

April 30, 2025 - GC Web Priorities - New Communications Policy

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Updates

Privy Council Office (PCO)

PCO provided an update on the status of the Caretaker Convention:

- Technically the Caretaker Convention period is over with the return of the incumbent government, but communications should continue to remain cautious
- Until we have the speech from the Throne and any changes to ministers occur, continue to make senior management aware of your plans
- We are expecting a message to go out to heads of comms with clarifications by end of this week

They also thanked all teams who have sent their promotions for the different events happening in May, including Asian Heritage Month, Emergency Preparedness Week, and Mental Awareness Week.

Digital Transformation Office (DT O)

DTO gave a reminder to update institutional landing pages with the new template as this was meant to be done by March 31, 2025.

- We put together an inventory of institutional landing pages that need updating and will be sending out reminder messages to institutions in the next few weeks
- Send us a note to our inbox (cds.dto-btn.snc@servicecanada.gc.ca ([Mailto:cds.dto-btn.snc@servicecanada.gc.ca](mailto:cds.dto-btn.snc@servicecanada.gc.ca))) to let us know if you are working on the update and your planned implementation

New communications policy and directive

The Communications Policy Centre at Treasury Board did a presentation on the new Policy on Communications and Federal Identity and Directive on the Management of Communications and Federal Identity. They gave a summary of the changes to the policy and responded to questions.

They explained changes in the policy related to corporate identity and specialized symbols:

- All departments must consult with heads of communications before developing new identifiers
- Heads of communications are responsible for overseeing the use of specialized symbols in communications products and can now approve the use of certain specialized symbols without Treasury Board approval

For more information

- Check out the Policy on Communications and Federal Identity (<https://www.tbs-sct.canada.ca/pol/doc-eng.aspx?id=30683>)
- Read the Directive on the Management of Communications and Federal Identity (<https://www.tbs-sct.canada.ca/pol/doc-eng.aspx?id=30682>)
- See the presentation deck: New Communications Policy and Directive (<https://gcxgce.sharepoint.com/:b:/t/10002531/EfwzhC8FLLFHshjVxPx-XAQBIZIV8h7FIHDZZGDLJ5crxw?e=XLUoNe>) (GCXchange link)

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