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GENERAL GUIDELINES FOR BUILDING STRATEGIC COMMUNICATIONS IN THE LAW ENFORCEMENT SYSTEM OF UKRAINE

Strategic communications occupy one of the leading positions in the activities of various state institutions. In general, strategic communications is the activity of introducing information activity within a certain system (body) or between different systems (bodies) of state power or public organizations.

Strategically approaching communication primarily means thoughtfully and purposefully organizing the use of communication tools to achieve broader goals and objectives, not just communicating information unilaterally from government agencies to the public.

The key tasks of the strategic communications of law enforcement agencies include, first of all, correcting the image and increasing the level of citizens' trust in them, building the skills of law enforcement agencies to counter the challenges of information warfare, using both traditional and the latest communication technologies. As well as fostering patriotism among law enforcement officials and ordinary citizens in general.

We determined the general directions of building strategic communications of the law enforcement system of Ukraine. In particular, it is necessary to formulate general goals and objectives of the strategy of communication work. Establish high standards of information and propaganda activities and communication. Clearly distinguish between internal, external and administrative-political target audiences, calculate and assume the relationship with each of them. Evaluate current communication strategy, effort, image and credibility. Determine communication objectives at the level of each unit, generate action steps, timelines, distribution of communication subjects, current reports and performance indicators. Identify key communicators and their roles, and develop a clear action plan for them to deal with different situations. Involve people at different levels of the organization, not only communication units. Actively engage with community, business, political, religious, media and other leaders. Allocate appropriate resources (people, equipment, budget) for the implementation of

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communication of units with the public through traditional media sources and the use of the latest information technology in order to provide quality and competent coverage of information about the operational situation in the community, the activities of law enforcement units in general and in specific situations. To establish an internal system of interconnection and information exchange between all structural subdivisions. To conduct continuous training and professional development of employees of subdivisions in the field of strategic communications.

Keywords: strategic communications, social networks, communication tools, new media, public relations, directions of communication strategy.

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