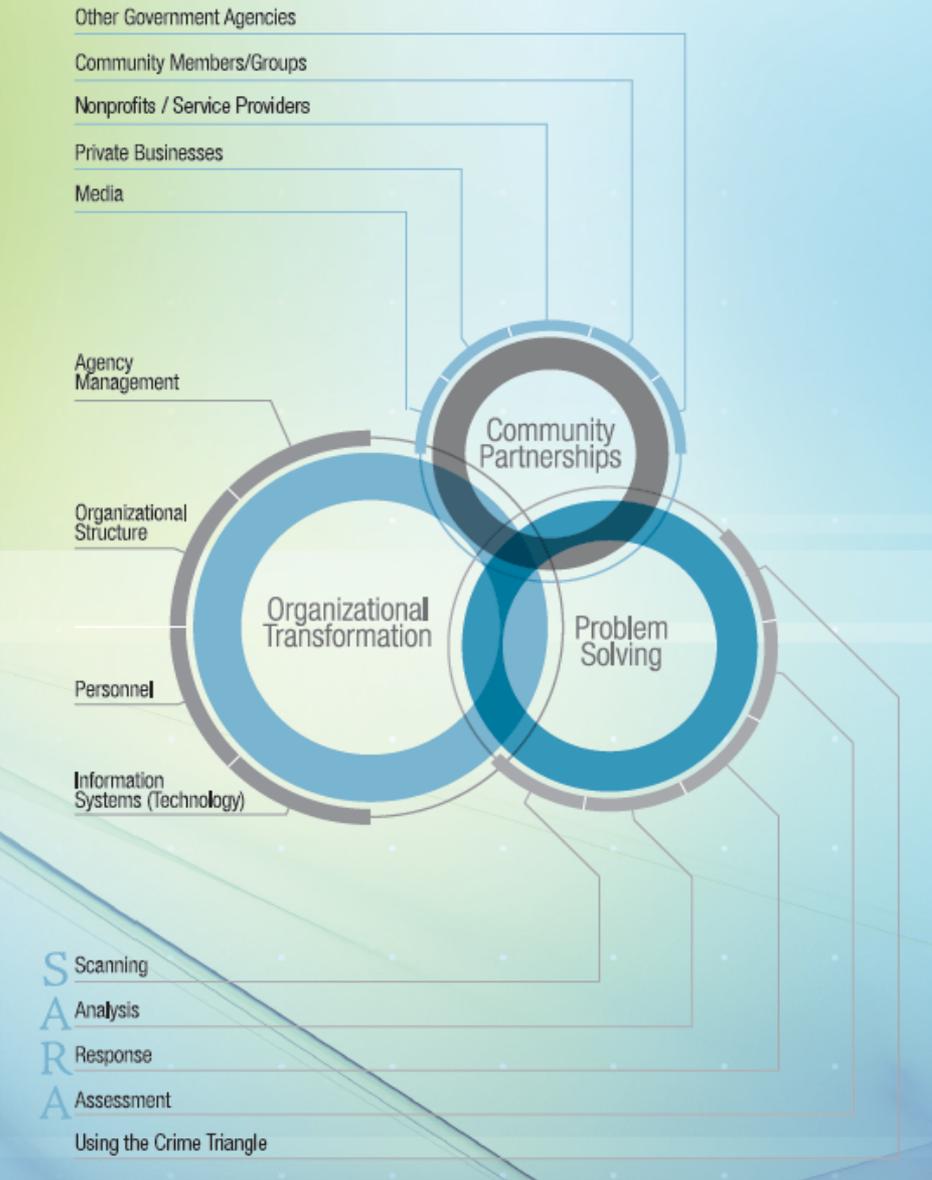




# COMMUNITY ENGAGEMENT

## The Primary Elements of Community Policing





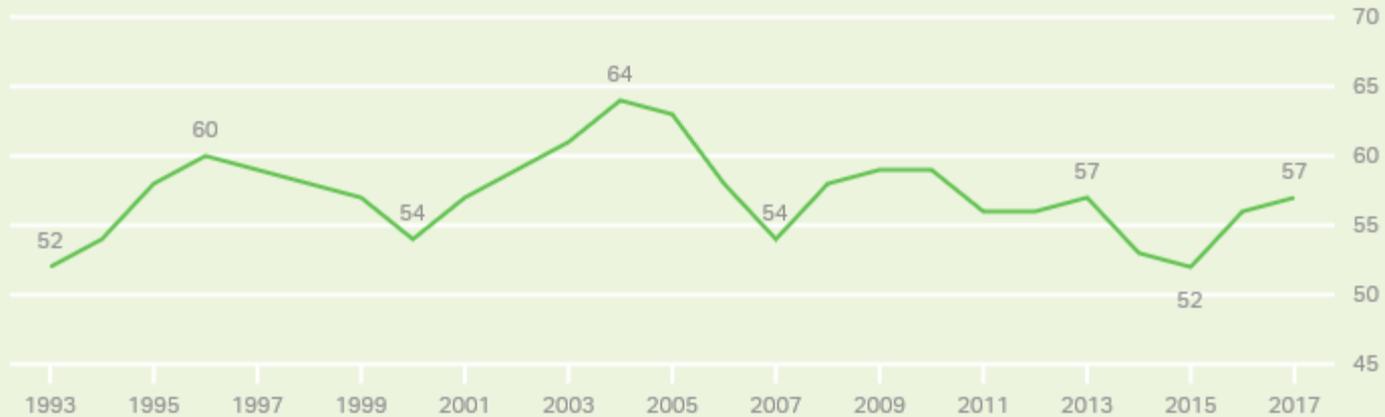
The media represent a powerful mechanism by which to communicate with the community. It can assist with publicizing community concerns and available solutions, such as services from government or community agencies or new laws or codes that will be enforced. In addition, media can have a significant impact on public perceptions of the police, crime problems, and fear of crime.

