

Victoria Police Manual

The Victoria Police Manual is issued under the authority of the Chief Commissioner of Police in s.60, Victoria Police Act 2013. Non-compliance with or a departure from the Victoria Police Manual may be subject to management or disciplinary action. Employees must use VPM Professional and ethical standards to inform the decisions they make to support compliance.

Corporate communications

Context

Victoria Police's corporate image and identity is reflected in its corporate communications, both internally and externally. Therefore, it is important that Victoria Police has standards governing corporate communications to ensure they are consistent, accurate, and maintain our reputation.

This policy is intended to provide direction and support to employees undertaking corporate communications.

Policy at a glance

This policy includes information on:

- an overview of Victoria Police publications
- processes for requesting the publication of information and documents on the Victoria Police website and intranet
- approval processes and channels and tools for distributing information to Victoria Police employees
- processes for managing requests to visit police premises
- processes for liaison with the film, entertainment and television industry
- approval processes and considerations for presentations containing graphic content.

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Definitions

Bulletin board – situated on the intranet homepage, the bulletin board is for posting internal messages which may be relevant to the entire organisation or a specific cohort. All Victoria Police employees can post with the relevant approval.

Corporate communication – endorsed messages or publications issued via official Victoria Police communications channels, including global and targeted emails, the Victoria Police intranet, Viva Engage and Police Life.

Latest news – are news articles of organisational interest published by the Media, Communications and Engagement Department (MCED) on the intranet homepage.

Employee engagement emails – are a type of global or targeted email sent from a relevant member of command's corporate email account for a specific reason.

Gazette & Vacancies hubs – separated into police and Protective Services Officer (PSO), and Victorian Public Service (VPS) and Executive vacancies, the vacancies hub promotes both short and long-term vacancies within Victoria Police and is located on the intranet homepage. The Gazette & Vacancies hubs are managed by Human Resources Command.

Global emails - are sent to all police, all PSOs, all VPS employees, or any combination of these three cohorts. There are only four types of permissible content for global emails:

- messages from the Chief Commissioner of Police (CCP) or Executive Command, including employee engagement emails
- urgent (life threatening) information
- notification to all Victoria Police employees of the death of a current employee (police officer, PSO or VPS)
- notification to all police and/or all PSOs in the event of a significant and urgent change to operational procedure.

Intranet – is the main source of information for all employees with current contact details, answers to commonly asked questions, forms, downloads and specific work unit information. During major incidents and emergencies, hubs may be created on the intranet to house and centralise information.

KALOF – Keep a Look Out For (KALOF) is a document containing information and a picture of an item or person of interest that needs to be located. They are typically sent by police in the form of a targeted email or posted on Viva Engage.

Police Life – is Victoria Police's external editorial content brand, incorporating the Police Life podcast and online articles. Police Life shares stories about Victoria Police's people, initiatives and cases, providing the community with an insight into the organisation.

Read-out instructions – are used to disseminate concise corporate and operational information to frontline members. They are sent to station commanders via email on an as-needed basis for inclusion in station read-outs, targeting members from constable to sergeant.

Targeted emails – are sent to groups who have a specific role, interest or need to know information regarding the subject being communicated. You can target audiences by rank, region, unit or role. Targeted emails are sent to supervisors with instruction to cascade information to staff on a need-to-know basis. For instructions on how to send a targeted email, visit the Corporate Communications intranet page.

Website – refers to Victoria Police's external-facing web presence. Victoria Police's website contains useful information for the community in relation to Victoria Police and its services. It is

managed by Digital Experience, MCED.

Weekly Wrap Sheet – is an online publication for employees providing organisational news and information. It is published on the intranet weekly and houses all news items, global emails, targeted emails, read-out instructions and Viva Engage highlights from that week.

Viva Engage (previously Yammer) – is an enterprise organisational networking tool that Victoria Police employees can use to create communities of shared interests, post operational information and questions, comment on a variety of topics and engage with the broader organisation.

Scope and application

This policy applies to all Victoria Police employees.

Responsibilities and procedures

1. Publications

1.1 *Release of Victoria Police publications externally*

Employees must not release externally, any publications such as books, brochures, newsletters and pamphlets developed in electronic or hard copy form for distribution to the public that could be identified as representing, or being associated with Victoria Police or using any official information, unless the publication:

- has already been approved for Victoria Police external publications
- is submitted to and approved by MCED.

This applies to Victoria Police publications developed outside of MCED and includes contributions and papers to external, non-Victoria Police publications.

