

Three Rooms, One Message

*Keeping Internal, Community, and
Leadership Communication Aligned*



Before You Release Information

Take a moment to answer these questions before communicating

Which room needs this information? _____

Who should hear it first? _____

Who might be surprised if they learn this elsewhere? _____

What assumptions could fill the gap if we stay silent? _____

What do we know with confidence? _____

What are we still working to verify? _____

When is our next update? _____

The Three Rooms

Different audiences. Different needs. One aligned message.

Internal

Primary objective

Build confidence before the public conversation begins

Leadership Actions

- Brief supervisors before major public announcements
- Provide supervisors and front desk staff with clear talking points
- Address rumors early
- Share what is known and what is still being verified
- Give timelines for future updates

Community

Primary objective

Build trust before you need it

Leadership Actions

- Explain the process, not just the outcome
- Be visible beyond crises; show up consistently
- Participate in community meetings and events
- Remember every employee influences public trust
- Communicate consistently and in plain language

Leadership

Primary objective

Reduce surprises while protecting operational integrity

Leadership Actions

- Provide awareness early, even if details are limited
- Explain what cannot yet be shared
- Set expectations for future updates
- Keep leaders informed before they hear it elsewhere
- Reinforce facts, process, and next steps

Every Communication Strengthens or Weakens Trust

Credibility Risk

Social media

Why It Matters

Posts by employees can go viral and shape public perception before leadership responds

Leadership Response

Assume every public comment could appear in tomorrow's news story

Text messages

Operational discussions may become public through legal discovery or leaks

Separate personal and professional communication

Internal rumors

Misinformation spreads quickly and fills silence with assumptions

Address assumptions promptly and directly

Officer comments

Personal opinions may be mistaken for official statements

Clarify roles and expectations for public communication

During a High-Visibility Incident

What We Know



- Confirmed facts only
- Information ready to be released
- Current operational status

What We're Verifying



- Developing information
- Outstanding questions
- Investigative updates

What We're Doing



- Operational response
- Community support
- Coordination efforts

What's Next



- Timing of next update
- Responsible spokesperson
- Anticipated milestones

Alignment Check

Internal

- ✓ Is our staff hearing it from us first?
- ✓ Are supervisors equipped with talking points?
- ✓ Have we addressed internal rumors?

Community

- ✓ Are we being transparent about what we know?
- ✓ Are we visible and accessible?
- ✓ Are we communicating in plain language?

Leadership

- ✓ Are leaders informed before public release?
- ✓ Have we set expectations for next updates?
- ✓ Are messages aligned across all levels?

Law enforcement leaders aren't just guiding operations, they're shaping information, building trust, and protecting credibility