

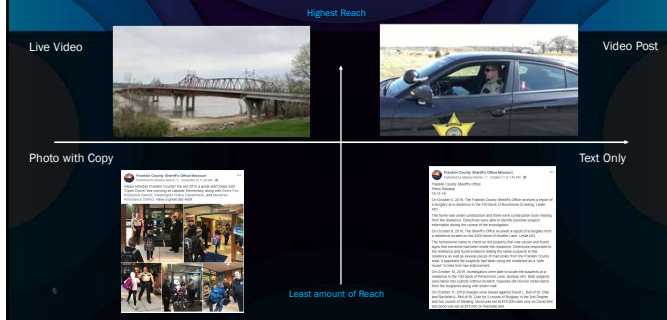
So why even bother with Social Media? How is it helpful to Law Enforcement?

"Social Media allows us, Law Enforcement, to control the messages we send our citizens"

"Let's face it; the media is in the business of selling their "news" and all the ad space that goes with it."

"We're selling something too, our brand. Our brand is Integrity, Experience, and Commitment to our citizens."

Types of Posts



Please Note:

Our agency does not use Messenger. We don't have enough time in the day to do business that way. We did have... and it got to be too much for our agency to keep up with.

If you do have messenger – every message is a record and subject to Open Records Requests. Have a method for backing up what you have created. Make sure you know the Record Retention Laws and for how long you must keep said records. Remember that the Internet is forever...


The Sunshine Law tells us *"JONES v. JACKSON COUNTY CIRCUIT COURT, 162 S.W.3d 53 (Mo.App. W.D. 2005) The Sunshine Law does not require a government body to create a new record upon request, but only to provide access to existing records held or maintained by the public governmental body."*

Our Agency downloads our page every Monday. This captures ONLY the Franklin County Sheriff's Office posts and public comments we have commented on. This does not record every comment made by a Facebook "friend/follower" on the Franklin County Sheriff's Office Page. Because that download is the record we have created that is the record we must produce upon request. As you will learn we do not delete posts so everything we have posted is available to the public on Facebook.

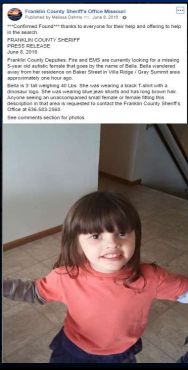
This has been endorsed by our County Attorney and you should consult your agency attorney for the best practice.

Missing Persons

Applying Facebook to Missing Persons



Information can be, when appropriate, disseminated immediately - from anywhere with internet service.



Pro Tip:

Use a document to copy and paste frequently used responses.

- Word, Notes, Google Doc are a few great examples.

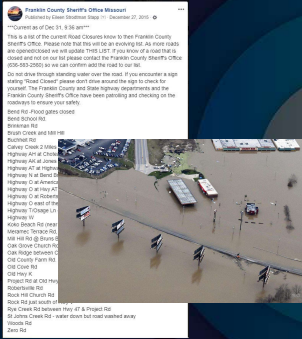
"The response for our community wanting to volunteer has been overwhelming and we are thankful to all those that are offering to help.

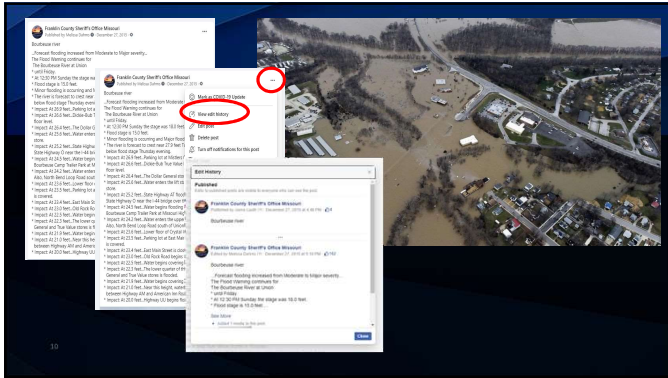
However, the command post has indicated that there is not an additional need for volunteers at this time. We will notify our citizens if that status changes and assistance is needed. We will post more updates as soon as they become available."

Flooding and Natural Disasters

Pro Tip:

- Pin the "event" post to the top of the page.
- Update THAT post, don't make a bunch of posts. This keeps the most up to date information on everyone's screen.
- If someone shares your road closure list it will be the most up to date because it will change when you edit your post.