In 2015 American's reached an all-time low in overall public confidence in the Police.

### Overall Confidence in Police Rebounds in 2016, 2017

Percentage of all American adults who have "a great deal" or "quite a lot" of confidence in the police

■ Great deal/Quite a lot (%)

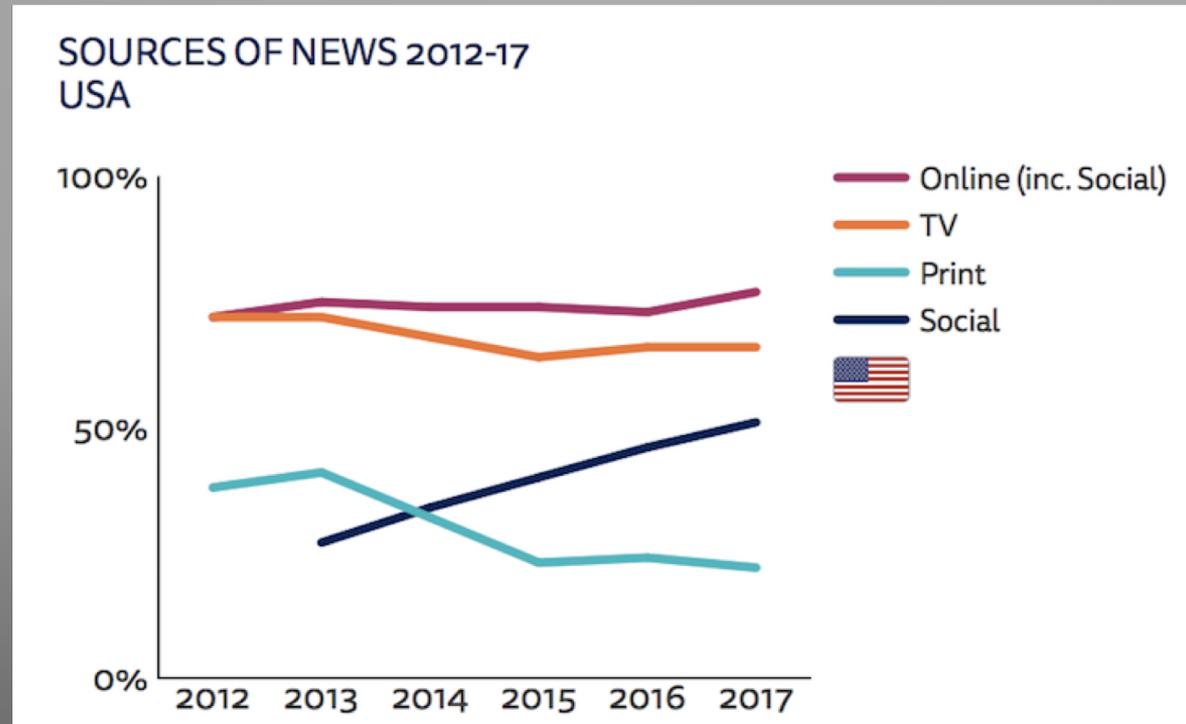


GALLUP

Police / Community relations needed transformation

## Traditionally Media included:

- Television
- Newspapers
- Print Publications
- On-line



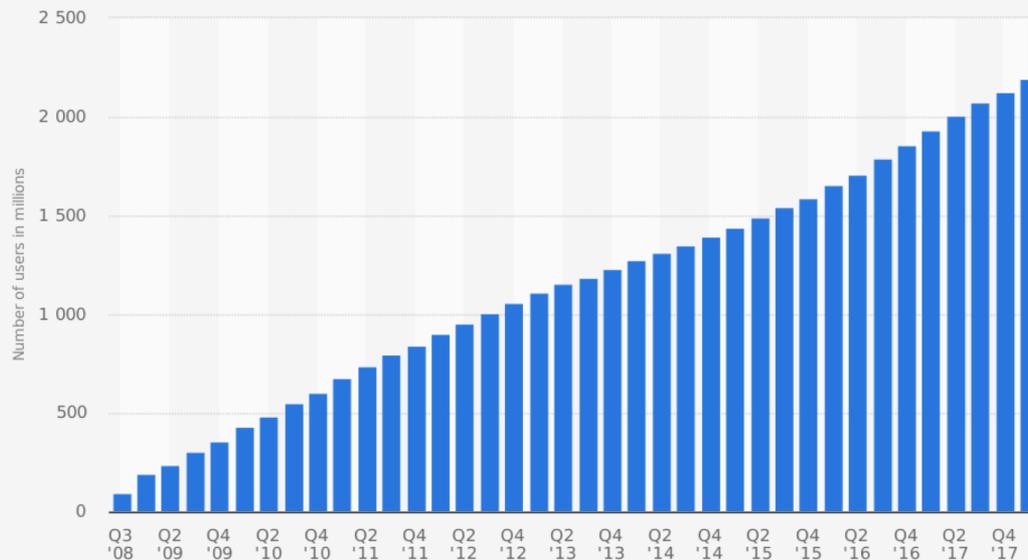
*Today Social Media is the fastest growing media market*

## Who controls it ?

# WHY SOCIAL MEDIA FACEBOOK USERS

Facebook has more than 2.2 billion members

Number of monthly active Facebook users worldwide as of 1st quarter 2018 (in millions)



