RCMP VETERANS' ASSOCIATION

COMMUNICATIONS POLICY

August 2026

1. Purpose

The purpose of this policy is to ensure that all communications issued by the Royal Canadian Mounted Police Veterans' Association (RCMPVA) are clear, accurate, consistent, respectful, and aligned with the Association's mission, values, and priorities.

Effective communication is essential to building trust with members, supporting RCMP veterans and their families, strengthening connections across divisions, and maintaining the Association's credibility with partners and stakeholders.

2. Scope

This policy applies to all communications created and distributed by the RCMPVA, including but not limited to:

- National newsletters
- The RCMPVA website
- Email communications distributed on behalf of the Association
- Social media content
- Official correspondence, statements, and advocacy communications
- Communications issued by the Secretariat, Executive, committees, and divisions when representing the Association

This policy applies to Board members, Secretariat members, committee members, and volunteers acting on behalf of the RCMPVA.

3. Communications Principles

All RCMPVA communications are guided by the following principles:

Accuracy and Clarity
Information is factual, verified, and presented in clear, plain language that members can understand.

Consistency of Voice
Communications reflect a unified and recognizable voice across all channels, reinforcing trust and understanding.

Respect and Professionalism
Communications are courteous, respectful, and mindful of the experiences, dignity, and diversity of RCMP veterans and their families.

Member Focus
Communications prioritize the needs, interests, and well-being of members and are relevant to their lived experiences.

Transparency
Information about programs, services, initiatives, and advocacy is shared openly and responsibly.

Privacy and Sensitivity
Personal information is protected, and communications involving sensitive matters are handled with care and discretion.

Accessibility and Inclusion
Communications strive to be accessible, inclusive, and available in both official languages wherever feasible.

4. Voice and Tone

The RCMPVA communicates in a voice that is:

- Veteran-centred
- Professional and credible
- Approachable and supportive
- Clear and plain-spoken
- Inclusive and respectful
- Non-partisan

Consistency in voice and tone across all channels helps ensure that members and stakeholders experience the Association as coherent, reliable, and trustworthy, regardless of how or where they engage with it.

5. Roles and Responsibilities

Board of Directors
Provides governance oversight and ensures that communications align with the Association's mission, values, and strategic direction.

President and Board of Directors
Approve key messages, official statements, advocacy positions, and communications of strategic or reputational significance.

Secretariat
Coordinates communications activities and supports the consistent delivery of messages across the Association.

Information Sharing & Communications Coordinator
As a member of the Secretariat and the Communications Committee, the Information Sharing & Communications Coordinator:

- Advises on communications strategy, messaging, and alignment
- Reviews communications intended for broad distribution or public release prior to dissemination, to support clarity, consistency, and adherence to this policy
- Supports leadership, committees, and divisions in communicating effectively and cohesively
- Contributes to the continuous improvement of the Association's communications practices

Divisions and Committees
Contribute local and program-related content and collaborate with the national office to ensure alignment with national messaging and priorities.

6. Communications Channels

The RCMPVA uses a range of communications channels to reach members and stakeholders, including:

- National newsletters
- RCMPVA website
- Email communications
- Social media platforms
- Stakeholder and partner communications

Each channel plays a role in supporting awareness, engagement, advocacy, and member support, while maintaining a consistent voice and message.

7. Review and Continuous Improvement

The RCMPVA is committed to continuously improving its communications to better serve members and reflect evolving needs and best practices. This policy, along with the Association's broader communications activities, will be reviewed periodically to assess effectiveness, consistency, and relevance, and updated as needed.