digital media is to assist many different stakeholder groups – internal departments, members, organizational partners, and more – staff responsible for overseeing these channels may receive frequent requests to post or share on someone else's behalf. This work is integral for ensuring that the needs of all departments and other parties are being met.

The processes for handling such request are as below:

c) Internal:

To assist individual WFN departments in carrying out their goals in reflection of the will of Chief and Council, Communications staff are to assist directors of said departments in that work by posting updates to its digital media channels as necessary.

As such, departmental directors are encouraged to request Communications staff to post notices, updates, or files in order to provide up-to-date information to members or the public. Any similar requests by Chief and Council are first to be advanced to the Executive Director, who will forward the request as appropriate.

To ensure an orderly workflow, and to ensure that Communications staff have the time necessary to effectively carry out them out, these requests are to follow specific guidelines. These are designed to ensure a manageable workflow while providing accountability for departments so that directors can feel confident that, based on the parameters below, their request will be met within the indicated timeframe.

Communications Staff will commit to completing requests within the following timeframes based on one of three major levels of urgency:

- **For general requests (i.e. event posting for 2+ weeks away):** ~1 week
- **For major priorities (i.e. event/l for ~1 week away, hub revision, or other "ASAP" items):** ~within 24 working hours
- **For breaking emergencies (i.e. safety issue, legally mandated item ie elections):** ~immediately

While this system is designed to avoid the creation of any backlog of requests, some may nevertheless occur in periods where multiple short-term requests may arise. In such cases, Communications staff will triage said requests based on perceived need.

d) External:

Any posting/sharing requests by entities outside of the administration of WFN (i.e. community updates from third parties, requests to be added to resource links, etc.) must first be reviewed by those directors who receive them so as to determine their appropriateness, and then by Communications staff to ensure that the request is in line with WFN policies, branding, and intent.

7. HOURS OF OPERATION

- a) Communications through WFN's official digital media channels will conform as much as possible to standard organizational operating hours (Monday – Thursday, from 8 a.m. – 4:30 p.m. / 5:30 p.m.)
- b) However, there are exceptions to this rule:
- Posts may be automatically pre-scheduled to be published outside of these hours as necessary so as to achieve specific goals (i.e. providing reminders for impending events, notifications as to Band office closures, etc.)
 - Emergency updates or notices may be required outside of these hours, given shifting local, regional, or national circumstances (i.e. last-minute school bus updates, community safety messages, responses to significant events, etc.)
 - Inquiries or responses made to WFN by members or the general public, and which are of sufficient simplicity or urgency to require an off-hours response. NOTE: Items which require a researched response will receive a brief message as to when they may expect said response, i.e. within a general window of the following work day.
- c) Outside of these exceptional circumstances, Communications staff are not to post outside of the above-mentioned hours. This is to ensure timely service to members while also preserving an effective workflow for staff, establishing healthy working expectations, and to avoid potential conflicts.

8. WEBSITES

Below are policies specific to the operation and management of official WFN websites. Any areas where this may differ from other digital media channels will be noted in their relevant subsections.

a) Content Development and Posting:

As relatively static sources of community information, official WFN websites will be kept as up to date as possible, given potential technical or resource constraints.

Communications staff will coordinate annually with any relevant internal departments or band-owned and -operated businesses, as well as the Executive Director, to conduct regular reviews and determine how to better serve their needs and execute the goals of the website in question.

In conjunction with and to support goals as identified in these reviews, strategies will be developed by Communications staff, in conjunction with an implementation plan.

This implementation may also require intermittent modifications or additions to any given website as deemed necessary by Communications staff, under the direct supervision of the departmental director.

NOTE: Any consideration of potential additions or modifications to WFN websites must include the requisite adjustment in departmental workload that will occur as a result. The more information that is added to a website, the higher the odds of failure to keep the entirety of the site up to date; moreover, due to the static nature of the medium, information included therein is more likely to become irrelevant if it is timely in nature. This may translate to user distrust in the site as a whole, thereby weakening its impact as a public communications tool. With this in mind, it is key to ensure that the site has a positive mix of information that is relevant and well maintained. It must also be adequately supported by staff resources, which span Communications (in terms of maintenance) and whatever department to which the information pertains.

b) Password Protection / Members-Only Section:

Where sensitive information must be available and shared to specific groups – be it for internal project use, small team sharing, or for member-sensitive information – then official WFN websites may potentially represent a solution.

In such cases, departmental directors may request that a private page be established on their behalf, and that passwords be established and shared for distribution by their own staff. Please note that such requests will follow those process as laid out in [Section E. 5.](#)
a) Account Creation.

