

## Social Media Tips

Embrace Social Media as another arm of your agency's communication strategy. Social media helps engage and educate the community, it enables quick distribution of messages, and in many instances it's where the news media gets their breaking news.

Key things to remember when building a social media presence:

- **Post regularly** – Tweet regularly throughout the day and night. Posts can be breaking news on crimes, updates on crimes in progress, information to educate the community, request for tips, press conferences, news from the chief, information on the department in general. Regular tweeting gives the agency a chance to build relationships with the community and engage them in a two-way dialogue.
- **Respond** – Always respond to questions and comments posted on your feed. A simple “thank you” can go a long way with followers.
- **Like posts** – by “liking” posts you are acknowledging you have read them and your agency will push the information to a larger group of readers. It's a great way to broaden your followers.
- **Conversational tone** – posts should be short, friendly and in a conversational tone, but remember to stay professional since you're representing the agency. Think of posts as a quick way to get the message out to a large group of followers.
- **Monitor feeds and news** – watch what others are posting and commenting on for ideas on what to post and like. Look for news stories, current events, holiday information, articles that could be interesting to the community and photos to share.
- **Consistency of message** – use social media platforms to share the same news and updates that you do with the traditional print and broadcast media.
- **Different platforms have different audiences**
  - **Twitter** – short 140 characters or less. These are fast ways to get the word out, ask for tips, link to relevant articles, re-tweet news articles, photos and send short updates. Use hashtags to tap into additional audiences and help posts trend popular.
  - **Facebook** – can send longer updates, more photos, engage followers in conversation, give updates and link to relevant agency sites and news articles
  - **Instagram** – great way to reach a younger more plugged in audience, especially with short updates and photo sharing. Use hashtags with posts to further reach.