



# A-101 COMMUNICATIONS

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Version 3 effective February 11, 2019

(previously AD-06 and DG-21)

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## Policy

Valoris communicates clear and pertinent messages that properly reflect its corporate identity. Valoris regularly communicates with employees, clients, partners and the community in both English and French. The information conveyed is factual, clear and non-partisan, and meets the needs of a range of audiences.

Valoris' corporate identity is used uniformly in that the agency is visible and recognizable in all of its communications so that the source of the message is clear and its contribution to the reputation of Valoris in the community is positive.

Valoris communicates in accessible formats suited to the public's needs. The means used to communicate information change with technological trends, while taking into account the region's cultural and demographic realities. This policy applies to every means of communication used (traditional and digital).

Maintaining positive media relations enables us to better reach the population of Prescott-Russell.

## Procedure

### 1. Corporate identity

#### 1.1 Graphic standards and format

Letters, news releases and everyday correspondence are printed on official Valoris letterhead. The official font used is *Times New Roman* size 12, and the text is justified. Valoris' specifications guide contains the required graphic standards.

#### 1.2 Communication tools

The Communications Department is responsible for all promotional documents and emails sent to the public (Annex A: Handling Requests Made to the Communications Department). The Communications Department chooses the providers of, among other things, any promotional material and communications and marketing services used by Valoris.

### 2. Outgoing correspondence

Correspondence from Valoris reflects the position of one or more individuals representing the organization. Letters are reviewed by an administrative assistant to ensure text uniformity, language quality and compliance with Valoris' corporate identity. Electronic correspondence, including, but not limited to, social media, emails and text messages are deemed to reflect the organization's position. Whenever possible, such communications are reviewed and, if applicable, approved by the immediate supervisor.

#### 2.1 Signature

All correspondence is signed by the author and includes his official title. Correspondence signed by an advisor is approved and signed by his supervisor.

### **2.1.1 Signature of the Executive Director**

The following require the signature of the Executive Director or a designated Director:

- letter authorizing an exception to the application of a policy;
- letter concerning a complaint that has reached the level of the Executive Director;
- letter committing Valoris to a financial disbursement requiring the approval of the Executive Director;
- official letter to different ministries;
- letter providing authorization to travel in the company of children in care of Valoris;
- letter authorizing an employee to submit a passport application for a client;
- letter authorizing a Commissioner of Oaths to request a birth certificate; and
- placement affidavit for adoption.

## **3. Media**

Media requests are submitted to the Communications Department as soon as possible. If an employee, volunteer or foster family wishes to communicate with the media in connection with their work, the Communications Department coordinates the request. All communications with media representatives shall comply with policy S-103 Confidentiality.

### **3.1 Spokespersons**

The Executive Director is the only official spokesperson for Valoris. The Executive Director may assign a delegate. The President of the Board of Directors is the official spokesperson for the Board of Directors. The spokespersons are assisted by the management team and the Communications Department.

### **3.2 Interviews (TV, radio, Web or newspaper)**

The designated spokesperson or a member of the Communications Department attends meetings between media representatives and the person representing Valoris. The interview topics and questions are confirmed ahead of time. All participants, including the reporters, are informed ahead of time about confidentiality obligations.

### **3.3 Emergency or crisis situations, and the 24/7 service**

When a controversial situation captures the media's attention, the Communications Department or the designated official spokesperson consults, as soon as possible, every person concerned in order to determine Valoris' official position. A detailed communication plan is drawn up, and government officials are notified as required. Media requests received by the 24-7 service are immediately directed to the appropriate supervisor. The latter contacts a member of the Communications Department or a designated official spokesperson, as required (see A-203 Situations to Communicate to the Executive Director).

## **4. Photos, videos and testimonials**

Given the sensitive nature of the information circulating in our workplaces, filming or recording on Valoris property is prohibited unless approved ahead of time by the Communications Department or senior management, done as part of an intervention where every participant has consented to the recording, or done in compliance with a legislative requirement. Unless they have provided informed consent, Valoris representatives do not consent to being recorded and do not consent to the publication or distribution of the content.

**4.1 Authorization: Valoris clients, employees and volunteers**

For an official publication, the person concerned (or the legal guardian for a child under 16 years of age) must consent in writing to the use of his image or testimony. This does not apply to photos or interviews with children or adults at events that are not associated with Valoris that do not identify those persons as being associated with Valoris.

No statement by or photo of a child or youth in care of Valoris may be published by the media. No interview with or photo of an adult client may be taken without the informed consent of that client or without that person having consulted with their advisor in cases where that person may not be able to make the decision on his own.

**4.2 Authorization: community events**

At events organized by Valoris, the organizers shall post visible notices indicating that photos will be taken during the activity. Anyone wishing not to be photographed must inform the organizers, who will then take the necessary steps to ensure that their wishes are respected.

**Annex**

- Annex A: Handling Requests Made to the Communications Department

**References**

- S-103 Confidentiality
- A-203 Situations to be Communicated to the Executive Director
- Guide on logo specifications

## ANNEX A: Handling Requests Made to the Communications Department

In order to guarantee quality service and compliance with deadlines, the following lists the timelines required by the Communications Department for any given project. Every project submitted is expected to comply with these timelines if the Communications Department is to be able to meet the deadlines.

Type of project	Required timeline
Modifications/additions to the Web site	48 hours
Revision of a document (quality of language)	1 week
Addition of information to the communications bulletin (with or without visuals)	1 week
Dissemination of content on social media	1 week
Translation	2 weeks
Graphics (document or poster)	2 weeks
Advertising for dissemination through print media or social media	2 weeks
PowerPoint presentation	3 weeks
Video	6 weeks
Promotional tools	6 weeks

### Information required for each request

- Topic
- Target audience
- Purpose of the request
- Timeline: how soon do you need the final version?
- Final content: the text submitted must be final: the Communications Department should not have to revise the document several times.
- Is translation required?
- Is printing required? (if so, number of copies and format)
- Budget (if applicable)