



Upper Nicola Band Public Relations & Communications Strategic Plan

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Introduction

This comprehensive communications strategy outlines how effective use of written word, audio, and visual technology can effectively share the Upper Nicola Band (UNB) stories, achievements, challenges, and aspirations while ensuring respectful, culturally appropriate engagement with both internal and external stakeholders.

Core Objectives

1. Strengthen community engagement and internal communications.
2. Build positive relationships with external stakeholders and media.
3. Preserve and promote cultural heritage.
4. Support Band initiatives and economic development.
5. Ensure transparent governance communications.
6. Facilitate timely information collection.

Challenges

1. Information Collection (Access)
2. Community Engagement
3. Human Resources





Target Audiences

Internal

- Band members (on and off reserve)
- Band Council and administration
- Program staff and service providers
- Youth and Elders
- Band-owned businesses and enterprises

External

- Neighbouring communities and municipalities
- Other First Nations and Indigenous organizations
- Government agencies (federal, provincial, municipal)
- Media outlets
- Industry partners and potential investors
- Suppliers and service providers
- General public
- Educational institutions



Key Messages

- Cultural preservation and revitalization initiatives
- Honouring storytelling traditions as part of cultural preservation
- Fostering a sense of pride and belonging
- Inspiring respect with the non-Indigenous community
- Economic development and community growth
- Environmental stewardship and land management
- Traditional knowledge and practices
- Community wellness and social programs
- Educational opportunities and achievements
- Governance transparency and accountability

Communication Channels

Traditional Media

- Press releases and media advisories
- News conferences and media events
- Feature stories and opinion pieces
- Radio interviews (particularly Indigenous radio stations)
- Community newspaper columns

Digital Platforms

- Band website (regularly updated)
- Social media presence (Facebook, Twitter, Instagram, TikTok)
- Bi-weekly paper and electronic newsletter
- YouTube channel for cultural content and announcements
- UNB Live

Internal Communications

- Community meetings and gatherings
- Monthly newsletter
- Notice boards in community spaces
- Email updates to staff and mailing lists

Cultural Communications

- Oral history and storytelling events
- Elder-youth knowledge sharing sessions
- Cultural workshops and ceremonies
- Language preservation initiatives



Implementation Strategy

Phase 1: Foundation

- Audit existing communication channels.
- Develop brand guidelines incorporating cultural elements.
- Create templates for various communication materials.
- Establish social media presence and guidelines.
- Train (and hire) additional staff in communications protocols.

Phase 2: Engagement

- Implement regular community updates.
- Begin media outreach program.
- Establish regular Elder advisory contact for cultural content.
- Create crisis communications protocol.

Phase 3: Growth

- Expand content creation across all channels.
- Develop partnerships with media outlets.
- Launch youth ambassador program.
- Implement measurement and evaluation systems.
- Review and adjust strategies based on feedback.





Crisis Communications Protocol

- Establish a communications team and spokesperson.
- Define potential crises and response protocols.
- Create templates for crisis statements.
- Maintain up-to-date media and stakeholder contact lists.
- Conduct regular crisis communication training for key personnel.

Measurement and Evaluation

Quantitative Metrics

- Website traffic and engagement.
- Social media followers and interaction rates.
- Newsletter open rates and click-throughs.
- Media coverage (volume and sentiment).
- Event attendance and participation rates.

Qualitative Metrics

- Community feedback and surveys.
- Stakeholder relationship assessments.
- Media sentiment analysis.
- Cultural program participation.
- Internal communications effectiveness.

Budget Considerations

- Staffing and training.
- Website development and maintenance.
- Social media management tools.
- Print materials and distribution.
- Event hosting and coordination.
- Photography and videography.
- Professional development.

