**PROTECT AND SERVE**

*Starting the Conversation*

RELATIONSHIP OPPORTUNITIES

- Youth
- Government Officials
- Community Leaders
- Media
- Faith-Based Groups
- Civic Organizations

**CONNECT VIRTUALLY**

- Develop a plan
- Choose platforms where your community is already engaged
- Learn from other law enforcement agencies
- Designate staff to create and maintain an online presence

**CONNECT IN PERSON**

- Leverage internal resources and use public contact information to connect with groups and individuals
- Reach out through an individual member or mutual contact
- Ask to provide a presentation or just participate in a meeting or gathering

**SHARE AND LISTEN**

- Use a conversational tone
- Avoid jargon or legalese
- Ask for feedback and answer questions

**KEEP THE CONVERSATION GOING**

- Provide a liaison to serve as primary contact within your agency
- Your meeting is only the start of an ongoing conversation

---

"A community that is engaged and feels heard by its police department is likely to be more supportive of its police department."

IACP National Policy Summit on Community-Police Relations: Advancing a Culture of Cohesion and Community Trust, p. 11

For more information and ideas on connecting with your community using social media, visit the IACP Center for Social Media at [www.iacpsocialmedia.org](http://www.iacpsocialmedia.org).

For next steps, including sample talking points and other communication materials, check out the Protect and Serve Initiative at [www.theiacp.org/protectandserve](http://www.theiacp.org/protectandserve).