Legislation, policy, procedure and program development documents created as part of daily business are managed and owned by the business units in which they are created. Refer to **VPM Policy development and advice** for more information.

For further information about the approval process to release publications in the public domain contact Corporate Communications, MCED.

The following table summarises the Victoria Police corporate publications:

Victoria Police Corporate Publications	
<i>Victoria Police Annual report</i>	
• Published annually by the Investment Performance Analysis & Reporting Unit, Investment, Governance and Assurance Department • Available on the Victoria Police intranet and website • Contains Victoria Police's performance and activities undertaken in the previous fiscal year as well as disclosures required under various legislation	
<i>Victoria Police Annual Plan</i>	
• Published annually by the Strategy and Organisational Planning Unit, Capability Department • Available on the Victoria Police Intranet and website • Contains the prioritised actions Victoria Police will undertake over the next 12 months to build capability across the organisation and enhance community safety	

Policies, procedures and legislation

- Refer to the **VPM Policy development and advice**

2. Victoria Police web and intranet sites

2.1 Website and intranet publishing

- Each department/command/region has an ongoing responsibility for the presentation and maintenance of website and intranet content relating to their area and must ensure information on their sites is accurate and up to date.
- Each department/command/region has intranet owners and approvers who can publish information to the intranet. Employees should contact their relevant department/command/region website/intranet publisher to:
 - find out who the owner/approver for their relevant area is
 - apply to become an intranet owner/approver
 - seek advice on the publishing standards and procedures for the intranet.
- Most departments/commands/regions are responsible for the accuracy of information on their section of the Victoria Police website. Employees should contact Digital Experience to:
 - find out the owner/approver for their relevant area
 - update existing content on the public-facing Victoria Police website
 - seek advice on the publishing standards and procedures for the website.
- General enquiries about intranet publishing can be directed to Corporate Communications, MCED. Website enquiries should be directed to Digital Experience, MCED.
- The following table outlines the requirements relating to the creation and maintenance of web and intranet sites that are developed by, managed by, associated with or officially represent Victoria Police:

Web and intranet sites	
Type of site	Requirement
All Victoria Police sites (external and internal)	Content must be: • produced or approved by a work area site owner • regularly reviewed for accuracy and relevance by the responsible content author (approver) or departmental publisher • consistent with the Victorian Government accessibility guidelines as outlined on the Accessibility Hub on the intranet Site must comply with: • Victoria Police Style Guide: Writing and Language • Victoria Police Style Guide: Brand and Corporate Identity • Victoria Police Web Publishing Guidelines and Processes • Victoria Police ICT policies and standards • Whole of Victorian Government Website Management Framework • Victorian Government ICT policies and standards

External	• External websites must be endorsed by Digital Experience, MCED • Before a new website is developed or an existing website is redeveloped, an Issue Cover Sheet (ICS) must be submitted to MCED for review • Content must be approved by Digital Experience, MCED • Victoria Police website updates are to be checked/published by Digital Experience (certain business as usual updates excluded) • Must only contain domain names, sub-domain names or alias addresses obtained from and registered with Digital Experience, MCED • Must be linked to the Victoria Police Google Analytics/GA4 account • Must adhere to the Victorian Government's digital guides, including branding
Internal	Content must be: • published in accordance with this policy • approved by the relevant work area manager/supervisor • published by the work area's department/command/region page approver For mobile and web-based applications, they must be: • endorsed by the Executive Director MCED via an ICS and content approved by Digital Experience, MCED, whether the application is developed internally or by a third-party for Victoria Police • linked to the Victoria Police Google Analytics/GA4 account
Exemption	
Exemptions from any of the above requirements may only be obtained as follows: • for existing sites: - seek endorsement from the relevant work unit manager - obtain exemption from the Manager, Corporate Communications (internal) or Manager, Digital Experience (external), MCED. • for new sites, partnership websites or the major redevelopment of an existing site: - obtain exemption from Manager, Corporate Communications (internal) or Manager, Digital Experience (external), MCED	

2.2 *Intranet publisher access*

- Employees who require access to edit or publish intranet pages should contact their relevant department/region/command site manager.
- All intranet access requests must be authorised by the work area's department/command/region site manager or Corporate Communications, MCED.
- Requests to change intranet access should also be completed if an employee:
 - resigns
 - retires
 - changes department/command/region
 - no longer requires access
 - is dismissed.

