Manual Part: Information Services (IS)	Policy Number: IS3PO	Alberta Policing Standards:

Corporate Communications Policy

Purpose:

To manage all internal and external mass communication initiatives on behalf of the EPS. This includes, but is not limited to: media interviews, advertising, printed materials (posters, publications, etc.), social media, public education campaigns, speeches, major events and protocol items.

Statement of Principle:

Corporate Communications Branch (CCB) ensures that all internal and external communication content is accurate and appropriate, thereby protecting the reputation of the EPS. CCB is guided by the *Alberta Police Act*, Alberta Policing Standards, EPS Design Guide, City of Edmonton Purchasing Guidelines, EPS Strategic Communication Plan, the overall EPS service strategy, and any relevant Acts, Codes and processes.

Policy Statement:

CCB must be involved when planning an initiative that will result in any form of mass communication from the EPS.

Review:	Revision Date:	No.:
Cyclical Review Completed	**2025 August 25**	

Related Information:

Policy:	IS4PO Social Media Policy IS5PO Video Production Policy IS7PO Media and Police Relations Policy
Procedure:	IS4-2PR Social Media Procedures IS7-1PR Media and Police Relations Procedures
Additional Info:	Alberta Police Act