

# Communication strategy

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At the investigation stage, officers should be aware that uncontrolled or inappropriate online commentary and media reporting may be damaging to future criminal proceedings. It may facilitate defence submissions of abuse of process or affect the defendant's ability to have a fair trial.

Forces should ensure that any communication strategy is developed in consultation with the Crown Prosecution Service (CPS), the force press office and, where appropriate, relevant partner agencies.

When managing media enquiries or issuing public statements, officers should:

- prioritise victim and witness safety and privacy
- avoid prejudicing ongoing proceedings
- issue clear, lawful and consistent messaging across agencies
- reinforce the criminal nature and unacceptability of domestic abuse
- use opportunities to promote awareness of support services and the police commitment to victim safety

In cases attracting significant public or media interest, particularly domestic homicides or other **high-profile or sensitive cases**, forces should ensure that communication focuses on:

- the seriousness of the offence
- the coordinated, victim-centred response taken by the force and its partners

For further information, go to the **media and communications APP**.

## Tags

APP Domestic abuse