

ANSWER THE CALL

CAMPAIGN TOOLKIT



POLICING IS MORE THAN A PROFESSION... IT'S A CALLING.

It's for those **who feel** a pull to service.
It's for those **who want** to make an impact.
It's for those **who step forward**, when others step back.

Choosing a career in policing is choosing a life dedicated to the service of others. It's a commitment to showing up every day for your community, your team, and yourself.

This probably sounds familiar to you, because you're one of those people. And now we need your help to find more people like you.

Police services across Ontario are hiring, but we're facing a shortage of police officers. That's why a collection of police organizations from across the province came together to address this problem head on through the development of this campaign.

That's where you come in.

We need your help to spread the word.

We know you're busy, so we've tried to make this document short and sweet while providing you with all the tools, graphics, and messages you need to share the campaign with your network and get people to Answer The Call.

IN THIS TOOLKIT YOU WILL FIND...

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EVERYTHING YOU NEED TO HELP OTHERS ANSWER THE CALL.

There are people out there ready to step into a career in policing, but there are many others who need us to show them this is a rewarding career path.

We have built a website and an email series to give people a clear understanding of what it's like to be a police officer — both the highs and the lows. We don't just want to find people; we want to find the right people. And you can help.

GET OTHERS TO ANSWER THE CALL:

1. Visit the campaign website and share it with your friends and followers: **Go to website.**
2. Reshare posts from OACP channels through your organization's accounts. **X, Facebook, Instagram, LinkedIn.**
3. Use and personalize campaign assets and share them with your followers. **Download campaign creative.**
4. Pitch us your own ideas on how to get involved. **Email us.**

ANSWER THE CALL

ANSWER

REAL PEOPLE. REAL PLACES. REAL IMPACT.

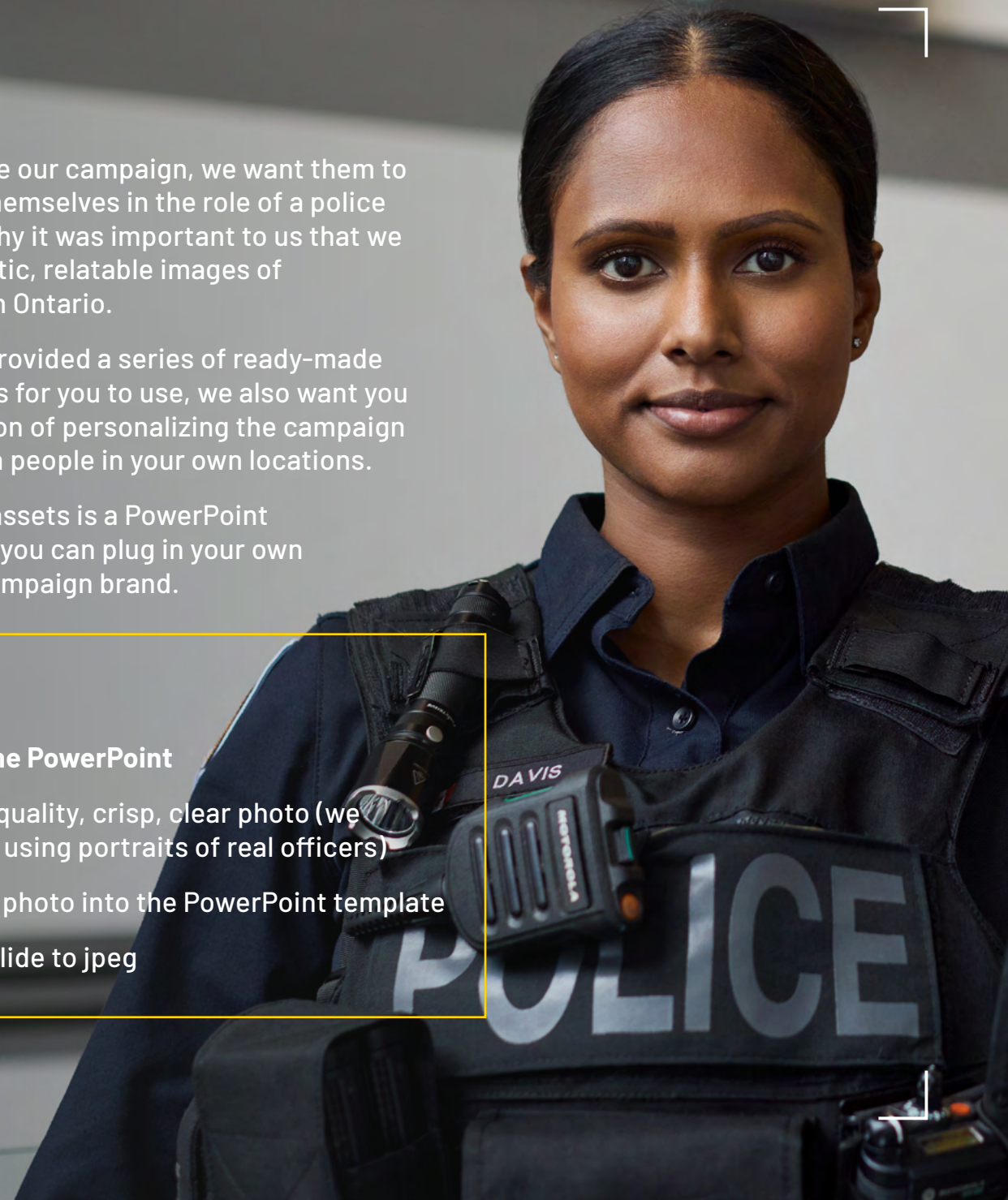
When people see our campaign, we want them to be able to see themselves in the role of a police officer. That's why it was important to us that we use real, authentic, relatable images of police officers in Ontario.