Please note that the development of a private-access website section may not necessarily be the best solution for sharing information with a team or for projects; there may be other alternatives that offer more independent control for individual departments, such as appropriate access for the employee OneDrive accounts. Communications staff will assist in the determination and alternative suggestions in such a scenario.

In the coming months, the Members Only section of the primary WFN website will be developed, and users be verified as members for private access of this area. Once this is complete, departmental directors may also request (per the above-mentioned processes) that material be posted to this area instead.

Please note that development and maintenance of this function is largely predicated on technical capacity, and any related obstacles may potentially contribute to a delay or deferral of this function.

c) Social media:

Below are policies specific to the operation and management of official WFN social media channels. Any areas where this may differ from other digital media channels will be noted in their relevant subsections.

c.1. Content Development/ Posting

Specific guidelines for tone should be developed and adapted to the needs of intended audiences and purposes across separate accounts. These should be re-evaluated and revised on an ongoing basis, and will be adjusted as necessary per the evolving social dynamic within these spaces.

All social media channels will be subject to internally imposed daily/weekly posting limits as appropriate for the format, audience, and algorithm for the specific medium. This will ensure that WFN will have an authoritative and visible presence in these spaces, without diluting the value of its voice or its visibility.

In order to ensure maximum effectiveness and service optimization for members, Communications staff will engage in continuous tracking of strategic efficiency of tone and posting limits (per [Section E.9: Digital Media Tracking](#)) so as to determine how best to modify WFN's approach on a week-to-week basis.

NOTE: In all cases, any and all messaging issued through official WFN social media channels must adhere to the guidelines as outlined in [Section D:1: Standards of Practice](#).

d) Content Moderation Guidelines:

Although online conversations on social media sites are often casual, they must remain professional and respectful. Comments on WFN's official social media channels are monitored to ensure a safe, friendly space.

Comments which contravene the following guidelines will be removed or hidden (depending on the platform in question, and/or the preferred strategy):

- Libelous, slanderous, inflammatory or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities
- Comments pertaining to violence
- Incorrect information
- Information that violates the privacy of a member or staff
- Information that is of a confidential nature
- Comments that are not respectful
- Comments that are not relevant to the topic
- Antagonistic arguments between two or more individuals
- A commenter who is misrepresenting themselves
- A single person who is dominating the conversation
- An advertisement for a commercial business, and
- Spam

e) Conflict Management:

While it is the goal to provide timely responses to any inquiries made through official WFN channels, employees monitoring these spaces are also not expected to tolerate antagonistic or abusive situations.

A simple, polite tone with factual, informative responses will often be sufficient to defuse a potentially difficult situation. However, if any WFN employee should find or encounter a situation while using social media that escalates or becomes antagonistic, employees will disengage from the dialogue in a polite manner and seek the advice of their supervisor:

f) Media Inquiries:

Any media inquiries forwarded through official WFN social media channels should be forwarded to the Director of Communications and Governance per the **Media Relations Policy**.

g) Code of Conduct:

This Code of Conduct is to be adhered to by all users of WFN's social media. At present, it is applicable only to its Facebook Page, and should be posted publicly on said Page.

Failure to adhere to this Code of Conduct will result in consequences as outlined in **E.8. h.**

Social Media Disclaimer

Wahnapiatae First Nation Facebook pages

Social media has become a significant part of communications. It is dynamic, fluid and increasingly powerful in its ability to capture community sentiment and shape the conversations we have with each other.

Wahnapiatae First Nation strives to provide event, program and administrative information for community members on and off reserve. The information provided on this page is public and suitable for sharing. Private WFN matters should not and will not be shared on this page.

We ask that all users of this page respect our Code of Conduct. You accept the Code of Conduct by liking this page.

The content of this Code of Conduct is not open for discussion.

- 1. Respect the intent of this page. This page is solely for information and updates from Wahnapiatae First Nation.*
- 2. If you wish to express your concerns or have inquiries, please contact the appropriate staff person or their supervisor. This can be done via email, telephone or in-person. This page is not a forum to debate or discuss such matters.*
- 3. Comments which contravene the following guidelines will be removed or hidden:*
 - Libelous, slanderous, inflammatory or defamatory comments*
 - Vulgar, racist or sexist slurs*
 - Obscenities*
 - Comments pertaining to violence*
 - Incorrect information*
 - Information that violates the privacy of a member or staff*
 - Information that is of a confidential nature*
 - Comments that are not respectful*
 - Comments that are not relevant to the topic*

- *Antagonistic arguments between two or more individuals*
 - *A commenter who is misrepresenting themselves*
 - *A single person who is dominating the conversation*
 - *An advertisement for a commercial business, and*
 - *Spam*

4. *The administrators reserve the right to delete any comments.*

We encourage you to periodically review these guidelines to ensure you are in compliance. Should you fail to abide by these guidelines, Wahnapiatae First Nation also reserves the right to hide and/or delete your comments at any time. Failure to abide by this code of conduct on more than one occasion can and will result in being removed from this page for a period of three months.

