

Office of Commissioner Peak - Public Relations Guidelines

Introduction

The Office of Commissioner Peak is committed to maintaining a professional, transparent, and positive public image. These guidelines provide best practices for volunteers and representatives when communicating with the public, media, and stakeholders.

1. General Communication Principles

- Always be **respectful, professional, and nonpartisan** when representing the office.
 - Use **clear and concise language** to ensure the public understands the message.
 - **Stay informed** about office initiatives, community resources, and key events.
 - When in doubt, **refer inquiries to official sources** (e.g., website, official statements).
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2. Interacting with the Media

- **Volunteers should not make official statements** on behalf of the Office of Commissioner Peak.
 - If approached by a journalist, politely provide the office's official contact information.
 - **Example:** "I'm a volunteer with the Office of Commissioner Peak, but I'm not authorized to provide official statements. You can contact our office at rpeak.org for more information."
 - Avoid speculation or discussing confidential matters.
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3. Social Media Guidelines

- **Do not post unofficial statements or opinions** on behalf of the office.
 - Share only **approved content** related to events and initiatives.
 - Keep interactions **respectful and professional** at all times.
 - If you come across misinformation about the office, report it to leadership rather than engaging.
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4. Handling Public Inquiries & Concerns

- Listen actively and acknowledge concerns with empathy.
- If you don't know the answer, direct individuals to the appropriate resource.
- Avoid making **promises or commitments** on behalf of the office.

Example Response:

- “Thank you for bringing this to our attention. I’ll make sure to share your concern with the appropriate team. You can also follow up by contacting Commissioner Peak via rpeak.org.”
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5. Crisis Communication

- In case of an emergency or controversy, **do not engage** in speculation or unofficial discussions.
 - Refer all inquiries to official office representatives.
 - Stay updated with official statements before discussing any situation.
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Conclusion

These PR guidelines help ensure that volunteers and representatives communicate in a way that upholds the integrity and mission of the Office of Commissioner Peak. If you have any questions about public communications, please contact office leadership for guidance.



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