

Communications Framework and Action Plan

SSC STRATEGIC PRIORITIES

- Build and enable the workforce
- Deliver customer service excellence
- Modernize GC Digital infrastructure
- Strengthen cyber and IT security

COMMUNICATION OBJECTIVES

- Ensure SSC employees understand the impact of their work on the lives of Canadians
- Improve the brand image of SSC with partners

DESIRED REPUTATION OUTCOMES

EMPLOYEES

feel valued and see how their work supports broader organizational objectives.

KEY PERFORMANCE INDICATORS

Flow of information and level of understanding of objectives and mandate

PARTNERS — CUSTOMER DEPARTMENTS

feel they receive excellent service and that SSC helps them offer better services to Canadians.

Customer satisfaction levels relating to communications

LEADERS — SUPPORTING SSC MANDATE

view SSC as a reliable and efficient enabler of digital services.

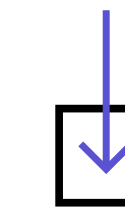
Perception of SSC's ability to support GC digital enablement

VENDORS

view SSC as a leader in IT and as a partner.

Industry perception of SSC's leadership in STEM

INTERNAL TACTICS



LEADERS

- Support President's Engagement Strategy
- Develop a coherent organizational storyline
- Support Senior Leader visits and communications with employees (EVP and ADMs)
- Deliver leadership communications workshops to all branches
- Integrate leadership communication best practices in mandatory leadership training
- Develop and launch the new Ask Me Anything pilot project (to give employees access to senior leaders)

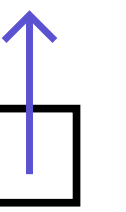
MANAGERS

- Support the Managers' Network and the EX Network
- Support SSC's professional networks
- Provide tools and key messages for leaders and managers (ECHO and online toolkit)
- Facilitate information sharing between client executives and service lines

ALL EMPLOYEES

- Conduct an intranet content lifecycle review
- Implement President's Blog
- Launch social intranet (Cloud based)
- Develop and promote SSC's stories
- Publish Vlogs by Senior Leaders
- Publish My Day in a Minute videos
- Revamp current corporate e-communication tools, including Connexion, Communiqués, President/EVP messages
- Promote SSC's leadership role in GCworkplace and in delivering the Government's digital vision
- Develop a communication plan for each branch, specifically addressing internal communication issues
- Support champions in their respective committees

EXTERNAL TACTICS



OUTREACH AND BRANDING

- Update marketing strategy to align to desired reputation outcomes
- Develop brand identity guidelines including a visual identity guide
- Create an image bank on My SSC for all to use
- Develop an SSC corporate video
- Hold SSC Day/Forward 50
- Create a Communications Advisory Committee (other departments)
- Equip and support executives representing SSC
- Leverage existing events linked to our priorities
- Create a stakeholder relations database
- Build Outreach capacity with a network of ambassadors able to represent SSC
- Develop tools to improve Outreach effectiveness (image for speakers, templates)
- Create campaigns around SSC key initiatives, themes and priorities (Calendar)

WEB

- Build a new Service Catalogue Interface
- Rebrand Serving Gov website

MEDIA AND SOCIAL MEDIA

- Proactively propose content and interviews linked to Outreach themes and campaigns
- Tighten media response time
- Ensure media spokespersons are available, ready and trained
- Establish a network of media relations counterparts with other Government departments
- Improve approach with journalists
- Balance social media content according to priorities
- Leverage internal and external influencers
- Increase social media engagement by creating alliances
- Seek non-traditional social channels to reach specific audiences
- Publish podcasts to support key initiatives