





SOCIAL AND OTHER MEDIA PROTOCOLS

Queensland Blue Light Association Incorporated is the owner of the following trademarks in Australia:

- **Blue EDGE** (trademark number 2058095)

-  (Trademark number 2058096)

-  (Trademark number 205897)

In addition, the Blue EDGE program is the Association's Intellectual Property.

The Association obtains the funding to run programs from a variety of sources, all of which need to be acknowledged as supporters of the program. Failing to do so will jeopardise our future funding potential.

Print media:

Blue EDGE should never be referred to in a way that implies the program belongs to another body, e.g., the school where it is being run, or the PCYC hosting it.

The first time the program is named in the story it should be referred to in one of these ways:

- QLD Blue Light's EDGE program
- Blue EDGE, a program of Qld Blue Light
- Blue EDGE, a Qld Blue Light program

Once QBLAI has been acknowledged as owner of the program, it can henceforth be referred to as simply Blue EDGE or even EDGE.

The overarching Blue EDGE program is funded by the Australian Government through a Safer Communities Fund grant. This same grant also covers the program costs of over 20 locations. Program costs to run programs in additional locations are sourced through a variety of supporters.

Our financial supporters need to be acknowledged. This will vary depending on the funding source for each individual program.

Some examples of how to acknowledge these are:

- Funded by the Australian Government
- Funded by the Alcohol and Drug Foundation
- Funded by the Qld Police Service

You should also acknowledge any in kind support you are receiving.

For example, if a program is being hosted free of charge by a local PCYC, and the Lions Club are preparing all the meals, you could say:



- Qld Blue Light’s EDGE program, supported by (Location) PCYC and the Lions Club of (Location).

If you are unsure of the funding source of your program contact QBLAI State Office or your State EDGE Coordinator for the details.

Social media:

This can include posts on Facebook, Instagram, Twitter, Police Blogs and other social media platforms.

Facebook, Instagram and Twitter usually consist of a photograph and a short description or comment. The program should still be referred to as “Qld Blue Light’s Blue EDGE Program”.

Blogs will often have more wording, and in this case the relevant funding body should be mentioned.

If this doesn’t fit in well with the informal style of writing in the heading or body of the blog, an end note can be added.

Some examples of this:

- EDGE is a program of Qld Blue Light, funded by the Australian Government.
- Blue EDGE is a program of Qld Blue Light, the (Location) program funded by the Alcohol and Drug Foundation.

In summary:

1. Blue EDGE is the intellectual property of the Queensland Blue Light Association.
2. The wording in print and other media must not infer that the program is owned by any other body.
3. Wherever possible our financial supporters must be acknowledged correctly.

For further advice on the correct portrayal of the Blue EDGE program in any form of media contact QBLAI State Office or your State EDGE Coordinator.

QBLAI State Office: admin@bluelightqld.org