Source  
Facebook  
© Statista 2018

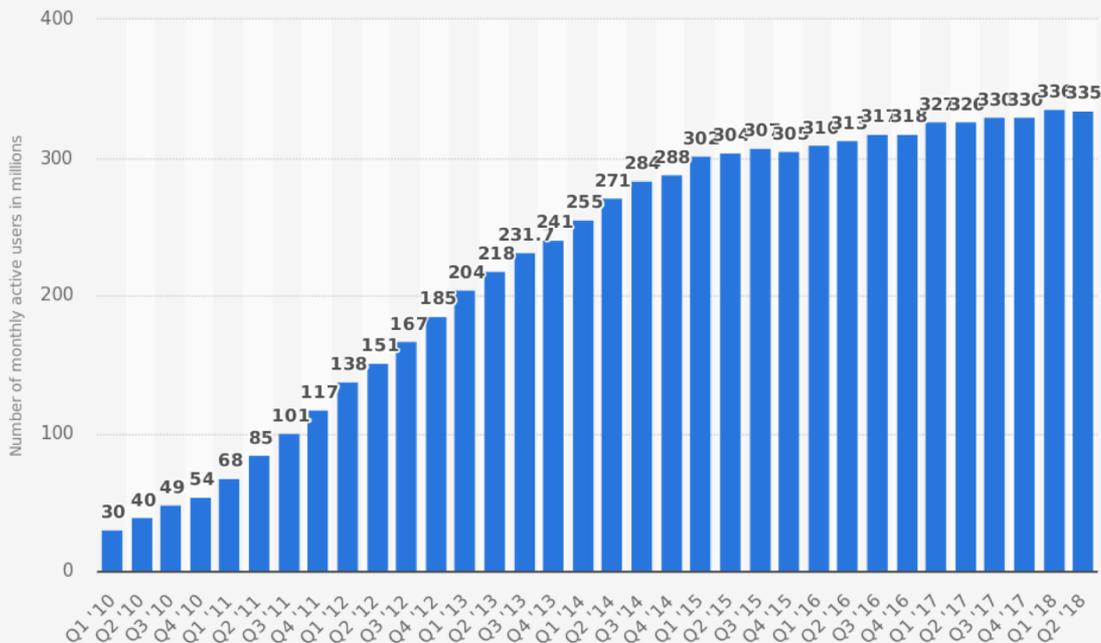
Additional Information:  
Worldwide; Facebook; Q3 2008 to Q1 2018

- 60% of North America is on Facebook
- 91% of mobile internet is on social media
- 86% of mobile internet users report using their devices while watching TV
- Generation between 45–54 has grown by 45% since 2012 and now dominates Facebook.

# WHY SOCIAL MEDIA

## TWITTER USERS

Number of monthly active Twitter users worldwide from 1st quarter 2010 to 2nd quarter 2018 (in millions)



Source  
Twitter  
© Statista 2018

Additional Information:  
Worldwide; Twitter; Q1 2010 to Q2 2018; excluding SMS fast  
followers

statista

Twitter has more than 335 million members

- 18–29 represents 31% of all Twitter users
- ½ life of a Twitter post is 18 mins
- ½ life of a Facebook post is 90 mins

# FACEBOOK REACH



Facebook

Monthly Active Users:

**2.2 Billion**

Daily Active Users:

**1.4 Billion**

Founded:

**2004**

Photos uploaded daily:

**300 Million**

Video views daily:

**8 Billion**

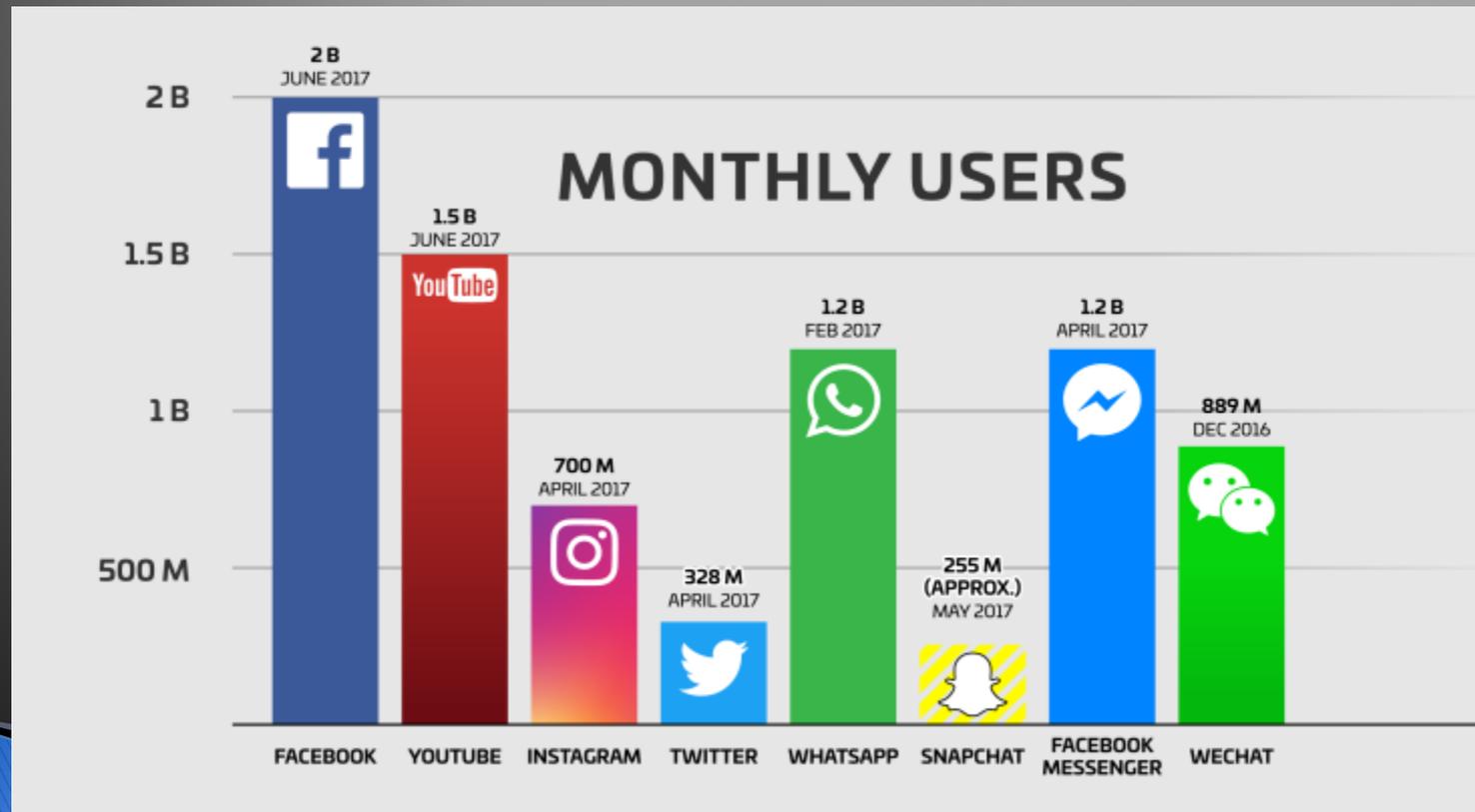
Rank:

**#1**



# ALWAYS ON

Our information is streamed through multiple sources of media, which people are connected to all day. No longer do we wait for the daily news or print publications to stay connected to relative events.



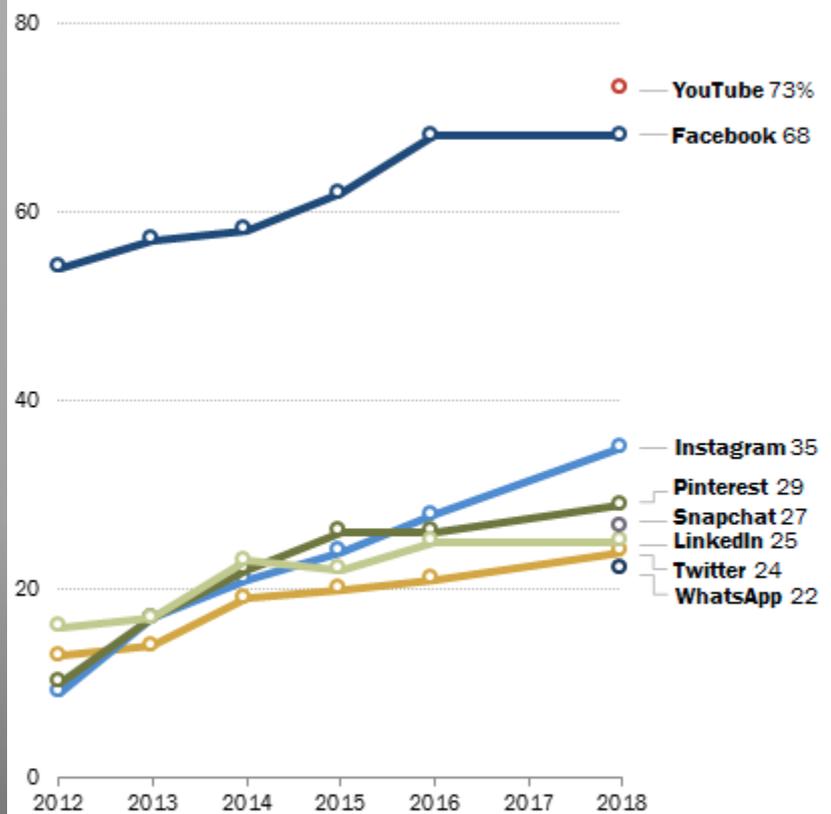
How is our next generation going to communicate?

Instagram?  
Snapchat?  
WhatsApp?  
Twitter?  
MarcoPolo?

How does phone calls fit in our current communication style?

### Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"  
PEW RESEARCH CENTER

*Today Social Media is the fastest growing media market*

# PHILOSOPHY

“I like using information, problem solving and humor to develop potential in people I am responsible for resulting in empowered employees who can act independently with confidence.”

Be Informative

Promote your brand

Market your channels to increase your agency's ability to broadcast it's message

Be Entertaining

# WHAT IS OUR INTENT

Create a platform that engages people

Community outreach – modern way of communicating

- Where are the people ?
- Are you reaching out to the people or waiting for the people to come to you ?

Crime Prevention – be informative

- Where do people go to gather information?

Criminal Investigations – solving crimes

- How do you solicit information from people?
- Social Media has become our #1 source of gathering tips

Controlling your narrative – protecting your brand

- If you are doing positive things in the community, how do you tell your story?

*If you don't tell your story, someone else will tell it for you!*

# LEVERAGING SOCIAL MEDIA

- Crime Prevention Tips
- Sharing Crime Data
- Soliciting tips about unsolved crimes
- Interacting with citizens
- Sharing information about your department
- Communicating road closures, special events, weather related emergencies, traffic back-up in real time.
- Raise exposure for real issues.

# CONTENT

Be entertaining but also be informative – What’s your story, share it in a way that attracts people.

Its important to be “social” on social media

Bite sized content gets read more than long articles

It’s a visual world – pictures gets more impressions

Humor can be a gateway to real issues



# ORGANIZATIONAL CHALLENGES

- We are a professional, serious agency we can't do something like this, it's not professional or it's out of character for our profession...
- We can't do this because it will jeopardize our criminal cases
- We people who don't like law enforcement will have more opportunity to publicly criticize us.
- We could eventual be sued for posting inappropriate content.
- We should not post on social media, we will be giving up our tactical advantage by disclosing trade craft.
- We will never get permission.

# CRIME ALERTS



Wyoming, MN Police Department

December 21, 2015 · 🌐

Unfortunately some Grinch-like activity has made it's way into our city! We are asking city residents to be extra vigilant when it comes to mail and packages that are being delivered this time of year. We have had thefts of mail and packages that have been reported to us. If anyone sees any suspicious activity, please call 911 and we will respond immediately.



Wyoming, MN Police Department

Published by Wyoming PD [?] · December 13 at 3:42 PM · 🌐

TIP: 5 things the IRS doesn't do.

