



INUIT

COMMUNICATIONS PROTOCOLS

INUIT CIRCUMPOLAR COUNCIL

UPDATED 2025

ICC COMMUNICATION PROTOCOLS

CONTENTS

1	BACKGROUND	2
2	EXTERNAL COMMUNICATIONS	2
2.1	GENERAL	2
2.2	MEDIA RELATIONS.....	3
2.3	PRESS RELEASES.....	3
2.4	PLANNING MAJOR EVENTS	4
2.5	SOCIAL MEDIA.....	4
3	INTERNAL COMMUNICATIONS.....	4
4	BRAND AND IDENTITY GUIDELINES.....	4
5	ANNUAL PLANNING.....	5

ICC COMMUNICATION PROTOCOLS

1 BACKGROUND

The ICC 2022 General Assembly reaffirmed “Inuit Circumpolar Council (ICC) exists as the unified voice for Inuit at the international level.” As the united voice of all Inuit, ICC finds strength in being the international organization that unites Inuit across Inuit Nunaat and this is fundamental in how ICC wants to communicate about our work.

Furthermore, the ICC 2022 General Assembly directed ICC, “to continue to improve internal and external communications through effective, ongoing collaboration.” ICC is committed to strengthening both its internal and external communication processes to promote transparency and share information about our work.

This document establishes standard communications procedures across ICC offices.

2 EXTERNAL COMMUNICATIONS

2.1 GENERAL

- 2.1.1 Whenever ICC is represented internationally, ICC registers and acts as one organization, and not as individual national branches of ICC.
- 2.1.2 At events related to ICC’s international work, ICC is called the “Inuit Circumpolar Council”, not “ICC international”.
- 2.1.3 In all communications referencing ICC Executive Council Members’ participation in international forums, international titles are to be used.
- 2.1.4 The following are ICC’s principal goals to be shared with the public:
 - Strengthen unity among Inuit of the circumpolar region;
 - Promote Inuit rights and interests on an international level;
 - Develop and encourage long-term policies that safeguard the Arctic environment ; and
 - Seek full and active partnership in the political, economic, cultural, and social development of circumpolar regions.
- 2.1.5 The following paragraph should be used to describe ICC:

“ICC is an international Indigenous Peoples’ Organization, founded in 1977 to strengthen unity among Inuit of Alaska, Canada, Kalaallit Nunaat, and Chukotka. ICC promotes Inuit rights and interests at the international level, develops and encourages long-term policies that safeguard the Arctic environment, and seeks full and effective participation and meaningful engagement in the political, economic, and social development of the Arctic region.

ICC holds Consultative Status II at the United Nations Economic and Social Council, is a co-founder and Permanent Participant at the Arctic Council, an Observer at the Intergovernmental Panel on Climate Change, and holds Consultative Status at the International Maritime Organization

ICC COMMUNICATION PROTOCOLS

alongside other advisory and consultative roles across numerous international fora.”

2.2 MEDIA RELATIONS

- 2.2.1 The ICC Chair is the primary spokesperson for ICC. Within respective country offices, the country President is the primary spokesperson for ICC.
- 2.2.2 Where any ICC regional office or spokesperson intends to issue a public statement, the content of that statement should be provided to other regional offices as a courtesy.
- 2.2.3 Media inquiries should be forwarded to the communications lead in the relevant office.
- 2.2.4 All offices should be aware of interview requests from international media.
- 2.2.5 The staff lead on the relevant project or files is expected to prepare notes once the information on the interview request has been shared with them.

2.3 PRESS RELEASES

- 2.3.1 Prior to distribution international press releases need be reviewed by the Executive Council. The ICC Executive Council members should review press releases within 48 hours of receiving them. If they are away during this time, someone should be appointed to review in their absence.
- 2.3.2 Press releases should be timed for maximum impact i.e. the first half of the week. It is also standard practice for press releases to be distributed within 48 hours of an event.
- 2.3.3 Press releases should contain information on “who, what, where, when and why” related to an event or issue, be one to two pages long, written in accessible language and efforts made to reduce or remove technical language. The heading should include action verbs and be written to attract interest.
- 2.3.4 A press release should be drafted by the relevant staff lead during major events and meetings where ICC has made interventions.
- 2.3.5 The communications leads will review press releases written by the staff before they are sent to the ICC Chair, or country President, for review. There will be instances where communications leads may be responsible for drafting a press release.
- 2.3.6 When there is an ICC International press release and coordination is required between offices, a staff from the originating country office will send it to the communications lead at each office for review.
- 2.3.7 The ICC Chair, or a designated staff member, is responsible for circulating international press releases to the ICC Executive Council. The Executive Council should receive adequate notice in advance that a press release is being drafted and will require their review.
- 2.3.8 Although each office has a list of its own media contacts, there should be a coordinated approach to sending press releases to the media. Due to the time zones, it cannot be

ICC COMMUNICATION PROTOCOLS

expected that press releases will be sent at the same time, but an effort should be made to send out the press releases within a few hours of each other.

- 2.3.9 Once a press release is finalized it will be added to the ICC websites and shared on social media channels.
- 2.3.10 As press releases are drafted, it is preferred that staff will also prepare speaking notes for the Chair, respective country office presidents, the ECM, and Board Members. This is to ensure leaders are prepared to answer media questions.
- 2.3.11 Time required for translation and review should be considered when preparing press releases.

2.4 PLANNING MAJOR EVENTS

- 2.4.1 Meetings to plan communications and staff leads are necessary prior to all major events.
- 2.4.2 While attending events on behalf of ICC, staff are expected to send photos to communication leads to accompany the planned social media posts.
- 2.4.3 There is a standard communications plan template now in use at ICC. This plan should ideally be completed several months in advance of any events ICC is coordinating. This planning should include staff from all offices.

2.5 SOCIAL MEDIA

- 2.5.1 ICC offices and communications leads will work to coordinate social media content related to international events and forums.
- 2.5.2 ICC offices will notify and share relevant content with other offices via email, at or before the time of the post.
- 2.5.3 All staff are expected to contribute to social media content regularly by sending text and photos to ICC communications leads.
- 2.5.4 Negative comments on ICC social media posts will be reviewed by the communications leads. Depending on the severity of the content the comments may be deleted or hidden.

3 INTERNAL COMMUNICATIONS

- 3.1.1 Executive Council Members commit to being transparent and inclusive in their internal communication about their ICC work.
- 3.1.2 Executive Council Members commit to review position papers, interventions, and presentations before they are shared at international forums.
- 3.1.3 ICC staff and Executive Council Members and representatives must ensure coherence and coordination between the different files.

4 BRAND AND IDENTITY GUIDELINES

- 4.1.1 All uses of the ICC logo must conform to ICC brand guidelines, which shall be supplied to approved users.

ICC COMMUNICATION PROTOCOLS

- 4.1.2 ICC communications leads are responsible for ensuring that approved usage conforms to the branding guidelines and this protocol. ICC communications leads will ask for the removal/amendment of any uses of the logo that does not conform.
- 4.1.3 It is expected that staff and consultants will use the available ICC templates; this is an important part of ensuring brand consistency and professionalism across the organization.

5 ANNUAL PLANNING

- 5.1.1 Policy leads from all offices will work with communications staff to create an [annual calendar of events](#) that will require communications support; this allows for communications and social media plan, including messaging.