2.3 Website publisher access

- Employees who require access to edit or publish pages on Victoria Police's website should contact their respective site owner who will arrange access on their behalf (see section 2.1 of this policy).
- All website access requests must be authorised by the work area's department/command/region publisher or Digital Experience, MCED.
- Requests to change website access should also be completed if an employee:
 - resigns
 - retires
 - changes department/command/region
 - no longer requires access
 - is dismissed.

3. Internal information distribution

Internal information refers to all content (in hard copy or electronic form) published by, distributed and held within Victoria Police. It includes information items, emails, articles, intranet pages, notices, messages, video messages, policies and procedures, images, posters and accompanying materials.

To minimise overflow and duplication of information published within Victoria Police, internal information must be:

- distributed after appropriate review and authorisation as specified by this policy
- distributed with a consistent and uniform approach, and through the most appropriate and efficient means by:
 - recognising the importance of the information being issued
 - only targeting and be easily accessed by the employees who need to know the information, for example via a targeted email or on the intranet
 - maximising its impact and effectiveness
 - minimising duplication.
- primarily published on the intranet when the information requires wide distribution across Victoria Police.

Internal information distributed to employees of specific areas (such as departments, commands, regions, divisions, stations), may be approved by the manager of that area, provided it is consistent with this policy. Advice can be obtained by emailing Corporate-Communications-MGR.

3.1 Distribution of operational information

The following table details the types of operational information distributed across the organisation relating to operations or crime intelligence including KALOFs, requests for operational information, incident information and information about major incidents and the requirements for approval and publication that apply.

Operational information – distribution and authorisation process		
<i>Type of content</i>	<i>Publication method</i>	<i>Approval and publication process</i>
Urgent or immediately life-threatening information	Global email	Approved by a superintendent or VPS6 or above from the

affecting all employees or relating to serious threats to police employees/premises		relevant department/command/region. Where possible, consult with Corporate Communications to distribute
	Police communications D24	Approved by a superintendent or VPS6 or above from the relevant department/command/region
Urgent information with regional or local significance	Targeted email	Approved by a superintendent or VPS6 or above from the relevant department/command/region Where possible, consult with Corporate Communications for distribution advice Reasonable steps must be taken to target specific areas based on intelligence such as individual officers or regional divisions
Operational incidents	KALOF/Circular emails, Viva Engage posts and crime bulletins	Approval by inspector or appropriate manager (e.g. OIC CIU or DIU). This applies to all information: regional and organisation wide. Sent via targeted email and/or posted on the intranet or Viva Engage
Major events	Latest news	Inclusion of requested articles are at the discretion of Corporate Communications. Content must be approved by a superintendent or VPS6 or above from the relevant department/command/region
	Viva Engage	All company posts can be made by members of command for matters of organisation-wide importance or interest. Other communities can be used by all employees for information relevant to specific departments/commands/regions or interest groups. Users of the platform must adhere to the Viva Engage Terms of Use.
	Intranet (departmental, command or regional pages)	Approval by page approver. Designated intranet publisher or assigned employee is to update the intranet page

General information		
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3.2 *Distribution of corporate information*

The following table details the types of corporate information including Executive Command information updates, departmental activities or initiatives of corporate interest, corporate policies, procedures and legislation and the requirements for approval and publication that apply.

Corporate information – distribution and authorisation process		
Type of content	Publication method	Approval and publication process
Department/command/regional activities or initiatives of corporate interest	As determined by MCED	Submit through Assistant Commissioner/Executive Director to MCED for distribution through appropriate communication tool
Corporate policies and procedures	Victoria Police Manual and Chief Commissioner's Instructions (CCIs)	Approved in accordance with the VPM Policy development and advice
Corporate policy and procedure reminders and educational articles	Latest News, intranet or Viva Engage	Content must be approved by a superintendent or VPS6 or above from the relevant department/command/region and Corporate Communications
Corporate forms	VP Form templates or hard copy	Approval in accordance with VPM Policy development and advice
Legislative change notifications, reminders and articles	Latest News, email (for major policy updates), intranet or Viva Engage	Approval in accordance with VPM Policy development and advice

3.3 *Distribution of general and personnel information*

General and personnel information distributed across the organisation includes:

- awards and scholarships
- courses and seminars
- examinations
- graduations
- police clubs
- charity events
- equipment
- resource and finance management
- assignments
- secondments

- job vacancies
- industrial relations
- retirements
- obituaries and police funerals
- projects and research
- organisational changes
- changes of location/telephone numbers etc.

