

GOVERNMENT OF YUKON Policy 1.4

GENERAL ADMINISTRATION MANUAL

VOLUME 1: CORPORATE POLICIES—GENERAL

TITLE: SPEAKING IN PUBLIC AND WRITING FOR PUBLICATION

EFFECTIVE: 1994 05 12; UPDATED: 2012 01 24

1 SCOPE

1.1 Authority

This policy is issued under authority of Cabinet meeting number 94-21, dated May 12, 1994. Updated and approved by Deputy Ministers' Review Committee meeting number 12-01 on January 24, 2012.

1.2 Application

This policy applies to all Government of Yukon departments, as defined in [Policy 1.1](#).

1.3 Purpose

1.3.1 This policy is intended as a guide for Government of Yukon employees who receive invitations to speak in public or write for publication, whether electronic or print.

1.3.2 The purpose of this policy is to set out matters employees should consider when talking or writing publicly, in their official capacity.

1.3.3 For guidance on speaking to the media see the [Communications Policy](#) (General Administration Manual 1.3).

1.3.4 For guidance on social media, see the [Guiding Principles for the Use of Social Media](#).

1.4 Principles

1.4.1 The Government of Yukon has a responsibility to inform citizens of its plans, programs, services and activities and to respond to inquiries and suggestions about matters of public interest.

1.4.2 The Government of Yukon values accuracy, relevance and clear language in all written publications.

1.4.3 The Government of Yukon relies on employees to exercise good judgement and discretion when making any public statements, whether written or verbal. Employees represent the Government of Yukon or their corporations, and their actions and products should therefore reflect their organization's objectives and policies.

1.4.4 Employees are bound by their affirmations of allegiance, office and secrecy and must adhere to General Administration Manual policies.

1.5 Definitions

Audio-visual media includes photography, video, film and audio recordings.

Confidential information means any government information not available under the [Access to Information and Privacy Act](#).

Public means available or open to an audience beyond Government of Yukon employees.

Published materials include documents, photos or text made available or distributed to a public audience, either through traditional or electronic media. This includes third party websites and social media.

Social media is online technology that allows two-way communication between the publisher and the audience. This means everyone with online access can provide comments and share information publicly.

Speaking engagements include conferences, public events, annual general meetings and interviews.

Visual identity is a set of consistent design elements used to help the public recognize government materials and includes the Government of Yukon's wordmark.

2 ROLES AND RESPONSIBILITIES

2.1 Deputy ministers and corporation presidents

Deputy ministers and corporation presidents or their delegates establish processes for the approval of employee speaking engagements, publications and online content for their department, ensuring that content accurately reflects government objectives, policies, programs and services.

2.2 Employees

Government of Yukon employees are expected to exercise sound judgement and discretion when making public statements, whether written or verbal.

Employees are responsible for ensuring public communications about government matters, including draft and approved policies, programs, research findings and services, are factual and accurate and do not divulge confidential information.

All audio-visual and printed materials must follow the Government of Yukon's [Visual Identity Manual](#) and [Visual Identity Policy](#) (General Administration Manual 2.13) as set out by Queen's Printer Agency. Employees using social media must adhere to the Government of Yukon's [Guiding Principles for the Use of Social Media](#) and any supporting guidelines that their department may also have.

2.2.1 Employees as private citizens

Employees should refer to the Government of Yukon's [Conflict of Interest Policy](#) (General Administration Manual 3.39) for guidance on conflicts between their official duties and responsibilities and their personal and private interests.

Generally, employees are free to:

- address an audience because of their personal knowledge or expertise as a private citizen; and
- express personal comments not related to their government position or to information gained through their employment.

Employees shall prepare such materials during their personal time using their own resources. These materials shall not in any way be credited to the Government of Yukon or to the employee's government position.

2.3 Fees

Employees must not accept fees for speeches, articles or other materials provided in their role as a government employee or where the subject matter relates to their employment.

For guidance on when employees may accept or give gifts, see the Government of Yukon's [Gift Policy](#) (General Administration Manual 1.6).