



## Communications Program Saves Seabird - Once Again!

Every day the Communications staff protect Seabird from liabilities and save the organization money, but this was more evident as we put a stop to two big incidents. In November, the Communications Program **saved Seabird possibly hundreds of thousands of dollars** in liabilities and lawsuits!

1. We caught a staff member using a website offering “FREE templates”. However, ***nothing is really EVER free***, reading the fine print, there are serious concerns:

Company XXX uses cookies and other technologies, such as pixel tags and GIFs (web beacons), on their website. They warn they can gain access to information stored on your device/computer. **This breaks both Seabirds Privacy and IT Policies! It could harm the security of our network, making the organization vulnerable to viruses and hacks.**

Infringement claims: If you find out – from XXX – that there’s a claim of infringement of another’s right for which XXX might be liable, you must stop using the Content immediately, **at your own expense**. You must immediately delete or remove the content from your premises, computer systems and storage (electronic or physical); and ensure that your clients, printers,... do so. ***Possibly losing important historical or legal information.*** They collect information from your use: (username, your first and last names, birth-date, phone number, profession, physical, e-mail and IP address). They also collect messages you send and information you provide in the Content you post/use (logos, text, and photos you upload in your designs). ***Can’t guarantee information is secure with them!***

Disclaimers include: Releases are not obtained for Free Content. XXX doesn’t grant any right nor make any warranty for names, people, trademarks, logos, registered designs or works of art or architecture depicted in Free Content. **They can not guarantee their templates and the security of any client uploads.** They go on to say XXX does not warranty the accuracy of information or any METADATA that may be provided with the Content. ***Meta data follows the document and could infect or spy on our systems and cause viruses.***

More than a  
pretty face,  
**Communications,**  
A huge asset to the  
organization!

We informed the staff member of these liabilities, and Communications recreated the poster with our branding, customized template and images. **License or not nobody should use this program, there are still too many liabilities and uncertainties. Which could cost Seabird in numerous ways; in dollars, data and brand reputation.**

2. We caught a staff member using company YYY images without a license. This is a Canadian company that offers images for use. It does not have all the liabilities that XXX does, however, there is one big one; If you have not purchased an Extended License for use, they could **sue up to \$10,000 per image used.**

We informed the staff member and discovered they were not aware of this and did not have an extended license, so they pulled the image and are looking into the other multiple images they used in their packages from this site. They will be looking at changing the images or purchasing an extended license for the program.

**In conclusion,** we have caught incidents like this in the past, and we were contacted by organizations before with the threat of lawsuits if we do not remove information, images or documents. This would not only cost us in lawsuits, brand security and reputation, but also in future funding or partnership opportunities and/or your reputation.

Seabird Communications is here to assist all departments, programs and services to minimize these incidents as best we can. We strongly recommend, all marketing and promotional communications shared with the community and stakeholders come to communications for creation or at the very least for review and approval, prior to distribution.

**Images and templates on the web are NOT FREE!**

---

---

**“Brand is King. Respect the King.”**

---

---



## **Securing and Protecting Seabird Islands Brand is the Communications Programs TOP priority!**

**Using any online design templates and services could be punishable,  
as they are in breach of at least 1-2 of Seabirds Policies.**

They could also be in breach of your funding contracts and their branding policies.  
They also have hidden liabilities and fees.

Why use free (not free) online templates, that are risky to the organization?  
Why pay / subscribe for outside services & templates?  
Keep the money in Seabird and support local employees jobs.

**Communications will do it all, for all Seabird programs, for FREE, in-house, secure,  
culturally appropriate, and customized for our organization and community BRAND.**

**A Brand is more than a logo!**

**A Brand is** the community or organization's **identity**.

**A Brand is** the community or organization's **reputation**.

**A Brand is** the **personality** of a community /organization / business.

**A Brand is** the customer **experience and service**.

**A Brand is** the 1<sup>st</sup> thing you think of, or **how you feel**, when you see a logo or hear a name.

**A Brand includes** the name, mission statement, slogans, vision statement, visual identity, logos, images, photos, colors, feelings, emotions, goals.

Protecting the brand and the services it stands for is critical to your future!

**Seabird Communications, we're your strategic partner! - Building your brand!**

Contact us at [comm@seabirdisland.ca](mailto:comm@seabirdisland.ca)

**Good Communications**

Makes Communications look easy!