## To everything there is a season – except tax scams

**Phishing:** Watch for fake emails or sites looking to steal your information.

**Phone Scams:** Criminals impersonating IRS agents remain a threat.

**Identity Theft:** Be alert to tactics aimed at stealing your identity.

**Fake Charities:** Scammers masquerade to solicit contributions.

**Stay alert:** [www.irs.gov/alerts](http://www.irs.gov/alerts)



Like



Comment

4,173

People Reached

248

Engagements

Boost Post

# CRIME PREVENTION TIPS

What keeps people following you ?

We often use “memes” to deliver our crime prevention or safety tips

 **Wyoming, MN Police Department**  
Published by Wyoming PD [?] · December 4 at 10:06 AM · 🌐

Beware of the Grinch's Porch Pirates. They aren't as elusive as Santa Elves; so keep an eye open in your neighborhoods for those suspicious thieves working on the Grinch's behalf to spoil this holiday season.



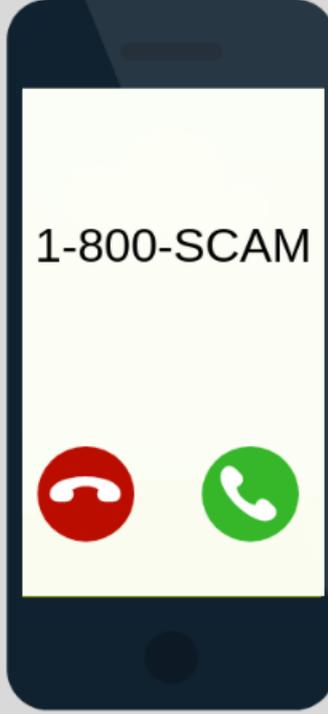
5,305 People Reached      846 Engagements      [Boost](#)

👍 🤔 🙄 Beck Flickinger, Mim Hendricks and 43 others      6 Comments 43

## Watch out for natural disaster scams

**Scammers:**

- ▶ Impersonate charities
- ▶ Collect financial info
- ▶ Claim to work for IRS



— DEPARTMENT OF —  
**REVENUE**  
STATE OF MISSISSIPPI

# PROMOTE YOUR BRAND

**Wyoming, MN Police Department**  
July 20 · 🌐

Today we met a small lady with an extra large personality. Wy home to the greatest of Minnesota.



👍 Like    💬 Comment    ➦ Share

👤 Dennis Berry and 362 others



Yvonne AndTom Hendrickson added 6 new photos — with Chris Morgan and 2 others.  
February 4 · Wyoming · 🌐

A huge shout out to Officer Boecker from the Wyoming Police Department for coming to show us all his cool tools and all the gadgets in his police squad. He let ...  
See More

👍 Like    💬 Comment    ➦ Share

👤 Dennis Berry and 433 others

Chronological

**Wyoming, MN Police Department**  
September 10 · 🌐

These three little ladies came out to visit us at Stagecoach Days last night! Why don't you do the same tonight? Come say hello!



👍 Like    💬 Comment    ➦ Share

**Wyoming, MN Police Department**  
July 9 · 🌐

Wow! We're reminded daily of why we love to serve this community.



👍 Like    💬 Comment    ➦ Share

👤 Lisa Hoppe Kaspszak, Nick Acker and 684 others

Chronological

**Wyoming, MN Police Department** added 4 new photos.  
May 21 · 🌐

We're having a great time at the Bike Rodeo today! Thank you to Polaris for partnering with us to make this event happen!



owers for the PD while m residents in our city! ys is easy but toget

**Wyoming,** with Diana  
September 2

Thank you to the st letters of appreciati channel 5 news tor show of appreciati Elementary! Our of story!

**Wyoming, MN Police Department** added 2 new photos.  
July 6 · 🌐

These amazing kids are raising money for a Wyoming family who lost their home and belongings in a fire. They'll be out today and tomorrow on Viking Blvd at 268th st. Let's show them some support!



👍 Like    💬 Comment    ➦ Share

👤 Samantha Hoppe, Erin Pepin and 470 others

Chronological

195 shares



👍 Like    💬 Comment    ➦ Share

👤 Mark Swenson and 227 others

Chronological

# SOLICITING TIPS ABOUT UNSOLVED CRIMES

FEMALE SUSPECT: We need your help everyone! This female suspect used a stolen credit card at Walmart and Cub Foods in Forest Lake. The card was stolen from a business in Wyoming. We are asking for help in identifying this female. Please call Wyoming Police Department at 651-462-0577 if you have any information to provide.



Like Comment Share

Tony Zerwas and 136 others

Chronological

3,947 shares

- Complainant reports fraudulent activity on her credit card
- Comp reports using her card at 3 local businesses the day before but can no longer find her card
- We obtain video of the suspect using the card at 2 business in our neighboring community
- We put the photo out on crime alert, no luck identifying the suspect.

# THE POWER OF A PICTURE

We post the surveillance picture on Facebook looking for help identifying the female.

- Within 4 hours we have multiple private messages identifying the female.
- Within 12 hours our hospital is calling asking for a copy of the police report
- With 24 hours the female suspect calls the Police Department and asks us to take her photo off Facebook if she turns herself in



Wyoming, MN Police Department

July 1, 2015 · 🌐

Suspect has been identified and is facing charges. Thank you to everyone for all the help and feedback! The response we received was phenomenal!

FEMALE SUSPECT: We need your help everyone! This female suspect used a stolen credit card at Walmart and Cub Foods in Forest Lake. The card was stolen from a business in Wyoming. We are asking for help in identifying this female. Please call Wyoming Police Department at 651-462-0577 if you have any information to provide.



