

6.1 Communications Policy/Protocol

Policy Statement

The Government of Nova Scotia recognizes that a central agency for the management and delivery of communication services will ensure issues are thoroughly reviewed, communication goals are met, and the policies, programs and initiatives of government are clearly communicated to Nova Scotians. As the central agency for communication services, Communications Nova Scotia (CNS) provides well-managed, coordinated strategic communications.

Definition

COMMUNICATIONS SERVICES

Communication services include strategic communications planning and advice, leadership/direction for marketing campaigns, brand coherence, media buying and placement, research and evaluation, media relations, event planning, distribution of news releases, media monitoring, social media, Internet strategy and website design, image services (photography and videography), internal/external graphic design, editorial services, writing, printing, publishing, and related services.

Policy Objectives

- link all communications and marketing initiatives to the corporate government direction
- coordinate government communications activities
- develop strategic communications and marketing plans
- provide expertise and central delivery and knowledgeable procurement of communications support and services
- ensure that communications is at all senior management tables in government.

Application

All departments and agencies are covered by this policy. Independent or arm's-length agencies are not covered under this policy but are encouraged to share information and may consult with and request communications support from Communications Nova Scotia.

Policy Directives

All departments and agencies must

- distribute all government news releases and media advisories through CNS
- receive approval of communications plans and related materials from their minister, deputy minister and the appropriate managing director
- acquire approval from the Premier's Office through the managing director at CNS for communications plans involving the premier
- coordinate all marketing communications strategies and media planning and buying through CNS
- coordinate all social media strategies through CNS in accordance with the Social Media Policy
- coordinate all print, publishing, graphic design, editorial, photography, video, and related communications services through CNS
- coordinate all internet strategy and website design through CNS and ensure that plans are in accordance with the Government's Internet Policy and Website Design and Content Standards
- ensure that government printing (including stationery), video, photography, graphic design follow the Government guidelines for the Visual Identity Program, intellectual property, and creative credit where applicable
- ensure that government printing and documents follow required Library and Archives Canada program for publishers (including Legal Deposit, Catalogue in Publication and ISBN) where applicable.

Policy Guidelines

Communications Nova Scotia provides

- knowledgeable procurement and contract management for communications services, products, and support
- project management and consultation to government departments and agencies for all communications services
- research and consultation to government departments and agencies for specialty items and events planning
- research, development, and management of communications-related policies and guidelines for government

Accountability

See *Intranet for Government of Nova Scotia Communications Policies and Procedures Manual 2013* for details.

GOVERNMENT DEPARTMENTS AND AGENCIES

Deputy Ministers, Deputy Heads

- accountable for department/agency communications and results including approving and overseeing the implementation of communications plans for all major initiatives
- ensure that communications is seen throughout the department as a senior management function, which includes involving communications staff in policy development, issues management and ensuring that program directors provide accurate and timely information to support communications objectives
- participate in planning, with communications staff for initiatives that cross government departments

Program Directors

- share responsibility for communications in support of their program objectives, including work with stakeholders
- provide accurate and timely information to their communications specialists to meet deadlines and support the communications objectives
- help identify communications opportunities and challenges

Communications Directors, Advisors and Officers

(CNS staff assigned to departments)

- work closely with managing directors, Communications Nova Scotia, in planning major initiatives, developing communications materials, media/public relations, and keeping the managing director informed of current and emerging issues
- work directly with the Premier's Office for events in which the premier is participating or on time sensitive issues, in consultation with the managing director

COMMUNICATIONS NOVA SCOTIA

Associate Deputy Minister

- provides advice and support to the deputy minister, recommends and implements government policies, plans strategies, and provides leadership
- responsible for the full operation of CNS (human resource management, financial management administration, policy development, etc.)
- works with the Premier's Office, Treasury Board and Office of Policy and Priorities to collectively communicate overall government themes and policy directions

Managing Directors, Communications Planning

- provide leadership, strategic direction and overall management for corporate projects and to communications planning teams assigned to client departments, resulting in well-managed and coordinated strategic communications for government
- ensure efficient management and delivery of communications services
- ensure all communications initiatives are linked to corporate government priorities

Managing Director, Marketing

- provides leadership, strategic direction, and overall management for the design, delivery and evaluation of strategic marketing activities across government
- collaborates and provides strategic marketing leadership to the team of communications professionals deployed throughout government
- provides leadership, direction and oversight for government's comprehensive advertising portfolio and web presence to ensure brand coherence, support of corporate policies, efficiency and effectiveness

Senior Director, Communications Services

- provides vision, leadership, strategic direction and overall management in the delivery of communications products and services to government including image services (photography and videography), creative services (internal/external graphic design, exhibit design and signage, editors and standing offer writers), Queen's Printer, and infrastructure support

Director, Communications Support

- distributes all media advisories, news releases and related materials to news organizations
- provides media monitoring for government
- coordinates or provides the logistical communications support for media and special events
- provides communications support to departments, as necessary, and for corporate policies and initiatives
- manages government's social media efforts (social media releases, twitter, Facebook, etc.)

Director, Project Services

- manages and coordinates all projects carried out by in-house staff and contracted professionals
- manages the Communications Services standing offer on behalf of government

Monitoring

The Associate Deputy Minister and senior management of Communications Nova Scotia implement, monitor, and update this policy.

References

Communications and Information Act, R.S., c.79, s. 1
Public Service Act, OIC 96-219, March 28, 1996
Communications Policy and Procedure Manual, 2013
Internet Policy and Website Design and Content Standards
Visual Identity Program and Guidelines
Creative Credit Policy
Advertising Policy
Social Media Policy and Guidelines

Enquiries

Associate Deputy Minister, Communications Nova Scotia (902) 424-3839

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