Wahnapiatae First Nation reserves the right to amend or change the code of conduct or any service at any time without notice.

h) Penalties and Repercussions

As per the content as outlined in **E. 8. g.** repercussions for contravening the Code of Conduct are as follows:

- i. After three instances of hiding/deleting said user's comments, the user will be blocked (therefore unable to see, comment or message WFN online) by WFN for a period of three months and then re-instated. They will be sent a private message to inform them of the action taken.
- ii. If a repeat offender continues to behave in a manner contrary to the code of conduct (three more instances of WFN hiding/deleting said user's comments), they will be blocked for a period of six months. They will once again be sent a private message to inform them of the action taken.
- iii. If a repeat offender re-offends after a six-month block, they will be blocked for a year, with a private message sent to inform them of the action taken. At that time, further, more stringent action may be required and will be dealt with on a case-by-case basis.

9. DIGITAL MEDIA TRACKING

Wherever possible, the Communications and Governance Department will be tasked with monitoring and tracking statistics related to all official WFN corporate digital media, as outlined within [Section E. 6. c. Internal Roles and Responsibilities.](#)

This will provide a continuous, analytical view as to how members and others use WFN's corporate digital media platforms, how that may evolve over time, and how successful WFN has been in conveying its desired messaging through these avenues. This will create opportunities for statistical analysis and strategic development to better position WFN for achieving its communications goals.

This tracking will also assist in observing overall user trends that may assist WFN in adapting to any related shifts in communications technology, such as greater focus on mobile-friendly options, legibility requirements for specific browsers, more comprehensive security options, and more.

a) Purpose:

Wherever possible, the Communications and Governance Department will be tasked with monitoring and tracking statistics related to all official WFN corporate digital media, as outlined within [Section E.6.c Internal Roles and Responsibilities](#).

This will provide a continuous, analytical view as to how members and others use WFN's corporate digital media platforms, how that may evolve over time, and how successful WFN has been in conveying its desired messaging through these avenues. This will create opportunities for statistical analysis and strategic development to better position WFN for achieving its communications goals.

This tracking will also assist in observing overall user trends that may assist WFN in adapting to any related shifts in communications technology, such as greater focus on mobile-friendly options, legibility requirements for specific browsers, more comprehensive security options, and more.

b) Process:

To ensure that Wahnapiatae First Nation leadership is regularly informed about the effectiveness of its digital media strategies, the Communications Department will prepare relevant briefing notes / reports and submit them to the Executive Director on a monthly basis so as to be included and discussed within a meeting of Chief and Council.

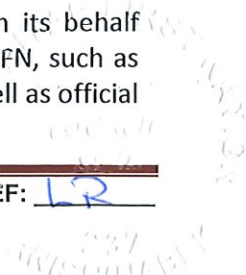
These briefing notes will summarize the general reach and any related statistics of WFN digital media channels through the indicated period, and if applicable, highlight any notable trends, insights, or recommendations.

F. DEFINITIONS

[Define, capitalize and list words in alphabetical order.]

The kinds of words that should be defined include: unfamiliar words, technical terms, and words used to shorten a term (for example: Band: means Wahnapiatae First Nation).]

- (1) **Policy:** means the Corporate Digital Media Policy
- (2) **Band:** means Wahnapiatae First Nation
- (3) **Digital Media** means official websites operated by WFN or on its behalf (including those created by proxy on behalf of WFN, such as Google Business sites and related accounts), as well as official



social media accounts operated by WFN or on its behalf.

Social Media

Means any Internet-based platform (be it a site or application) through which users create online communities to share information, ideas, personal messages and other content. As examples, these include but are not limited to Facebook, YouTube, Instagram, Twitter, LinkedIn, YouTube, and Snapchat.

***These definitions explicitly exclude mass email and videoconferencing tools, which are covered in the **Mass Email Policy** and **Videoconferencing Policy**.

G. RELATED POLICIES

- Mass Email Policy, Media Relations Policy, Social Media Personal Use Policy, Videoconferencing Policy

H. REVISION HISTORY

Date (mm/dd/yyyy)	Description of Change	Motions	Person who Entered Revision (Position Title)	Person who Authorized Revision (Position Title)
December 12, 2022		BCM WFN 22/23-12-332	Monica D.	Nick Stewart