👍 Like    💬 Comment    ➦ Share

👤 Tony Zerwas and 136 others

Chronological ▾

3,947 shares

# BUILDING PARTNERSHIPS



## Wyoming, MN Police Department

Published by Jeanine Rabe [?] · January 29 · Rock Creek · 🌐

We would like to thank social media friends and WCCO for picking up the story of the ice house trailer that was stolen from our city the other day. We are happy to report that the ice house **HAS BEEN RECOVERED** in St. Paul and returned to the owner.

51,018 people reached

Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Michelle Blanchard, Connie Johnson and 937 others

Chronological ▾

- WCCO notices the posts on Social Media along with the comments and volume of shares, over 16,000
- They come out and do a story for the 5pm broadcast.
- 20 mins after airing the story airs an individual in South St. Paul recognizes the trailer parked in their neighbors driveway. And makes the call to police

\*\*\*\*\*

The Fish House has been recovered!!!! I would like to give a special thanks to Daren who called within 20min of WCCO airing this story. The ice house was abandoned in a neighborhood in St.Paul. There is a fair amount of damage and missing equipment, but nothing that can't be fixed or replaced.

Thank you, thank you, thank you!!!! The outpouring of support has been remarkable. This house would not have been recovered without all the publicity. It is great ... [See More](#)



➦ Share

👍 25

16,386 shares

# RAISING EXPOSURE FOR REAL ISSUES

The power of one tweet



# RAISING EXPOSURE FOR REAL ISSUES

## Shakopee Police Offer Recovery Scholarships to Substance Abuse Suspects

Wyoming  
April 20 · 🌐

All in good fun!

We like to joke around with someone you know, but if you or someone you know has a substance abuse problem, please feel free to reach out to you with resources.



Fox 9 with Wyoming  
April 20 · 🌐

Undercover 4/20 s



April 27, 2016 06:23 AM

Officers with the Shakopee Police Department see the effects of drug and alcohol abuse every day.

DO!  
NEWS

LOW  
erman

# WHAT'S OUR EXPOSURE

## Twitter statistics

	<u>Profile Visits</u>	<u>Views</u>
April '16	97,500	1.1 million
May '16	16,500	392,000
June '16	5,101	100,000
July '16	48,600	795,000
August '16	35,400	714,000
September '16	18,200	391,000
October '16	26,500	655,000
November '16	144,000	2.09 Million
December '16	99,800	1.73 Million
January '17	48,900	1.38 Million
February '17	97,100	2.67 Million
March '17	46,700	1.29 Million
April '17	786,000	23 million

Our Monthly Averages: profile view 40.4K / impressions 2.35M

# RAISING EXPOSURE FOR REAL ISSUES



minnesota's own  
**KARE** 

# RAISING EXPOSURE FOR REAL ISSUES

If you could reach 30 million people today what would your message be?

# RAISING EXPOSURE FOR REAL ISSUES

 **Wyoming (MN) Police** ✓  
@wyomingpd

Undercover #420 operations are in place. Discreet traps have been set up throughout the city today. #Happy420



3:05 AM - 20 Apr 2017

166,809 Retweets 365,092 Likes



2.6K 167K 365K

What would you say if 28 million people were listening today?

Impressions	28,638,251
Total engagements	4,961,771
Media engagements	3,305,109
Detail expands	870,418
Likes	365,092
Profile clicks	193,748
Retweets	166,809
Link clicks	38,423
Hashtag clicks	19,331
Replies	2,586
Follows	254
Email shares	1

These statistics do not include traditional news media or entertainment outlets

# RAISING EXPOSURE FOR REAL ISSUES

 Pinned Tweet

 **Wyoming, MN Police**  @wyomingpd · 8h 

With that being said, if you need help with substance abuse issues please contact us & we'll find resources. That does NOT mean jail time.

**Wyoming, MN Police**  @wyomingpd

All jokes aside, substance abuse is a real issue. We use tongue in cheek humor to bring attention to those issues.

 25  196  900

 **Wyoming, MN Police**  @wyomingpd · 6h 

Great substance abuse resource: MN Adult & Teen Challenge - [mntc.org](http://mntc.org)  
#Happy420

 **Christian Rehab and Recovery Center | Minnesota...**

MnTC is a Christian based rehab and recover center. We help individuals gain freedom from chemical addictions and life controlling problems by addressing their phys...  
[mntc.org](http://mntc.org)

 3  8  71

 **Wyoming, MN Police**  @wyomingpd · 7h 

MN Department of Human Services website w/ resources for substance abuse:  
[mn.gov/dhs/people-we-...](http://mn.gov/dhs/people-we-...) #Happy420 #420

  7  44

# MARKET YOUR CHANNELS

- Know your audience – each site has a different demographic
- Identify your community partners and include them when possible
- Share your successes with your organizational leaders
- Follow your Analytics –
  - Followers
  - Shares
  - Profile Views
  - Impressions

# PHOTOS GRAB THE ATTENTION OF THE READER

How do we to tell the story when our audience doesn't have time to read the book?



**Tax Reform may  
affect your  
farming business.**

The recovery period for certain new machinery and equipment has been shortened to 5 years.