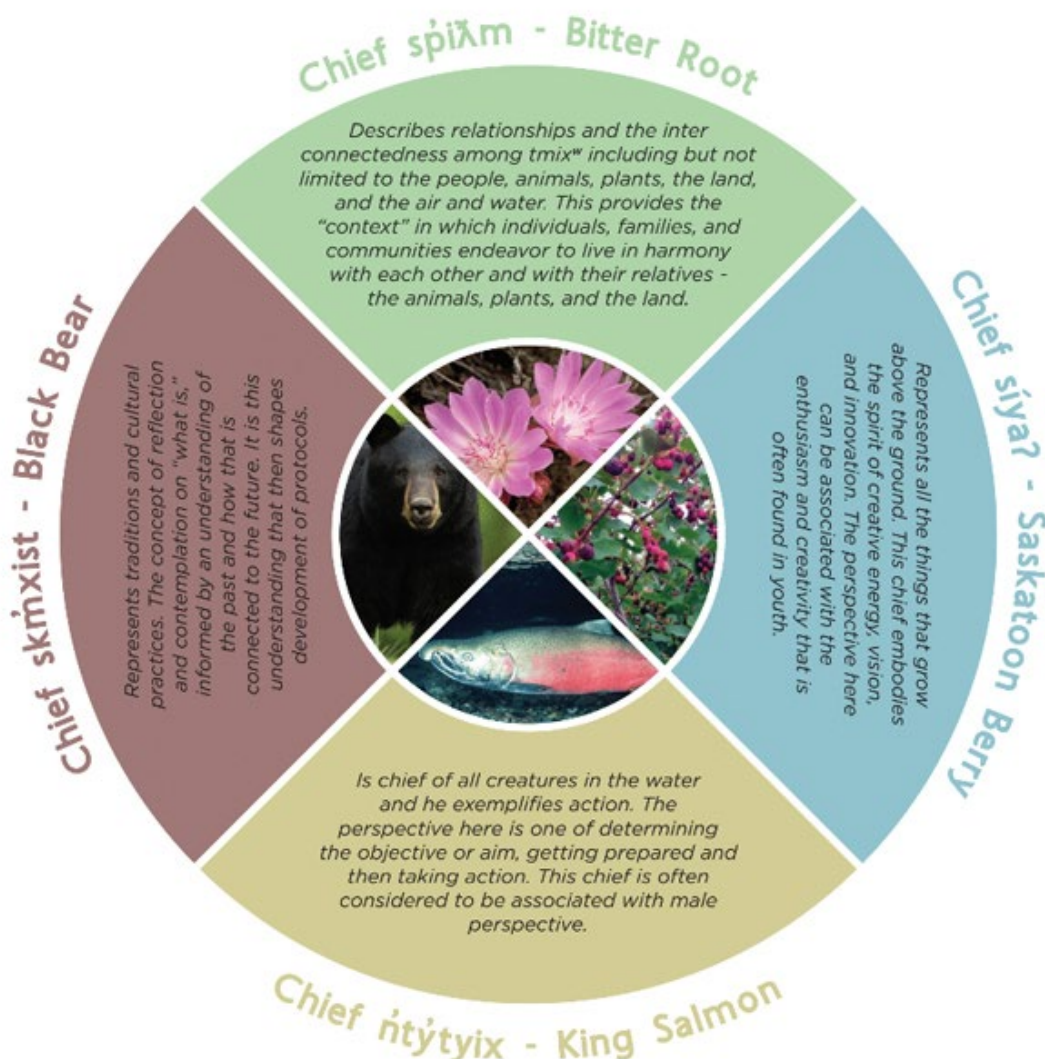
Annual Review and Updates

- Annual progress reports.
- Annual strategy review and updates.
- Stakeholder feedback integration.
- Budget review and allocation.
- Training needs assessment.



Recommendations

1. Prioritize cultural authenticity in all communications.
2. Ensure bilingual communications where appropriate.
3. Maintain consistent engagement across all channels.
4. Balance traditional and modern communication methods.
5. Regular consultation with Elders and knowledge keepers.
6. Invest in youth engagement and digital literacy.
7. Document and archive communications department policies and procedures.
8. Develop opportunities for a youth internship to work directly with Mastermind Studios.





Recommended Action Plan

1. Addition of a Full-Time Communications Liaison

- Ensure the timely collection and storage of critical information related to Chief/Council, Administration, and Band members.
- Work directly with the Communications Officer and any contracted entities.

2. Development of a UNB News Room

- Establish a sufficient budget for the continued production of "UNB Live."
- Increase the use of audio and visual communications, including a quarterly documentary-style production for Band members and the general public.

Conclusion

This strategy is intended to be a living document that adapts to the evolving needs of the Upper Nicola Band. UNB communication must be focussed on respectful, effective, and culturally aligned communications that strengthen community connections and amplify the voices of UNB members.