Press Releases

Header - What the post is about
Reason for Call - One line including Date, Time, Location, and what the call was for.
Body of event - this can be broken into a few paragraphs if needed.
Charges - What charges were applied for. If there are multiple subjects, if you can, break up the charges into a paragraph each.
Arrest - ALWAYS and forever is this sentence at the end of a press release containing an incident.
Signature - Who wrote the Release. For us it's almost always the Sheriff, Major, or Sgt. Jason Weggemann.

FOR PRESS RELEASE
FRANKLIN COUNTY SHERIFFS OFFICE
May 16, 2019

On May 13, 2019, at approximately 6:20 PM, deputies from the Franklin County Sheriff's Office responded to the 100 block of Julie Ln outside of Washington for a report of a peace disturbance.

Upon arrival, deputies made contact with a male subject who was requesting to be taken to the hospital. During the course of the investigation, deputies made contact with two females involved in the incident. Deputies learned both females had active warrants.

One female, identified as Victoria R. Street, age 25 from Washington, was arrested without incident on active Franklin County misdemeanor warrants for traffic violations and drug paraphernalia charges. The other female, identified as Candice M. Wilkins, age 40 from Owensville, had an active Jefferson County warrant for felony stealing and an ordinance violation.

When deputies attempted to arrest and escort Wilkins to the patrol vehicle for transport, she attempted to escape by fleeing into a residence. During her apprehension, she assaulted a deputy by kicking him in the leg. She was ultimately transported to a local hospital for medical evaluation due to claiming injury from the apprehension. She was deemed fit for confinement and discharged into the custody of sheriff's deputies and transported to the Franklin County Adult Detention Facility.

An application for charges was sent to the Franklin County Prosecutor's Office and a warrant was issued on Wilkins for Resisting Arrest and Assault 3rd Degree - Special Victim, both felonies. Bond was set at \$10,000.

****All persons are considered innocent until proven guilty in a court of law****

Steve Pelton
 Franklin County Sheriff

To post or not post Booking Photos... that is the question...

"Help us identify this subject"

- Make sure you have the correct subject.
 - Use stickers to list out faces of *uninvolved parties*.
- Try to get the most identifiable image.
 - If you have video that shows *gait and the way a subject moves* it can be very helpful.
- Even if you are 110% sure this is your guy, use the term "May have information regarding..."
- Always use "Subject" not suspect.
 - All persons are innocent until proven guilty. Suspect implies to the public they are guilty.
- Your Facebook followers will point out every detail. "Like" their post if applicable and move on.
 - They don't know the rookie found that same detail two hours ago...



13

The Franklin County Sheriff's Office is asking for the public's assistance in identifying **(person(s) pictured, Vehicle Pictured, Item Pictured)**.

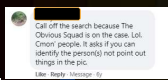
_____ is described as **(description of person/vehicle/item)**

It is believed that _____ **(person(s) pictured, Owner of vehicle Pictured, Owner of item Pictured)** may have some information in reference to _____ **(type of Crime)** that occurred _____ **(on, around, about)** _____ **(date)**.

Anyone with information should contact _____ **(deputy's Name)** reference Report _____ at 636-583-2560. All subjects are innocent until proven guilty in a court of law. Callers may remain anonymous if they wish.

14

Facebook Police are on the Case!



Public Relations

The more your deputies are in the community the more comfortable your community is with them.



Local Trunk or Treat

These are easy events for the deputies to get involved in. We hand out stickers, high-fives, and the occasional hug from excited youngsters.



Routine Patrol

This little guy's grandma asked if our deputy had time just to talk to him because he wants to be a cop when he grows up. Absolutely. Every. Single. Time.



Holiday Cheer

We are blessed that between Thanksgiving and New Year's, there isn't a day that someone doesn't stop by with treats for our officers. This little guy was super excited to meet Deputy Goodwin.

16

Public Places – there is no illusion of privacy.









17

Holidays:

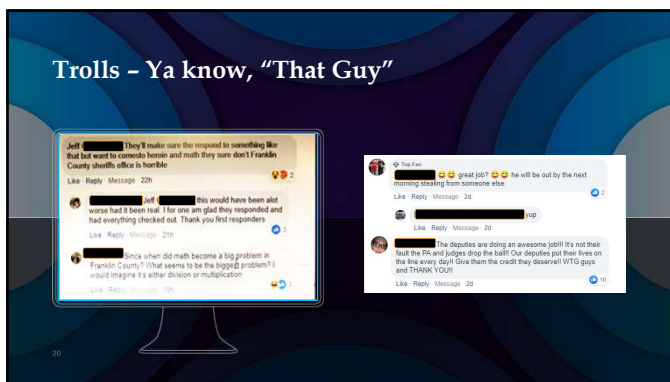
There are at least 13 days you don't have to think about what to post! Once you add in things like Armed Forces Day, Flag Day, Donut day, and "May the 4th be with you!"- you're sitting pretty good.