The following table details the distribution and authorisation processes that apply to general and personnel information.

General and personnel information – distribution and authorisation process		
Subject	Publication method	Approval and publication process
Death of a current employee	Global email	Approved by a superintendent or VPS6 or above from the relevant department/command/region. Contact Corporate Communications for assistance and distribution
Financial management	The intranet or other means specified in policy, including section 3 of this policy	Approval by Executive Director, Financial Services Department
Human resource and industrial relations information	The intranet or other means specified in policy including section 3 of this policy	Approval by Assistant Commissioner, Human Resources Command or as specified in Human Resources policy
Funeral details of current employees, and death of and funeral details for a former employee	Bulletin board	Approved by a superintendent or VPS6 or above from the relevant department/command/region. Contact Corporate Communications for assistance
Retirement functions and events	Relevant regional community in Viva Engage and/or the Bulletin Board	Approved by a superintendent or VPS6 or above from the relevant department/command/region
Other general information such as project updates, courses, changes of location	Bulletin board, Viva Engage, Latest News	Approved by a superintendent or VPS6 or above from the relevant department/command/region. Contact Corporate Communications
Job vacancies and secondments	Gazette & Vacancies hub, Workplace Showcase community on Viva Engage	Contact TRANSFER-PROMOTIONUNIT-MGR or VPSRECRUITMENT@police.vic.gov.au for assistance promoting approved vacancies
Social or culture-building communications	Viva Engage	No approval needed, however all engagement should comply with the Victoria Police Viva Engage Terms of Use, Victoria Police Values and VPM Professional and ethical standards

3.4 *Distribution of employee engagement emails*

- Employee engagement emails are a type of mass email sent from a relevant member of Command's corporate email account, using their personalised and MCED approved email banner. Employee engagement emails may be sent as follows:
 - Members of Executive Command can send global employee engagement emails to the entire organisation
 - Members of Command can send targeted employee engagement emails to their relevant department, command or region.
- Employee engagement emails should be used infrequently and on an as-needed basis if communications through other means of corporate information distribution listed in this policy are not suitable.
- Employee engagement emails contain information that is non-urgent in nature, non-life threatening and does not relate to serious threats to police staff/premises. They may pertain to significant corporate events, updates or dates, or aim to engage employees across the whole organisation or within a targeted group/groups.
- The content and timing of employee engagement emails should be determined and drafted in consultation with Corporate Communications. Additionally, Corporate Communications should be engaged to determine the appropriate breadth of distribution of the email, with reasonable steps taken to target specific areas based on rank, department or command, or regional divisions.
- Examples of appropriate employee engagement emails include:

Employee engagement email examples		
Distributor	Type of content	Distribution
Chief Commissioner of Police	Executive and Command appointments	Global email
	Major changes to organisational structure	Global email
	Announcements or updates to Government priorities and/or commitments	Global email
	Announcements or updates on significant organisational matters such as major investigations or those under public scrutiny, or to celebrate significant positive outcomes	Global email
	Safety messages and well wishes around Christmas/New Year (may be delegated to Deputy Secretary Corporate & Regulatory Services)	Global email
	Non-operational updates following major terrorism events and critical incidents (including investigations, key findings and support for employees)	Global email
	Other, as determined in consultation between the Office of the Chief Commissioner of Police (OCCP) and MCED	To be determined in consultation with MCED

Deputy Commissioner, Deputy Secretary	Command appointments within their portfolio	Targeted email to portfolio
	Updates or outcomes to significant whole of organisation cultural/behavioural investigations, reviews or reports, such as the Victorian Equal Opportunity & Human Rights Commission review/Enterprise Bargaining Agreement negotiation updates or outcomes	Targeted email
	Major policy updates	Targeted email depending on content and determined in consultation with MCED
	Changes to department or command structure	Targeted email to portfolio
	Other, as determined in consultation with MCED	To be determined in consultation with MCED
Command	Senior leadership appointments	Targeted email within department/command/region
	Changes to departmental structure	Targeted email within department/command/region
	Significant updates or important dates	Targeted email within department/command/region
	Other, as determined in consultation with MCED	Targeted email within department/command/region

3.5 *Supplementary communications strategies*

Individual areas may develop communications strategies to supplement the general distribution methods outlined in this policy, as long as they are:

- consistent with the information distribution and authorisation rules outlined in this policy
- developed in consultation with Corporate Communications, MCED.