Learn more at [www.irs.gov/taxreform](http://www.irs.gov/taxreform)



# CRIME PREVENTION TIPS



MINNESOTA · REVENUE

Direct Deposit

**no  
worries**

easy - safe - convenient - fast

PROMOTE YOUR BRAND

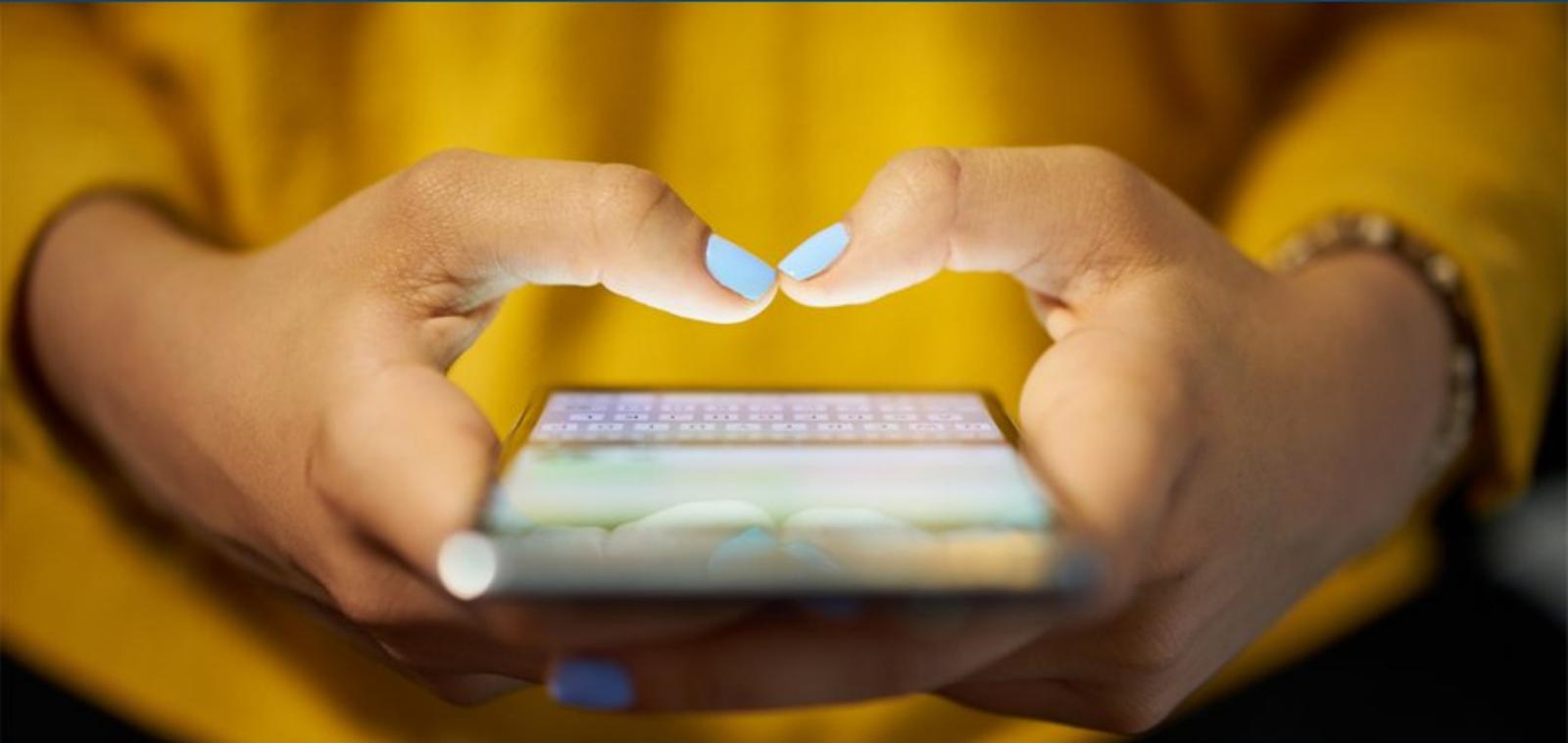
MISSION

STATEMENT

# CHANGING PUBLIC PERCEPTION



[www.irs.gov/freefile](http://www.irs.gov/freefile)



## **IRS Free File**

now available through your smart phone  
to prepare and file your federal tax return.

# RECRUITING



**Wyoming, MN Police Department**

October 19 at 9:24am · 🌐

We're currently accepting applications for a Full-Time Police Officer.  
[www.wyomingmn.org](http://www.wyomingmn.org)



# WHO ARE YOUR COMMUNITY PARTNERS



**Wyoming, MN Police Department**



Published by YouTube [?] · 1 min ·

The change of seasons is one the best reasons to live in Minnesota, but there is one seasons that we don't welcome. Its IRS tax scam season so here are some tips by the Minnesota Department of Revenue to protect yourself from our seasonal visitors.



YOUTUBE.COM

## **Weekly Tax Tip: Beware of Scams**

In this environment of identity theft and fraud, we take our responsibility to protect your personal information and tax refund very seriously. At the...

# WHO ARE YOUR COMMUNITY PARTNERS

*To the thousands of volunteers nationwide who  
prepare millions of tax returns through VITA and TCE*

**THANK  
YOU!**



[www.irs.gov/vita](http://www.irs.gov/vita)



Thank your community partners for their support

# SCRIPT YOUR NARRATIVE

 **Wyoming, MN Police Department** Published by Wyoming PD [?] · October 11 ·

I have the pleasure of introducing two of our newest Wyoming residents, Anna and Ashley Mickelson. After reading this story you will see why this is such an honor. This past Tuesday morning two of our Officers were dispatched to a call of a mother in labor at her home. As the first Officer approached the home, he discovered the front door locked and no way to enter the house to assist the mother. With a swift kick to the door, the officer forced entry into the house and f... [See More](#)



**141,115** People Reached      **63,237** Engagements      [Boost Post](#)

Tell your story in a way that captures your readers attention.

- A picture can draw the reader in, the story will keep them there.
- Humanize yourself
- Try to be less institutional
- The story doesn't have to be a formal record of an event.

# SCRIPT YOUR NARRATIVE

Videos are very effective in delivering a large amount of information quickly.



Most people won't spend a lot of time reading an article, but they will watch a video.

# BUILDING CREDIBILITY



# PUBLIC POLLS



Wyoming, MN Police @wyomingpd · May 7

WizQuiz Answers: 1) artificial light for Bow Fishing only, 2) noise less than 65 Decibels and 3) 150 feet from occupied structure.



Wyoming, MN Police @wyomingpd · May 5

#WizQuiz When can artificial lighting be used for fishing in Minnesota ?