While we have provided a series of ready-made campaign assets for you to use, we also want you to have the option of personalizing the campaign – using your own people in your own locations.

Included in our assets is a PowerPoint template where you can plug in your own photos to the campaign brand.

SIMPLY:

1. Download the PowerPoint
2. Find a high-quality, crisp, clear photo (we recommend using portraits of real officers)
3. Upload your photo into the PowerPoint template
4. Export the slide to jpeg



MESSAGING THAT ENSURES THE CALL WILL BE ANSWERED.

We've put together a handful of messages you can use to bring awareness to the campaign and help pique interest in a career in policing.

- Policing isn't just a job. It's a chance to make an impact.
- Police services across Ontario are actively hiring.
- A career in policing offers stability, support, and room to grow.
- As a police officer, your core duty is to serve and protect your community.
- If you're someone who leads with compassion, who others turn to in tough moments, and who wants to make a real difference, this is the career for you.
- Women bring valuable skills and perspectives to policing, from empathy and communication to quick thinking and strong leadership.
- Police services across Ontario come in all shapes and sizes – each offering its own mix of opportunities, challenges, and ways to serve.
- If you're someone who runs forward when others step back, this could be the career for you.

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MAXIMIZING YOUR IMPACT.

WHAT SHOULD I BE POSTING?

We have developed a variety of creative assets you can use and/or personalize to amplify the campaign on social media, as well as recommended written copy to post with the assets.

Each asset has been sized to ensure they conform to the platform you are posting on.

Download the creative assets.



WHERE SHOULD I BE POSTING?

Content can be shared across social media channels, but we have created pre-sized assets for X, Facebook, Instagram and LinkedIn.

WHEN SHOULD I POST? IS THERE A BEST TIME?

These are rough estimates, but the best times to post on social media overall are 10AM on Tuesdays, Wednesdays, and Thursdays.

- X (Twitter): 10AM-2PM on Tuesdays and Wednesday
- Facebook: 9AM-11AM Monday-Thursday
- Instagram: 10AM-2PM Monday-Wednesday
- LinkedIn: 10AM -1PM Monday and Thursday

WHY SHOULD I LINK TO THE ANSWER THE CALL WEBSITE AND NOT MY OWN?

