

Communication Policy (approved May 26, 2022)

3.1 Introduction

The Fort Sackville Foundation (FSF) is a voluntary, non-profit organization and registered Canadian Charity (No. 885410548RR0001). The Foundation manages Scott Manor House.

Our mission is *“To collect, protect, preserve and promote the history and cultural heritage of Bedford.”* In light of this status, communication is critical for the Fort Sackville Foundation to achieve its mission, to keep members informed and to build support for the work of the FSF.

As per our lease with the Halifax Regional Municipality (HRM) Section 1.6 states: “The Leased Premises shall be used as a local and regional museum and historic attraction, to host community events and community group meetings and such uses as are supportive to the historic nature of the Leased Premises and its place within the community of Bedford, all to be in accordance with those use restrictions...”

3.1.1 Communication is critical to ensuring a strong organization.

3.1.2 Effective communication is a shared responsibility.

3.1.3 FSF will engage in pro-active two-way communication focussed on increasing membership and support for the FSF, educating the public on the work of the FSF and other museums, promoting an understanding of the culture and heritage of the Bedford community and promoting the events of the FSF.

3.1.4 FSF will ensure that all communications – both internal and external – will be clear, concise and timely.

3.1.5 Communications will be culturally and gender inclusive.

3.1.6 FSF Communications will be non-political and impartial. (i.e. no posting of political candidates during an election.)

3.2 Communications Coordinator

3.2.1 The Communications Coordinator will be responsible for all communication matters, as per the Communications job description. If the Communications position is vacant, the Executive Committee will oversee communications.

3.2.2 As per the job description, the Communications Coordinator coordinates the establishment and/or management, maintenance, and use of approved communication channels, including but not limited to:

- Scott Manor House website—ensure content is updated in collaboration with the webmaster/IT coordinator,
- Media releases
- Social Media accounts (i.e. Facebook, Twitter, Instagram),
- Reader Sign Board (on Bedford Highway at corner of Hatchery Lane), FSF signs on property,
- Other profiles/listings (i.e. Tourism Nova Scotia, Canada’s Historic Places Day, etc.)
- Summer program brochure production and distribution
- Scott Manor News (newsletter)
- Community displays.

3.2.3 On matters that come before the Executive Committee or Board of Directors for formal response, the specific group will determine who will write the communication, the objective of the communication, the key messages, and the format.

3.2.4 The President/Chair is the official spokesperson for FSF. If unavailable, the President will delegate this role to the Vice President. Should the Vice President not be available, the President will delegate another member of the Board of Directors.

3.2.5 The Chair will provide an annual report to the Board on the activities and events of the year. The Chair’s Report will be posted on the website and shared through social media.

3.3 Highway Sign

3.3.1 The Highway Sign is an excellent means to promote the FSF and connect with the community of Bedford.

3.3.2 Messages that are placed on the sign must be connected with the history of the Bedford Community or events that are being held at Scott Manor House or are part of the history of Bedford (i.e. Events at the Cenotaph)

3.4 Media Requests

3.4.1 From time to time, the FSF or its members may receive requests from media for interviews, information or photo opportunities. These requests should be given to the Communications Coordinator.

3.4.2 All Board members should be advised when an interview or an article is done on the FSF.

3.5 Social Media

3.5.1 Social Media (including website, Twitter, Instagram and Facebook, etc.) is important to the communication process. Care must be taken to ensure that the communications from the FSF are the official position of the FSF, authorized by the Board of Directors and not an individual's position.

3.5.2 Social messaging should be based on the mission, mandate and value statements of the FSF and the strategic plan.

3.5.3 The Executive Committee and the Communications Coordinator will determine who will have access to the FSF social media platforms to communicate.

3.5.4 When posting on an FSF platform, administrators will not "Like, share or tweet" other posts without prior approval from the Executive Committee