Remember phrases like "Superbowl" and logos are trademarked. Try to cover/minimalize them as much as possible.

18





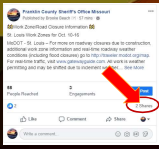


DO NOT DELETE

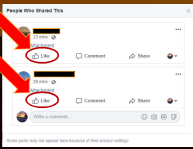
- Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.



Like the Shares

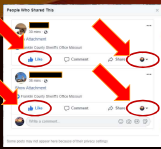


Click on the "Shares"



This will open up the posts of the people who have "shared" your post. Click on the "Like" word.

*The icon on the right should be your agency's profile photo. Click the dropdown to change if necessary.



You will notice the "Like" turns blue.

*This does not include everyone due to privacy settings.

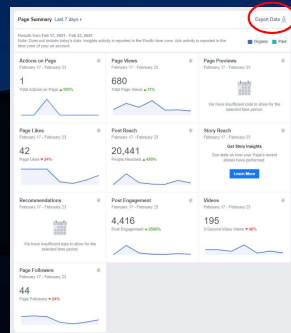
Copy Writing

- Copywriting** is the act, or occupation of **writing** text for the purpose of advertising or other forms of marketing. The product, called **copy**, is **written** content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

You are writing to people who have probably never had a run in with Law Enforcement except maybe a traffic ticket. The bulk of Americans are not "criminals" so remember to not talk to them as such.

More Insights

- You can change the timeframe of data. Yesterday, Today, the last 7 days, or the last 28 days.
- You have the option to Export your data. - this can be datamining wormhole.
- When you are looking at this data remember to take into account your county's population and recent events.





That Export wormhole

- If you choose to export the "insight" data you will have lots of options on what date range you would like to see and the file format.
 - You can choose to see up to the last 179 days of data.
 - I would suggest you export to an excel sheet so you can manipulate how you see your data a little easier.
 - The excel sheet will be HUGE. With over 60 different sheets and each most sheets having about 140 columns.
 - This data will tell you everything from video views to how old the audience is. Post Likes, page likes, check-ins, negative feed back, everything.

Facebook is like a Jealous Ex

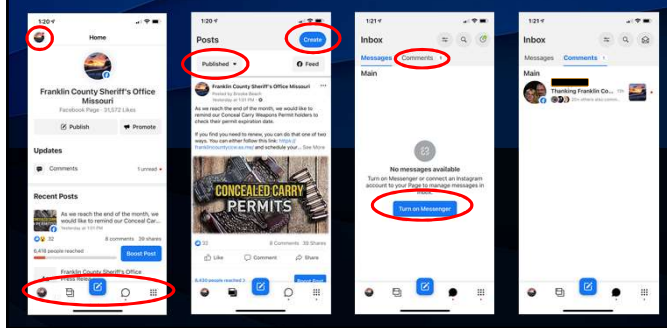
They don't want you thinking about any other platform.

#NoHashtags

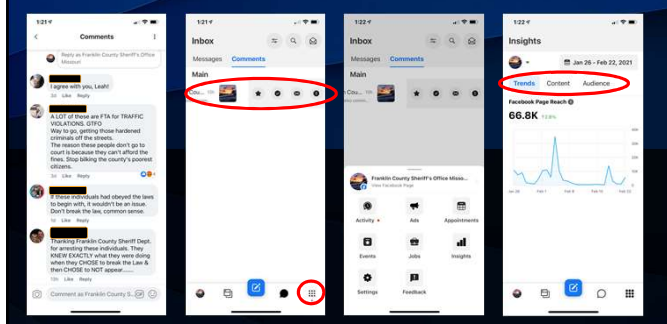
#YesIKnowEveryoneElseDoesIt

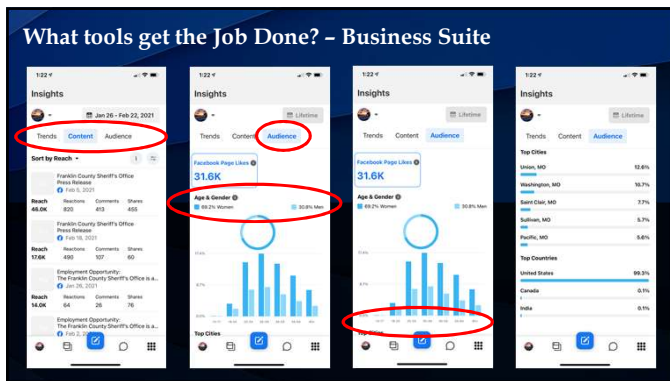
- Hashtags came from Twitter and from Instagram. Facebook started allowing you to use them in 2013. Once they started tweaking their algorithm the started dumping post reach that contained hashtags.
- Large Brands, use them because they can afford to. I.e. Nike has a following of 33M ppl. They can afford not to reach "all their fans". You can't.

