



## Royal Canadian Mounted Police Veterans Association/ Association des vétérans de la Gendarmerie royale du Canada

### RCMP VA Communications Policy Statement

**Our Communication Mission:** Increase the Association's profile through an informative, relevant and timely communication network which meets the needs of our membership while supporting the Association's Purpose, Mission, Vision and Values.

**Our Communication Objective:** Effectively manage all forms of Association communications to ensure that the messages and their objectives are clear and meet the needs throughout the Association while recognizing our purposes and respecting our members' and stakeholders' privacy, interests and diversity.

#### **Our Communication Policy:**

1. Communication must be ethical, responsive, timely, accurate, clear and objective that aligns with the Association's priorities, policies, programs, services and initiatives.
2. All traditional and digital communication formats used must ensure the Veterans' Association is visible, transparent, accountable, and accessible to the Association membership served.
3. Deliver prompt, courteous and responsive communication that is sensitive to the needs and concerns of the Association, while being respectful of individual rights and diversity.
4. Communication, via all formats, must be professional in nature considering public perception and any potential impact those comments and/or images may have on the Veterans' Association.
5. When possible, all communication is to be in both official languages and in multiple formats to accommodate the diverse needs of the Association.
6. Association Board of Directors must provide ongoing communication to the membership regarding policies, programs, services and initiatives they are familiar with and for which they have responsibility.
7. When developing, implementing and evaluating policies, programs and services, communication needs of the Association must be identified and addressed within those policies, programs and services.
8. At all times, communication must be mindful of the protection of privacy interests (if any) of individuals who may be exposed in any form of communication used.



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9. Safeguarding the trust and confidence of the Veterans' Association to the membership and other entities served must be a priority.

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