

EVALUATION BRIEFING



STEP 01

- A short “nature of threat, level of seriousness, ongoing threat assessment” brief will be made to the police agency’s communications/public affairs team.

SOCIAL MEDIA RELEASE



STEP 02

- A brief tweet-length message containing just the facts is shared via Twitter, Facebook, Reddit, etc.
- This should be retweeted by the school district and impacted school, as well as posted on the police agency’s website.

EXAMPLE

POLICE AGENCY SOCIAL MEDIA PAGE / WEBSITE

- @policeagency
- www.policeagency.ca

“Officers took a NAME OF SCHOOL student into custody as part of an investigation into threats against the school. There is no ongoing risk to students at this time. We’re working with school district staff to ensure students, teachers, staff & families are informed & supported. More info as we have it #F188888.” (tag school district as well as include the hashtag of the area [ie: #yyj or #yvr])

NOTIFICATION TO STAFF, FAMILIES, AND STUDENTS



STEP 03

- A brief email containing just the facts and mirroring the tweets is sent out to the school’s staff, families, and students.

BASIC MEDIA RELEASE



STEP 04

- A brief email mirroring the tweets is sent out to media agencies.

SOCIAL MEDIA UPDATE



STEP 05

- A brief tweet-length message containing just the facts is shared via Twitter when appropriate.

EXTENDED MEDIA RELEASE



STEP 06

- When possible, a larger detail-based release will be drafted and, once approved, posted as per usual practice.

SOCIAL MEDIA SUPPORT FOR EXTENDED MEDIA RELEASE



STEP 07

- Additional details are shared by social media via Twitter, Facebook, and Reddit.
- The other stakeholders – school district, impacted school, etc., will be asked to share the extended details.