19% Lure Fishing

34% Spear Fishing

47% Bow Fishing

654 votes · Final results



Wyoming, MN Police @wyomingpd · May 5

#wizQuiz what are the noise limits for bow fishing on a lake in Minnesota ?

24% 50 Decibels

41% 65 Decibels

25% 80 Decibels

10% 96 Decibels

463 votes · Final results



Wyoming, MN Police @wyomingpd · May 5

#wizQuiz How far must you be from an occupied structure to discharge an arrow while bow fishing ?

19% 150 feet

24% 200 feet

26% 250 feet

31% 300 feet

600 votes · Final results

The use of polls can be an interactive delivery system for informing the public of current issues, rules or laws.

# INTERACT WITH YOUR CITIZENS

The two most popular events we do every week on twitter.

- **#TweetTheBeat #VRA**
  - Is a virtual ride-along where an officer tweets his activity throughout a shift.
- **#TalkingTuesday**
  - Followers tweet in any question they have and an officer will respond accordingly.
  - 53,000 views in one day (11/1/16)

# #TALKING TUESDAY

## On-Line Community Engagement

**Wyoming, MN Police** @wyomingpd · Jan 31  
We have 10 licensed officers.  
[#TalkingTuesday](#)

**Ja'Crispy** @HawkeyeTravis  
@wyomingpd how man officers are on your department? #TalkingTuesday

2   10

---

**Wyoming, MN Police** @wyomingpd · Jan 31  
We have assigned shifts that are bid on yearly. People stick with the same shift for the most part. [#TalkingTuesday](#)

**Amanda Rice** @\_spudi  
@wyomingpd do y'all rotate days & nights so the same people don't have to work them or do you have assigned shifts?

1   7

---

**Wyoming, MN Police** @wyomingpd · Jan 31  
A lot of stuff. We're stopping cars, checking business areas, driving through neighborhoods, etc. [#TalkingTuesday](#)

**FeralSara** @GMTminus7  
@wyomingpd What does a policeman do at 0330 when on shift?

6

# NON-TRADITIONAL PUBLIC SAFETY ANNOUNCEMENTS

If you're planning on drinking and driving tonight you better not because I've mounted a flat screen TV in the squad and I'm going to make you watch this game on replay all the way to jail. **#DontDrinkAndDrive**

**#MINvsPHI #Vikings**

[pic.twitter.com/UQQIxO6YXE](http://pic.twitter.com/UQQIxO6YXE)



↩ 33   ↻ 608   ❤ 1812

Impressions	184,863
Media views	51,544
Total engagements	6,641
<hr/>	
Detail expands	2,039
Likes	1,812
Profile clicks	985
Media engagements	903
Retweets	608
Link clicks	142
Hashtag clicks	119
Replies	33

# NON-TRADITIONAL PUBLIC SAFETY ANNOUNCEMENTS



**Wyoming (MN) Police** @wyomingpd · Dec 15

10 MORE SLEEPS TILL X-MAS! Unless you smoke meth... then it's like 1.5 sleeps. Drugs are bad. Don't do drugs.

37 1.3K 5.9K



**Iowa State University P...** @ISUPD

Following

Replying to @wyomingpd

You forgot the hashtag



**Iowa State University Police Department** @ISUPD

Only two more sleeps until Winter Break! ...unless you're on meth...then you don't need sleep. Don't do meth. [#DontMethWithIowa](#)

3:12 PM · 14 Dec 16 · [Twitter for Android](#)

11:48 AM - 15 Dec 2018

Impressions	249,509
Total engagements	12,896
Likes	5,949
Detail expands	2,916
Profile clicks	2,686
Retweets	1,306
Replies	37
Follows	2

# #VRA

## Be Informative



**Wyoming (MN) Police** ✓

@wyomingpd



Meet Francine. Francine decided to drink and drive. Francine's BAC was a .28, which is 3.5 times the legal limit. Francine is now in jail. Don't be like Francine.





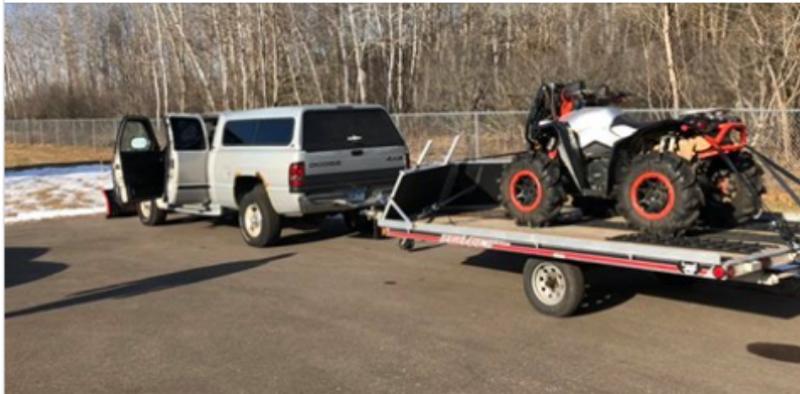
### Wyoming, MN Police Department

Published by Wyoming PD [?] · December 18 at 11:26 AM · 🌐

One in custody for theft of a pick-up, trailer and ATV along with possession of a variety of illicit drugs. Hats off to an observant neighbor who recognized the stolen vehicle from a Facebook post and called police.

One owner will get his truck back and another his ATV just before Christmas.

One suspect got away, but we have his name... we'll get him another day.



74,541  
People Reached

42,451  
Engagements

[Boost Post](#)

# #VRA

Tell your daily Story

The Public sees what we do

They are interested in

#VRA

Tell your story

kare11.com



# HELPFUL TIPS

You don't always have to create new content, be a good source for trending content

- Follow to be followed
- Answer to be asked
- Be interested to be interesting
- Retweet informative or entertaining content

*Don't be afraid of criticism –  
your positive supports will neutralize your critics*