There are people ready to fill out an application to become a police officer, but there are also a lot of people who need to learn more about the profession before they feel ready to hit that apply button.

Our campaign is meant for those who need to learn more. The Answer the Call website is optimized to get people to sign up for an email journey that will keep them engaged overtime and keep the policing profession top of mind.

That's all to say, keep creating posts linking to your own job openings for those who are ready, but add in our campaign for those who want to learn more so that we can get them ready.

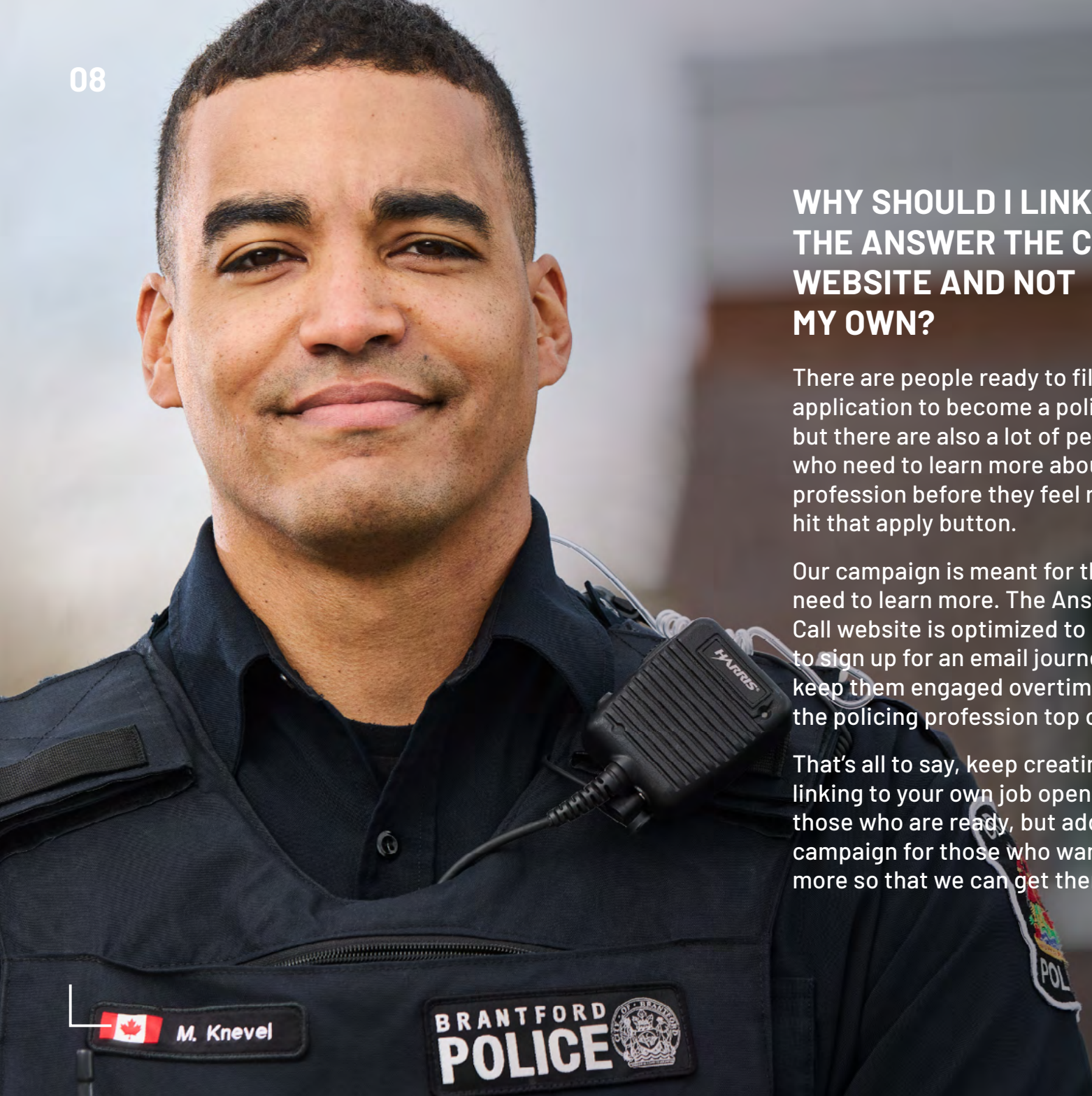
WHAT DO I DO IF PEOPLE ASK TO LEARN MORE ABOUT THE CAMPAIGN?

