

UPD, I&I, Crime Directorates (City)

External Media Relations Strategy 2016-17

1. Introduction

This strategy exists to support the delivery of the operational policing priorities for the Crime, Uniformed Policing, and Intelligence and Uniformed Policing Directorates and outline the supporting communications messages and methods for these areas.

This strategy is set within the context of the current aims of the organisation and details how we aspire to communicate externally with the media, and the wider public. This document will inform all external communications activity across these areas of the force.

2. Principles

The Head of Media and Press Officer for the directorates named above will employ the following principles over the coming 12 months, with a view to ensuring our media relations activities have the necessary impact with our audiences.

1. Explore and exploit best the most effective and appropriate engagement tools and technologies to provide timely, accurate and value-for-money communications.
2. Support operational activity at tactical and strategic level, as necessary, offering communications advice, guidance and input.
3. Develop the business partner model within the directorates, to ensure the force receives appropriate levels of support from the media team, including timely updates on coverage and effectiveness.

3. Priorities

The external media team will focus on engaging with relevant and influential journalists and broadcasters to develop productive relationships that result in coverage positioning the Force locally, nationally and internationally as an exceptional, relevant and essential police force within the current law enforcement landscape. In addition to enhancing the reputation of these sections of the Force, the

The communications team will support the operational requirements of the Directorates paying particular attention to the following priorities:

- To raise the profile of City of London Police's non-economic crime responsibilities in order to educate the local resident and business community, and the wider community, on the relevance and expertise of the force as a whole.
- To provide a robust and considered public appearance of the force in relation to any potential areas of risk or scrutiny, including the management of professional standards issues, Freedom of Information Act requests, and crisis communications.

[Type text]

APPENDIX 3

- There will be particular focus on our work in counter-terrorism and our various engagement and deterrence tactics (Operations Griffin and Argus, and Project Servator) and our work with Corporation of London to keep the City safe.
- We will also work closely with the Roads Policing team, TFL and Corporation of London to provide dedicated communications support to their aim to make the City roads safer for all users. This will involve a focus on cycle and pedestrian safety, utilising existing activity, such as Operation Atrium, and developing new communications plans to sit alongside operational activity planned by the unit.

4. Delivery

We will develop and deploy the messages and channels to achieve our agreed objectives and ensure that these are measured for their effectiveness.

It is fundamental that the media team has an agreed position of talking about the force to each other and to external media contacts. These core messages provide the foundation from which all external communications messages will be built:

Key Messages

- We are proud to deliver an exceptional policing service.
- We protect the world's leading global financial centre from terrorism and extremists.
- We work with partners to make the City's roads safer for all users.

5. Measures

The output, approach and channels employed by the external media team will be measured against the above principles to ensure the team continues to support the force values and priorities. To achieve this, it is essential that we are able to measure the effectiveness of our activity.

1. Every press release will be measured for the number of page impressions on the website, the amount and tone of coverage generated, and social media impact.
2. Communications plans will be updated monthly to show activity which has supported each of the force's priorities. This will then be communicated at Performance Management Group and the monthly Tasking meeting.
3. Summaries of successful media coverage, including analysis and data of social media impact will be circulated across the force on a weekly and monthly basis.

[Type text]

APPENDIX 3

6. Audiences

The City of London Police press office, and the wider Corporate Communications team, serves a number of unique audiences, and the function needs to ensure that it is meeting the specific needs of each. Outlined below are two of our most important audience groups. Other audiences we will engage with would be determined by aims of specific campaigns and partners we are working with.

Audience Group	What do they need to know?	What do they want to say?
News media – local (London), stakeholder and national	How we are performing – our response to national issues, force priorities, successful cases, and crime trends	It is the role of the media to scrutinise the police – how are we performing, where are we failing, what are our plans, as well as campaigns and trends which tell a story
Chief Officer team, Directorate Heads and Corporation of London	How the force is perceived externally, any positive opportunities or areas of risk, and how this may affect us.	Publicising operational decisions as well as local achievements and how these support our objectives, promoting their teams' achievements.

[Type text]

APPENDIX 3

7. Channels

Channels	Audience	Frequency	Objective
Press Releases (Vuelio)	All media	Daily	Inform Provide up-to-date news on court sentencings, campaigns, wanted faces, or other news and initiatives to local, national or stakeholder media.
Website (News & Appeals)	All	Daily	Inform Provide up-to-date news on court sentencings, campaigns, wanted faces, or other news and initiatives to local, national or stakeholder media.
Twitter	All	Daily	Inform Provide up-to-date news on court sentencings, campaigns, wanted faces, or other news and initiatives to local, national or stakeholder media.
Facebook	Local community	Every 1-2 days	Awareness To provide regular updates on specific initiatives or events taking place in the community.
YouTube	All	Ad hoc	Awareness To provide regular updates on specific initiatives or events taking place in the community.
Media Interviews	All	Ad hoc	Inform To provide more specific, enhanced detail and analysis on particular topics.

[Type text]

APPENDIX 3

Media briefing events	All	Ad hoc	Inform To provide more specific, enhanced detail and analysis on particular topics.
------------------------------	-----	--------	---