

Communication Program

The Communication Program consist of the following:

- Collecting information and preparing the Monthly Newsletter
- Updating the Acadia First Nation Website, and
- Developing Marketing and Promotional Material for all Acadia First Nation Businesses

I was hired in November 2013 as the Communication Officer for Acadia First Nation. My responsibilities included developing and maintaining monthly Newsletters, updating and maintaining the Acadia First Nation Website and now I am currently developing marketing and promotional material for all Acadia First Nation Businesses.

For the first few months the challenge was to update and make adjustments to the Acadia First Nation Website, which was launched earlier this year. I worked closely with our Economic Development Officers and Membertou Geomatics to ensure the required changes and updated information successfully uploaded to the website. The website had already been developed upon my hiring date and we are limited to what we can do within this website. Last year band members made a number of suggestions at the Annual General Meeting and we looked into all those suggestions and did what we could do. If anyone requires assisting maneuvering the website or would like a demonstration where to search for information or forms please contact me at (902) 742-0257 or email me at s.isaac-surette@acadiaband.com.

Monthly Newsletters are developed and sent out to band members. Some receive it by email however the majority receives it by mail. The cost of developing monthly newsletters is very costly and we encourage more members to opt into receiving it by email to bring those costs down. If you have any suggestions or have information that you would like to see in the newsletter please do not hesitate in contacting me.

We have just purchased the InDesign program to develop Marketing and Promotional Material for all Acadia First Nation businesses. Our goal is to develop and promote material that will increase awareness and hopefully profits to our businesses.

Submitted by:

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