



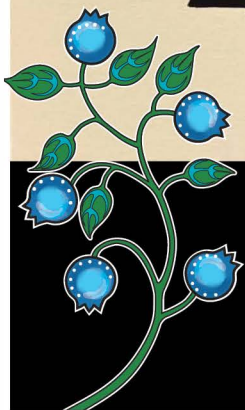
**TEME AUGAMA
ANISHINABEK**

Communications Strategic Plan

vol.2 **2026**



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Strengthening Community
CONNECTIONS



Through Effective
COMMUNICATION



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COMMUNICATIONS STRATEGIC PLAN

BY COMMS COMMITTEE APRIL, 2023

Updated for content June, 2026 / hj

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

Teme Augama Anishinabek members are predominantly descendants of the Teme-Augama Anishinabai and are presently recognized as Indians under the Indian Act of Canada. Membership within Teme Augama Anishinabek is about 1172, with about 980 eligible voters. The Bear Island Indian Reserve is home to about 279 permanent residents, not all residents are members of Teme Augama Anishinabek. All government institutions of the Teme Augama Anishinabek are situated on the reserve.

This plan will provide Teme Augama Anishinabek strategic communication guidance with the goal of improving 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 gaadaadadiniziwog.

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.

SWOT ANALYSIS (research and environmental scan 2022)

Strengths	Weaknesses
• 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 our history and are interested in learning more • Members find B.I. 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.)	• 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
• 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	• 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 • Gap in IT for website maintenance • Misinformation and negativity often spread on Facebook • Teme Augama Anishinabek Communications Coordinator'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 Council's 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 Teme Augama Anishinabek website and Facebook with information on community history and culture, with the intention to increase frequency as capacity grows.
 - b. Publish feature articles in the B.I. Blast highlighting different community members. 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 members and 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 Teme Augama Anishinabek committees in having equal opportunity to report on a bi-annual summary of activities to be shared in the B.I. 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 Teme Augama Anishinabek and Teme-Augama Anishnabai to be active and engaged for the long term.

AUDIENCE

- **Primary:** Teme Augama Anishinabek Members, Teme-Augama Anishinabai Citizens and Community Members
- **Secondary:** Employees (Administrative and Operational) and Chief and Council

POTENTIAL STRATEGIC OBJECTIVES

- The Teme Augama Anishinabek 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 the Chief posted on the Teme Augama Anishinabek 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).

- To increase understanding of community history, culture and instill pride in the community, Teme Augama Anishinabek 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 B.I. 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, Teme Augama Anishinabek 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 Teme Augama Anishinabek. An editorial and content calendar would streamline messaging and frequency of posting and creative guidelines would ensure visual consistency. The B.I. 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.

NEXT STEPS

Actions	Details
Creative Guidelines	Develop brand guidelines that include: • 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: • 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	BI Blast Newsletter Policy • 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 Digital Signage Policy • 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 • Other Design Tips • Who Can Submit an Ad ENGAGEMENT GUIDELINES • Technical Checklist • Promotions of meetings • Meeting Guidelines • Code of Conduct

Social Media	Create Social Media Audit in order to officially recognize sites confirmed to be belonging to TFN. • Each page or group will display an official message at the top of the page confirming it's connection and outlining the purpose of each • State the channel to refer to should audience want to reach out with feedback or questions. See Objective 1b in workplan. • Turn off commenting options on all TFN pages posts and create automated message referring to redress channel (ie. Monitored email address) Develop strategic social media plan to guide social content creation and publishing • 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 Ensure all staff are familiar with the TFN Social Media Policy 7.11 and Conduct of Ethics 7.2 in the TFN Personnel Policy Manual
Suggested Actions	Details
Video Message from Chief and/or other members of Council	Post on the web and share via Facebook Provide updates from Chief and Council • Include C&C update, meeting minutes and any resolutions that were passed • Include department updates Deliver information on upcoming events, announcements, etc. • Announce events and meetings at least one month prior to planned event • Highlight the successes and achievements of members An opportunity to provide less formal news including kudos, congratulations • Include special announcements such as birthdays (members can send in birthday wishes to communications officer), anniversaries, births, graduations, etc. • Mention awards or accolades Other • 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	Conduct an audit of website • Review pages for: ○ 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: ○ Which pages contain outdated documents ○ Which pages need updated text ○ Suggestions for the page/site re: branding/design, missing page/content

	Update website content • Update outdated documents • Change and delete text as necessary • Make design changes • Add requested pages Build Site Map with clear display of pages and links to all pages • 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
BI Blast Newsletter Content	Highlight staff and community members • 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: ◦ Helping in and outside the community ◦ Doing exceptional work and are representatives of the community • Include Youth in profiles Updates from Chief and Council and staff • Include C&C update, meeting minutes and any resolutions that were passed • Include department updates Increase personal and community stories • Interview Elders ◦ 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 Events, announcements, meetings, etc. • 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
Community Meetings	More formal meetings: • 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
Community Gatherings	Informal gatherings: • Topics may cover history, language, culture, etc. • Knowledge Keepers, Elders in attendance to share teachings • Healing and Welcoming Ceremonies and Sharing Circles • Opportunities for teachings, storytelling, sharing a meal, socializing and relationship building.

Monthly Email Updates (based on capacity)	Build and organize email list • Create email list and add folders to sort members • On/off community members • Staff/leadership Email updates may include: • Updates from Chief and Council • Updates about community research (ie. community engagement survey) • Informal updates-kudos\congratulations
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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
- 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.

Date

Approved: _____