



Building Boilerplate

What is boilerplate?

Boilerplate is standardized language that is meant to be used repeatedly. It is language that rarely changes. Boilerplate provides communicators, legal professionals, and others a handy short cut to ensure ruthlessly consistency.

Why is it called boilerplate?

In the days before computers (yes those days!) small, local newspapers relied heavily on content from larger publishing syndicates. These would include stories of national interest, editorials, and other printed material. The larger publishing syndicates delivered that copy on metal plates with the type already in place so the local papers wouldn't have to set it. Printers called those syndicated plates “boiler plates” because of their resemblance to the plating used in making steam boilers.

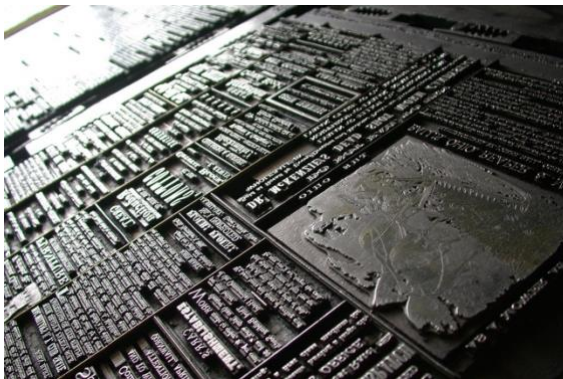


Image courtesy twitter

https://twitter.com/weird_hist/status/823958747252981761

Soon the term boilerplate came to refer to the printed material on the plates as well as to the plates themselves. (<https://www.merriam-webster.com/dictionary/boilerplate#note-1>)

In Communications studies boilerplate refers to blocks of language in marketing materials or press releases that rarely change. They are often written to express a company's mission and purpose are commonly added to a variety of its publications, press releases, or web pages, including the About Us page on many websites.

Why Boilerplate?

Self-Definition is part of self-determination. Don't leave it up to others to define you (trust me they won't do as good a job). Boilerplate represents your Nation or organization where there isn't a human there to verbally articulate it. Having clear, readily available and ruthlessly consistent information available to media, academics and government partners ensures accurate and appropriate representations of your

Nation. Having concise and pre-approved information readily available on your official website provides Media an important and valid shortcut.

What are some components to include when crafting Boilerplate?

A Nation's boilerplate could answer the basic questions:

- Who is your Nation?
- What is the traditional name and location and name of the territory?
- Share some details about your population – how many members are there? Does the Nation have a blend of hereditary and elected leadership? How many are living on reserve and away from home? How many are youth? What is your Nation known for?
- What are some unique details about your people/land/mission? Fish, hunting, weaving and other cultural practices?
- What makes your Nation unique! Are you the largest Nation, focused on economic development, proud of your self-governing status?

Boilerplate example- Tla'amin Nation

Tla'amin Nation are part of the northernmost Salish Ay?ajuθem speaking people. Our vision is a healthy, thriving, and a culturally strong community that respects our people, water, lands, and resources and embraces our Ta?ow in all that we do.

Our Nation has over 1,100 members with approximately half living in our main village of tišosəm. Tla'amin has a young and fast-growing population and 60% of our people are under the age of 40.

Tla'amin ?əms giǰε (our lands) span the northern part of the Sunshine Coast, extending down both sides of the Salish Sea, occupying an area over 609,000 hectares (ha) including marine areas. We resumed control over 8,322 ha of treaty settlement lands within the heart of Tla'amin territory when we signed a modern treaty in 2016.

Tla'amin is a self-governing Nation and runs its affairs in accordance with the Tla'amin Constitution and Tla'amin law. Decisions are made by a Hegus (Chief/headman) and 8 elected legislators.

Your boilerplate might already be written

First Nations who have undergone a comprehensive community planning process can often find their boilerplate information in the introduction to their plan. With a little massaging this can be replicated on the website, Wikipedia and more.