4. Corporate images and marketing requests

4.1 *Approval and use of Victoria Police images for corporate or promotional purposes*

- Victoria Police employees and external organisations can make requests to use Victoria Police images via the Online Image Library
- Anyone wishing to access the Victoria Police Online Image Library must register their details at <https://victoriapolice.dams.me/site/welcome.me>
- To order images, place them in your basket and click the Proceed to Order link and complete the request form clearly explaining the need for the images, how they will be used and their expected audience (internal, external etc)
- All requests are subject to approval by Creative Services, MCED. Photos requested for external use will also be subject to consent, written or verbal, being given by those photographed
- Orders may take 3-4 business days to be approved

- For Online Image Library assistance or to add your photos to the image library, email VP-Image-Library-MGR@police.vic.gov.au

4.2 *Promotional and marketing publications and items*

- During development of any marketing and promotional items (for both internal and external audiences) areas must discuss proposed publications and items with Creative Services, MCED.
- Creative Services, MCED must approve the final artwork for any marketing and promotional items before approval is obtained for their production.

4.3 *Liaison with the film, entertainment and screen (television) industry*

- The Film and Television Office (FTO), MCED coordinates, monitors and supervises:
 - requests from the entertainment industry (including film, TV, podcasts and books) for resources, assistance and advice regarding the portrayal of police in their productions
 - filming activities not requiring police assistance, but which may cause public alarm or concern. The FTO will inform the Police Communications Centre (D24) and the nearest 24-hour police station of filming activity
 - traffic escort and management for filming activities.
- Authorisation to film on police premises is dependent on:
 - approval by the FTO and the relevant department/command/region head
 - any rules relating to the security of the premises.
- Victoria Police employees must:
 - refer any request for resources, assistance and advice from the film, entertainment and screen industry to the FTO via email to FILM-TV-CCM-OIC
 - seek approval from the FTO prior to engaging with any film, entertainment or screen industry for interviews or to provide advice, comment or assistance, whether payment is offered or not
 - not loan any uniform items, equipment or vehicles to any film, entertainment or screen industry. Any requests for such items must be directed to the FTO
 - seek guidance on the use of secondary logos when loaning uniform or items as per **VPM Corporate branding**
 - not participate in any form of traffic management for the film, entertainment or screen industry unless approved by the FTO
 - not agree to onscreen appearances, particularly for drama, documentary, entertainment or game shows (such as *Survivor* or *MasterChef*) without prior permission from the MCED Media Director or Superintendent, Community Engagement Division, via the FTO. Applications for approval will be assessed against Victoria Police policy, with the primary consideration being the protection of the organisation's interests.
- For further information see **VPM Conflict of interest**.

5. Visits to police premises and accompanying police on duty

- Persons wishing to officially visit police premises or accompany employees on duty may only do so subject to approval.

- For the security of police premises and the safety and welfare of employees, the following must not be photographed or recorded (audio, visually or both):
 - members of the public, including victims/witnesses/offenders
 - the general layout of the premises
 - the position of any safe, firearms cabinet, communications equipment or property office
 - notice boards or other places containing material of a confidential nature
 - the interior of police cell blocks
 - entrances and exits located in the premises.
- Public access to police premises must not extend to inspection of the premises or examination of areas not normally open to the public.
- Requests from persons wishing to visit police premises or accompany employees on duty are to be handled according to the tables below:

Visits to police premises	
Person/Group making Request	Action
Other police services or VIPs	Refer all requests to the CCP's Chief of Staff, who will provide advice on the appropriate protocols to be observed and act in a coordination and liaison role
Minister of Police	The OCCP will coordinate all visits to police facilities.
Members of Parliament	Requests should be referred to the Divisional Commander for approval and the visits managed locally. The OCCP is to be briefed on visits, the matters discussed and any issues that require escalation
Political candidates during the caretaker period	Requests received during the caretaker period of state or federal elections should be referred to the CCP's Chief of Staff
Community members/groups	Requests may be handled locally and approved by the relevant officer in charge
Media	Refer any requests where the media wish to photograph or record inside police premises to the relevant department/command/region head who will determine the request and notify the POLICEMEDIAUNIT-Mgr@police.vic.gov.au, MCED