**But its hard work, it takes skilled, qualified workers and a lot of research and inspiration**

# Seabird Communications Program

**FREE Communications, Marketing & Promotional Services  
for all Seabird Islands Departments, Programs and Services.**



## **Benefits of customized In-house with Communications include;**

- Culturally appropriate imagery and language
- Consistent brand and message across the whole organization
- Cost savings
- Increased positivity
- Customized local artwork
- Faster turn around,
- Improve stakeholder relationships and more.

Doing it yourself could be hazardous, we cannot protect you from what we do not see:

- PROTECTING Seabird & its staff from possible copy-write and infringement LAWSUITS.
- PROTECTING Seabirds brand & reputation, ensuring brand consistency and SECURITY.
- PROTECTING the brands of Seabirds, stakeholders (funders & partners) and possible fallout from misuse.

*Also arranging external print orders from outside companies, which will be billed to you directly from the print company. Ensuring they receive quality files that will provide the best results and match the Seabird Island Brand.*



Ciara

Jasmine

Zorana

Sandra

Kristy

Sandra Bobb  
604-796-6836  
*Communications Supervisor; IO*

Kristy Johnson  
604-796-7080  
*Print Production & Photo Art Assistant*

Zorana Edwards  
604-796-7160  
*Graphic Design Assistant*

Ciara Busby  
604-796-7013  
*Graphic Art Assistant*

Jasmine Paul Louis  
*Administrative Assistant*

**E-mail:** [comm@seabirdisland.ca](mailto:comm@seabirdisland.ca)  
or [print@seabirdisland.ca](mailto:print@seabirdisland.ca)

**Web:** [www.seabirdisland.ca/communications/](http://www.seabirdisland.ca/communications/)



# Seabird Communications Specialties

Communications should be the first people staff should call  
*as soon as they think of starting, planning or promoting services!*

## Brand Management:

Strategic identity, story, vision, mission, voice,  
colour theory, working with brand partners,...

## Research:

Brand updates, Partners and Stakeholders  
Branding Regulations, Colour Theory,  
Audience Requirements, Up-to-date Trends,  
Information Accuracy,...

## Graphic Arts:

Custom Seabird Art; Line Art Drawings, Logos,  
Imagery, Photo Design Edits and more.

## Graphic Design, Layout & Formatting:

Annual Reports, Brochures, Business cards,  
Booklets, Calendars, Certificates, Fillable Forms,  
Newsletter Advertisements, Newsletters,  
Posters, Signs, and more. *Department branded,  
custom Letterhead and PowerPoint templates.*

## Marketing Writing, Proofing:

Articles, Stories, and more.  
With more people power, we would like to once again feature;  
Culture Corner, an Elder, a Band or Community Member,  
Chiefs Corner, a Staff Member, a Program or Service,...  
*We use to run 2 newsletters a month to accommodate this.*

## Editing & Prepress:

*Writers / PR:* Proofreading Grammar, Readability,  
*Graphic Communications:* Editing Formatting for  
Legibility and Print-ability, Preflight, Exporting,...

## Social Media:

Coordinating, monitoring and posting to over  
15+ Facebook sites, 4+ pages, Linked in and more.

## Digital TV Communications:

5 separately programmed Lobby TV channels  
(doctors office, main lobby, staff room,  
gas bar, school). 1 Exterior TV (by the school).

## Print Production:

Variety of options, sizes, and papers (best quality  
printer in the organization) large format printing  
(up to 36" wide), laminating (up to 36" wide),  
cerlox binding and more.

## Professional Photography:

High quality snap shots of events with the  
ability to produce large billboard quality images  
for promotional materials. Portraits, with backdrop  
options available for events and ID photography.

## Inter-office Communications:

Weekly Staff e-News, Special e-Announcements,  
Staff Lunchroom TV.

## Public Relations:

Disseminating Information, Interacting with  
Community Members, Stakeholders, and  
occasionally the Media at the request of and  
with information from Chief and Council or the  
Executive Director in the form of an approved  
press releases.

## Campaigns:

Messaging, Surveys, Promotion,  
Custom Mail Out Packages,...

The option of Communications being repeated over  
various mediums (channels, avenues), multiple times!

## This is more than art and words...

Graphic Design, Communications, Marketing,  
Public Engagement and Print Production is a  
specialized fine art and technical science.

**Its connecting with the community.**

**Visit us on the Web:** [www.seabirdisland.ca/communications/](http://www.seabirdisland.ca/communications/)

**Communications is only as good as the information we receive!**

Staff provide the content (information), context and concept; we do all the hard work.

We depend on the organization communicating information and  
accomplishments to us to share to the community and our stakeholders.

**Inter-department communication is key! Working together as strategic partners.**