



Fact Sheet

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Marketing and Promoting COPS Office Training

Courses that are supported by the COPS Office should be branded as such in advertising materials, blast emails, website catalogs, and all other descriptions of the courses. Here are some general guidelines for marketing and promoting your COPS Office–funded courses.

Don't:

- **Use the DOJ seal** on any training or marketing materials.
- **State that trainers** are DOJ or COPS Office trainers.
- **State the opinions** are those of the DOJ or COPS Office.
- **Forget to brand the course** as a COPS Office supported course.
- **Market or promote the course** without approval from your COPS Office Program Manager.

Do:

- **Prominently display the COPS Office logo** on all marketing and promotional materials when the delivery is supported by the COPS Office (websites, social media, fliers, brochures, fact sheets, etc.).
- **Use the COPS Office training logo** on all training marketing and promotional materials when the course was developed with COPS Office funding (websites, social media, fliers, brochures, fact sheets, etc.).
- **State that this training is supported** by the U.S. Department of Justice, Office of Community Oriented Policing Services in any training catalog and in marketing and promotional materials, and note when this makes participation tuition-free as a result of COPS Office funding.
- **Notify the local U.S. Attorney's Office** that a COPS Office–funded class will be taking place in the district.
- **Include** the COPS Office disclaimer and reference your award number(s).
- **Write an article** about the course for the COPS Office newsletter, the *Community Policing Dispatch*.
- **Ensure your course is included** as a link, description, or embedded course on the COPS Office Training Portal.
- **Be consistent with branding** the course as both a COPS Office–sponsored and your organization–developed course.
- **Create social media content** for the COPS Office's Twitter, Facebook, or YouTube, such as infographics about the course, video clips, or quotes featuring feedback from course attendees.
- **Submit panel proposals** to law enforcement conferences that have a training focus in collaboration with your COPS Office Program Manager.
- **Have your marketing and promotion plan approved** by your COPS Office Program Manager.