

INITIAL NOTIFICATION



STEP 01

- The police agency's communications/public affairs team is notified of an active, ongoing incident

EXPEDITED EVALUATION BRIEFING



STEP 02

- A 30-second "nature of threat, level of seriousness, ongoing threat assessment" brief will be made to the police agency's communications/public affairs team by a police officer supervising the incident.

SOCIAL MEDIA RELEASE



STEP 03

- A brief, tweet-length message containing just the facts is shared via Twitter, Facebook, Reddit and a police mobile app (if applicable).

Notes:

- Message will include known level of school security (lockdown vs. hold and secure), safety messaging (dependent on threat and instructions for families).
- This information will be repeated at 5-minute intervals with updates provided.
- All updates will be provided by "Twitter" including information announcing injuries, arrests, etc.
- Tweets should be retweeted by the school district, and impacted school, and posted on the policing jurisdiction's website.

EXAMPLES

1

"Officers are responding to NAME OF SCHOOL for an ongoing incident. The school is in LOCKDOWN status. Avoid the area. More info as we have it #F188888." (tag school district and include the hashtag of the area (ie: #yyj or #yvr) (#F188888.. is the police file number...when added it assists in capturing social media posts for disclosure.)

2

"Officers working to resolve ongoing incident at NAME OF SCHOOL. The school remains in LOCKDOWN status. Avoid the area. More info as we have it #F188888."

3

"MEDIA - Staging area at LOCATION outside the perimeter of NAME OF SCHOOL. Media Officer will attend ASAP. In the interim, these updates are official statements. More info as we have it #F188888."

4

"Reminder to parents/families of NAME OF SCHOOL students. The school remains in LOCKDOWN status. Our officers & school district staff are working to keep your children safe. Pls do not come to the school & do not text or phone your children. More info as we have it #F188888."

5

"UPDATE: One in custody at NAME OF SCHOOL. The school remains in LOCKDOWN status. Please continue to avoid the area. More info as we have it #F188888 #yyj."

6

"UPDATE 2: LOCKDOWN lifted at NAME OF SCHOOL. Parents, please attend at INTERSECTION / AREA to connect with your child. Thank you to everyone for your patience. More info as we have it #F188888 #yyj."

7

"UPDATE 3: Two to hospital with non-life-threatening injuries after incident at NAME OF SCHOOL. Parents are reconnecting with their families. Thank you staff, teachers & students for keeping each other as safe as you were able. Investigation is underway. More updates in days ahead. #F188888 #yyj."

NOTIFICATION TO STAFF, FAMILIES, AND STUDENTS



STEP 04

- A brief email containing just the facts and mirroring the tweets is sent out to the school's staff, families, and students after the incident has concluded.

BASIC MEDIA RELEASE



STEP 05

- A brief email mirroring the tweets is sent out to media agencies after the incident has concluded.

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 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.