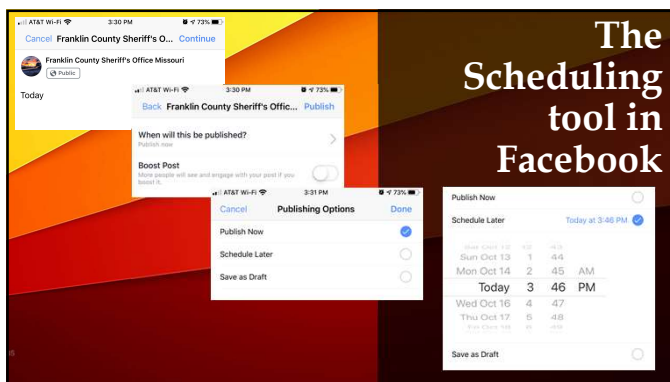
What tools get the Job Done? – Business Suite



What tools get the Job Done? – Business Suite







iMovie & Android Alternatives

The figure shows a graphic with the iMovie logo (a purple square with a white star and a video camera icon) and a table of video editing software alternatives. The table lists the software, supported formats, and price.

SOFTWARE	SUPPORTED FORMAT	PRICE
FilmoraGo	MOV, MP4, MPEG, PNG, BMP	Free
Vidoeohow	MP4, MP3	Free, Pro version \$2.99
VueVideo	MP4, MP3	Free, Pro version \$3.99
VidTrim	MP4, MP3	Free
Wondershare	MP4, MP3	Free
Mogisto	MP4, MP3	Free
KineMaster	MP4, MP3, MOV, JPEG	Free


Don't forget about your hearing impaired citizens

Snapseed


Very in-depth tutorial can be found at:
<https://iphonophotographyaphyschool.com/snapseed/>

This is a completely free app with no hidden fees. It's pretty simple to use.

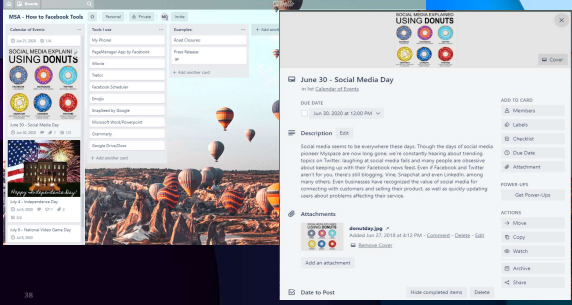
B
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A
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Trello



Grammarly

Free grammar and spell check tool.

Once you sign the contract, we'll get started.
 If you have any questions, please don't hesitate to reach out to Alice or myself.

Change the pronoun
me

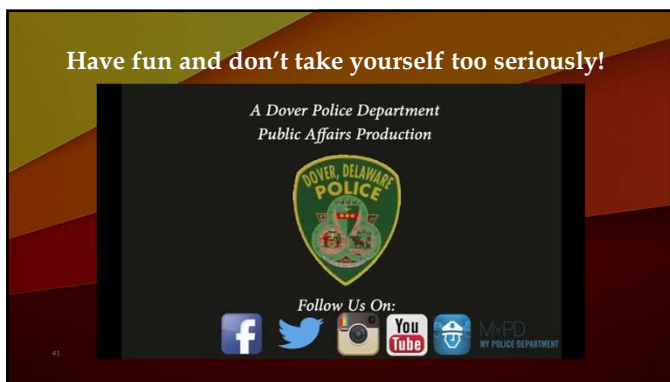
If you had told me a year ago that today I would finish a marathon, I would have laughed. Your support had a huge effect on me. My hope is to do it again next ye

Replace the phrase
I hope

The phrase My hope is may be unnecessarily wordy. Consider replacing the noun with a corresponding verb.

Modern education systems are based on idea.
 That students learn info, 2023-07-14, and books. Accordingly, the idea knowledge with standardized tests that compare student's with each other. The goal is passing tests, not developing the skills students need to use and make knowledge.







Thank you!

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43
