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The website is the Association's primary tool for communication. All articles and comment/responses written by national officers will be placed on the website. Social media and the e-newsletter will be used to promote and link to these.

The website should be regularly updated with new content to ensure it remains fresh, relevant and above all useful and used.

Social media

To continue making the most of the potential of this channel, the Association will look to increase the amount of high-quality content it promotes through Twitter – images, links to blogs and other content, comment and viewpoint – to drive engagement.

ASPS will use its website and Twitter account to respond to routine policing stories and issues where it is able to. Press releases will be used when the Association is proactively creating and releasing its own stories and the media consultant can advise on these opportunities.

The communication adviser will provide media training to the President, and to members of the executive if required.

National officers and members of the executive committee should also consider joining the platform and using it to share views and messages and to engage with audiences. This helps to amplify the messages of viewpoints of the Association.

Visuals

The Association will seek to increase use of visuals including photography and infographics, where possible and cost-effective.

Evaluation

Feedback and member views on the effectiveness of Association communication will be sought from members at District meetings and the Executive. Feedback will also be sought from policing stakeholders and other interested parties.

The reach of the Association's communication can be assessed by the number of hits to its website and its growth in Twitter followers, although these are only indicative measurements and give little insight into impact or effectiveness of messaging or the quality of audience.