



## **STRATEGIC MESSAGING ASSESSMENT**

PSN SMEs will conduct the following activities as part of the strategic messaging assessment:

- Assess current communication practices.
- Review communication policies such as media relations, social media, and any other policy affecting external communication.
- Develop recommendations for strengthening and coordinating external and internal communications to focus on the agency's overarching key messages.
- Develop recommendations for establishing a consistent, agency-wide approach to the districts' digital community engagement efforts.

### **Goals and Objectives**

- Assess current communication practices and provide recommendations for strengthening and coordinating internal and external communications.
- Identify current agency approaches to strategic messaging and provide recommendations for establishing a consistent, agency-wide social media team approach.

**TTA Type:** Assessment

**TTA Format:** Available in person and virtually

### **Intended Audience (local personnel to participate in the assessment)**

- Chief of police and command staff
- Public information officer and staff
- Social media personnel
- Other personnel involved in internal and external communications

### **Length**

- Two-day site visit.
- The SMEs will deliver an assessment report approximately two months after the site visit.

### **Agenda**

- Meetings with the above local personnel
- Collection of relevant policies

**SMEs:** An expert will be identified based on need or as suggested/recommended by the requester.

Click [here](#) for more information on the Strategic Messaging Assessment.