You can direct them to email info@itsacalling.ca for more information.

I'M REALLY BUSY. IS THERE A DIFFERENT WAY I CAN AMPLIFY THE CAMPAIGN?

Instead of creating your own social posts, you can share content from any OACP social media channel. Be sure to scan their accounts every few days to identify content that is appropriate for your organization.

Additionally, if you see others talking about the campaign, we encourage you to engage with them by liking or commenting on their post to help broaden its reach.



TO MAINTAIN ALIGNMENT...

All media requests should be filtered through OACP to ensure messaging stays consistent throughout the campaign.

When you receive a media request:

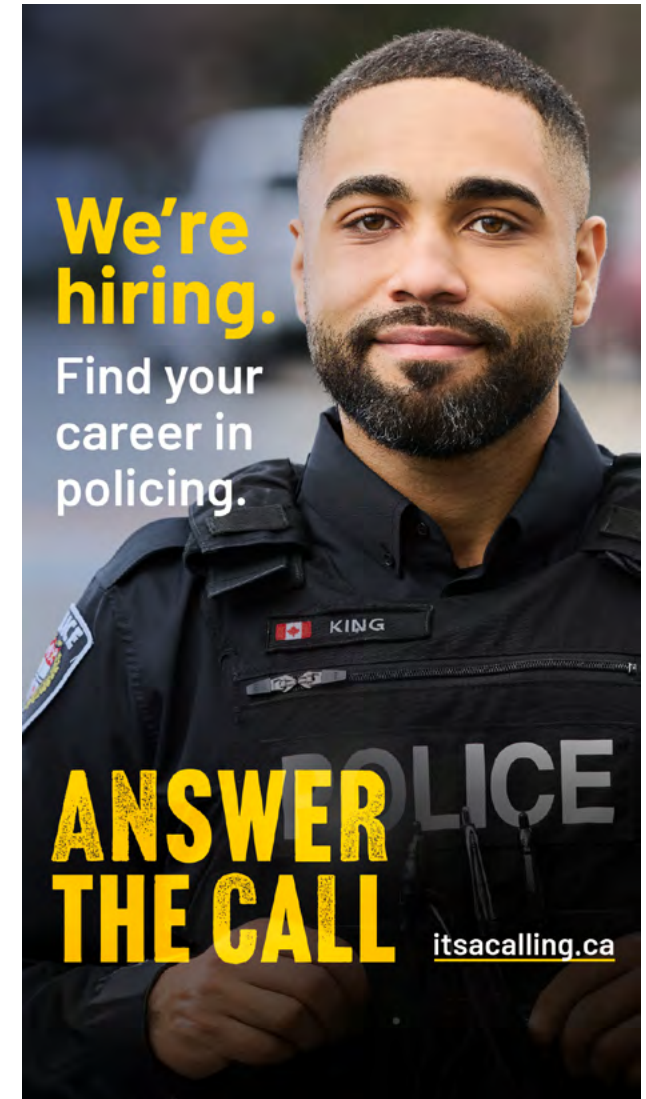
- Contact: Joe Couto at jcouto@oacp.ca

OACP will complete due diligence:

- Confirming media outlet and reporter credibility.
- Discussing details of the media coverage with reporter (content, context, timing).

OACP will prepare the media brief with interview details and key messaging and work with you to identify and prepare the person who will take the interview.

OACP will then confirm the media request with outlet (accept/decline, schedule, provide speaker details).



Have questions?

Contact us at

roselie@earnscliffe.ca

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