



# Corporate Communications Policy

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## 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.