



**Denton  
Citizen Police Academy  
Alumni Association**

**Communication Policy**

Version 1.0



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### Contact Info

#### Website

Our website, [dentoncpaaa.com](http://dentoncpaaa.com), has information about the Denton CPAAA organization, contact information, forms, newsletters, bylaws, and more. We share our website with the CPA (Citizen Police Academy) and the CPV (Citizen Police Volunteers).

#### Email Address

Our email address is [dentoncpaaaainfo@gmail.com](mailto:dentoncpaaaainfo@gmail.com). The organization secretary monitors this email.

#### Mailing Address

Denton Citizen Police Academy Alumni Association  
P.O. Box 1713  
Denton, TX 76202

If you would like to submit pictures, events or information for the newsletter, website, social media, or have suggestions on how to improve communication, please contact the Director of Communications at [dentoncpaaaainfo@gmail.com](mailto:dentoncpaaaainfo@gmail.com) or fill out the Communication Request form on our website.

### Logo

This is the approved CPAAA logo. This logo should be included on all official CPAAA printed material including brochures, forms, posters, displays uniforms or online communication including the website, blog, and other social media. This logo is available in several file formats from the Director of Communications at [dentoncpaaaainfo@gmail.com](mailto:dentoncpaaaainfo@gmail.com).



### Copyrighted Material

United States copyright law protects CPAAA ownership of documents, graphics, photos, text, and videos published in print or on the web when created by a CPAAA member for the CPAAA. The copyright symbol does not need to be displayed (although it helps) to receive protection.

Do not use other people's creations without permission or proper acknowledgment. If you would like additional information, please visit the U.S. Copyright Office at [www.copyright.gov](http://www.copyright.gov).

### General Communication

#### Code of Conduct

The CPAAA Code of Conduct listed in the Bylaws applies to all internal and external communication including social media. Communication will:

- Be polite and considerate
- Respect each person
- Avoid conflicts of interest
- Not promote personal, political or financial gain
- Not bring discredit to the Denton Citizen Police Academy Alumni Association or the City of Denton Police Department



### **Internal Communication**

Internal communication is communication within our organization. Cooperation and supportive communication is essential. Courtesy, friendliness, and a spirit of helpfulness contribute to a better organization and are the responsibility of each volunteer.

### **External Communication**

External communication is when our volunteers communicate with individuals outside our organization including the police, city staff, regular & social media and the general public. As with all communication, the highest ethical and professional standards should be maintained. Information given should be appropriate, accurate and clear, and in a timely manner. Responses to complaints should be prompt and respectful.

## **Social Media**

### **Definition**

Social media is a generic term used for a variety of internet applications that allow users to create content and interact with each other. Merriam-Webster defines social media as forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

### **Plan**

It is important to create a social media plan because it is such a powerful marketing tool. At the end of every year the Director of Communications and Communications Committee will evaluate the effectiveness of the plan. See Appendix A: Communications Plan Evaluation Checklist.

CPAAA social media will be used for the following purposes:

- To provide information about our organization to citizens
- To encourage participation in our organization
- To promote our fundraising activities like back the blue t-shirts and hats
- To thank local businesses and individuals for donations
- To promote upcoming events and recap event fun
- To present a positive public image of our organization
- To engage citizens and establish open lines of communication
- To encourage participation in CPA classes

CPAAA will use the following social media applications:

- Website
- Blog
- Facebook page

CPAAA application traffic will be monitored using:

- Google Analytics
- Monster Insight Pro Analytics



The Director of Communications will designate a moderator for each application to maintain the content and its integrity. The moderator is responsible for following all guidelines as stated in this document. The Director of Communications will be ultimately responsible for overseeing the web activities and its content.

The Director of Communications will monitor City of Denton and Denton Police Department Social Media policies regularly to ensure CPAAA alignment. All social media content will also be reviewed by the CPAAA executive board on a regular basis.

### **Posts**

Posts WILL:

- Be re-read before publishing
- Use correct grammar and spelling
- Be informative and interesting
- Be published as relevant
- Include pictures of CPAAA members and event participants with permission
- Be limited to factual information only
- Be respectful

Posts WILL NOT:

- Discuss City policies and procedures
- Express opinions
- Include personally identifiable or sensitive information
- Contain malicious, offensive, threatening, profane or insulting language
- Contain references to personality of others
- Contain attacks on individual character
- Promote or advertise for individual gain

### **Public Comments**

Social Media is two-way communication, so expect comments on posts to be positive as well as negative. Comments will be read on a regular basis and will remain posted if they are appropriate, relevant, current and civil. Online harassment, trolling and cyberbullying will not be tolerated. Anonymous comments will not be accepted. Comments that include any of the following will be removed.

Public comments MUST NOT include:

- Profane language or content
- Content that fosters, promotes or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, Status with regard to public assistance, national origin, physical or mental disability, or sexual orientation
- Sexual content or links to sexual content
- Threats of violence
- Solicitation for political or charitable purposes
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates proprietary information of any other party



### Responses to Comments

Responses to comments WILL:

- Be re-read before publishing
- Use correct grammar and spelling
- Be limited to factual information only
- Be short and to the point
- Be civil
- Be respectful and non-judgmental
- Only include links to other sites or pages that conform to City policies

Responses to comments WILL NOT:

- Discuss City policies and procedures
- Express opinions
- Argue with citizens
- Include personally identifiable or sensitive information
- Contain malicious, offensive, threatening, profane or insulting language
- Contain references to personality of others
- Contain attacks on individual character
- Promote or advertise for individual gain

If you have any questions, are unsure of a response or need more information, please contact the Director of Communications at [dentoncpaaaainfo@gmail.com](mailto:dentoncpaaaainfo@gmail.com).



Appendix A: Communication Plan Evaluation Checklist

<b>Communication Plan Evaluation Checklist</b>	
	Basic organization information easily accessible
	Organization ethics and standards published
	Communication standards published
	Communications plan published
	Logo standard published
	Grievance policy & procedures published
	Suggestions, input, complaint opportunities
	Social media policy published
	Orientation for new members and new board members published
	Who approves what is published
	Organization meets all federal, state and city communication requirements
	Appropriate use of organization logo, letterhead, uniforms and other official materials
	Organization communications adhere to the highest ethical and professional standards
	Communication plan includes goals, audiences, messages and evaluation tools
	Appropriate, accurate and clear information available to the public
	Information requests responded to in timely manner
	Responses to complaints prompt and respectful
	Communications clear, easily accessed and kept up to date
	Communication reviewed before publishing for accuracy, clarity and consistency
	Board regularly discusses organization branding and impact of communications
	Communicates with other nonprofit organizations to share information and resources
	Board actively solicits, carefully listens, and respectfully responds to the views of volunteers and encourages participation at all levels
	Information exchanged via regularly scheduled meetings, regular informational updates, and reports on meetings of the board and committees
	Media relations strategy?
	Spokesperson(s) designated to make public statements on behalf of the organization
	Annual report published



**Appendix B: Revision History**

<b>Version #</b>	<b>Description of Revisions</b>	<b>Date Revised</b>
1.0	Original document	08/14/19