Accompanying police on duty	
<i>Advise any persons travelling in police vehicles, vessels or aircraft that they do so at their own risk and that Victoria Police will not accept any liability.</i>	
Person/Group making Request	Action
MPs or political candidates	Follow the procedure under the "Visits to police premises" table above
Media	Forward requests to the POLICEMEDIAUNIT- Mgr@police.vic.gov.au who will refer the request to the relevant work area's department manager for approval. Approval will be subject to any stipulated conditions
Students participating in future employment experience program	Only allow students to: • perform or be involved in non-operational duties

	travel in a police vehicle being used for non-operational duties
Other groups or persons	Seek approval from the relevant Local Area Commander. Approval will be subject to any stipulated conditions

6. Social media

- Employees must be authorised by MCED to engage in social media as a representative of Victoria Police. This applies to any social media channels, pages and groups that are either owned or not owned by Victoria Police. Authorisation is not required when identifying yourself as an employee of Victoria Police on LinkedIn.
- Employees engaging in social media, as a representative of Victoria Police or in a personal capacity, must have regard to **VPM Social media and online engagement** and **VPM Official online activities**, in addition to complying with **VPM Professional and ethical standards**, **VPM Restrictions on the use of applications on Victoria Police devices** and **VPMP Appropriate use of information**.
- The risk of professional and personal use of social media identified in **VPM Social media and online engagement** must be communicated to all new employees to Victoria Police.
- Refer to **VPM Social media and online engagement** for further information.

7. Giving presentations with graphic content to external parties

- Employees must seek written approval from a superintendent or VPS 6 or above to give a presentation containing graphic information or images (explicit, confronting, offensive in nature etc) to an external audience.
- In determining whether to approve the presentation, the approver must review the proposed content and consider:
 - the intended audience
 - the relevance of the content to the purpose of the presentation
 - the content from a cultural, intersectional and gender inclusivity lens
 - the identification of any person in the material
 - any recorded consent of a person identified in the material to be included, particularly any victim/s or next of kin where practical, noting the sensitivity of the information and whether it is already in the public domain.
- Graphic information or images should only be included when relevant and/or necessary for the presentation's purpose and audience. If included, a content warning at the beginning of the presentation must be included.
- The content of the presentation must be consistent with:
 - Victoria Police's strategic direction and any strategies, policy, procedures and/or standards that apply to the subject matter
 - the specific requirements of **VPMP Information sharing** and associated guidelines, particularly **VPMP Release of information to the media**, **VPMP Information privacy** and **VPM Recoding devices, CCTV and digital asset management**.
 - the restrictions on publishing information outlined in the *Children, Youth and Families Act 2005* and the Protecting Children Protocol between the

Department of Families, Fairness and Housing, Aboriginal Children in Aboriginal Care providers and Victoria Police, 2023

- information sharing restrictions in the *Information Privacy Act 2000* and the *Health Records Act 2001*
- the requirements on the use of Victoria Police corporate branding and secondary logos in accordance with **VPM Corporate branding**.
- If the presentation is for an external road safety conference, it must be approved by the Road Policing Strategy Division superintendent or delegate. Refer to **VPM Road policing - general** for further details.

Related documents

- Viva Engage Terms of Use
- Victoria Police Values
- VPM Professional and ethical standards
- VPM Restrictions on the use of applications on Victoria Police devices
- VPM Policy development and advice
- VPM Donations and sponsorships
- VPM Road policing - general
- VPMP Information sharing
- VPMG Release of information to the media
- VPM Social media and online engagement
- VPM Official online activities
- VPMP Appropriate use of information
- Victoria Police Style Guide: Brand and Corporate Identity
- Victoria Police Style Guide: Writing and Language

Further advice and information

For further advice and assistance regarding this policy refer to:

- Corporate Communications, MCED
- Digital Experience, MCED
- Creative Services, MCED
- Social Media Team, MCED
- Victoria Police Style Guide: Brand and Corporate Identity
- Victoria Police Style Guide: Writing and Language

Update history

DATE UPDATED	SUMMARY OF CHANGE	FORCE FILE NUMBER
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22/06/21	This policy updates and consolidates VPMG Corporate Communications, VPMP Corporate Communications and VPM Internal information distribution .	FF – 189231
11/07/22	Departmental name change from Media and Corporate Communications Department (MCCD) to Media, Communications and Engagement Department (MCED).	FF – 189231
13/10/22	Cross reference updated to new VPM Road policing - general	FF- 190724 2
21/02/2024	Updated to remove content now included in the new VPM Corporate branding (FF-220879), updates for currency and administrative changes.	FF- 241186 1
03/09/2025	Updated to remove references to Police Life magazine and What's On intranet page, updates to intranet publishing processes, and definitions of KALOF and global email.	FF-270424