



To Serve, Protect & Entertain

Nicole Clifton

Crime Prevention Specialist

Shakopee Police



SHAKOPEE | MN

COMMUNITY PRIDE SINCE 1857

City of Shakopee | 485 Gorman St., Shakopee MN 55379 | 952-233-9300 | www.ShakopeeMN.gov



Why Use Social Media?

- Reach people
- Humanize department



SHAKOPEE | MN

COMMUNITY PRIDE SINCE 1857

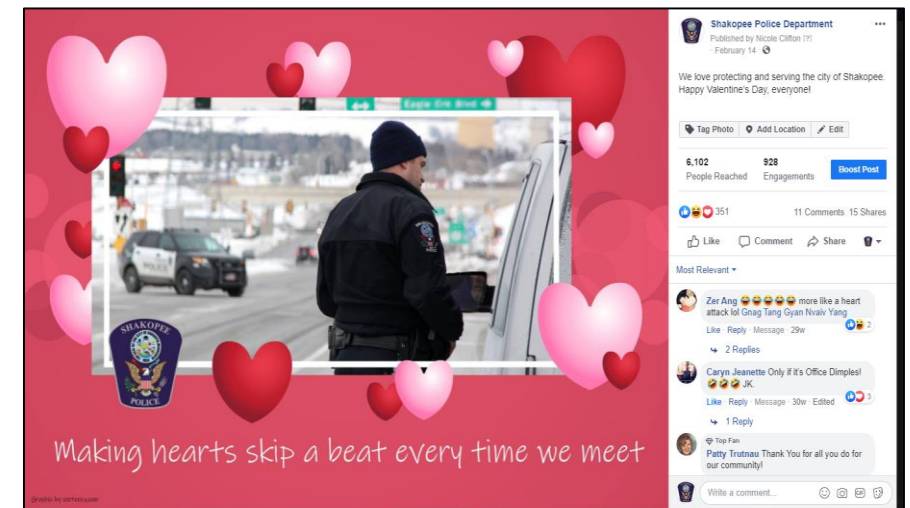
City of Shakopee | 485 Gorman St., Shakopee MN 55379 | 952-233-9300 | www.ShakopeeMN.gov



How Shakopee Uses Humor

Be Relevant

- Pop culture
- What's happening in the community?





How Shakopee Uses Humor

- ANIMALS!





How Shakopee Uses Humor

- Getting officers involved!





Uh oh... went to far?

- You'll get negative responses no matter what you post.
- If you get more backlash than usual, own up to it.
- How to prevent from happening?

Get feedback

Create a social media policy



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Shakopee Police 
@ShakopeePD

Following 

We dare Arie to drive fast through Shakopee, MN. See what happens.. We're on [#teamBecca](#) [#hometowngirl](#) [@BachelorABC](#) [@thebkoof](#)





Why we use humor

- Increases follower numbers, which ensures more serious posts have a wider reach

Shakopee Police Department
June 1, 2018

We're dedicated to investigating every missing sprinkle. Happy National Donut Day!

Performance for Your Post

8,405	2,008
People Reached	Engagements

8,405 People Reached

652 Reactions, Comments & Shares

367	301	66
Like	On Post	On Shares
45	3	3
Love	On Post	On Shares
185	143	42
Haha	On Post	On Shares
2	2	0
Wow	On Post	On Shares
29	12	17
Comments	On Post	On Shares
25	24	1
Shares	On Post	On Shares

1,356 Post Clicks

767	0	589
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

11	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Shakopee Police Department
Published by Nicole Clifton [?] · May 10 ·

This. This is why we don't take chances.

We train our officers to approach vehicles from the passenger side when pulling vehicles over on busy roads. We want to go home to our families. Move over when you see flashing lights. IT'S THE LAW (Ted Foss Law).

This particular offender was located in the Little Six parking lot shortly after the incident. A part of our squad car was lodged in the offender's vehicle. The State Patrol arrested the driver on multiple charges, including suspicion of DUI.

Performance for Your Post

116,999	85,041	3,833
People Reached	3-Second Video Views	Reactions, Comments & Shares

1,161	241	920
Like	On Post	On Shares
15	0	15
Love	On Post	On Shares
28	6	22
Haha	On Post	On Shares
1,185	305	880
Wow	On Post	On Shares
55	13	42
Sad	On Post	On Shares
445	161	284
Angry	On Post	On Shares
327	66	261
Comments	On Post	On Shares
633	620	13
Shares	On Post	On Shares

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,700 people.

FUN WITH SOCIAL MEDIA

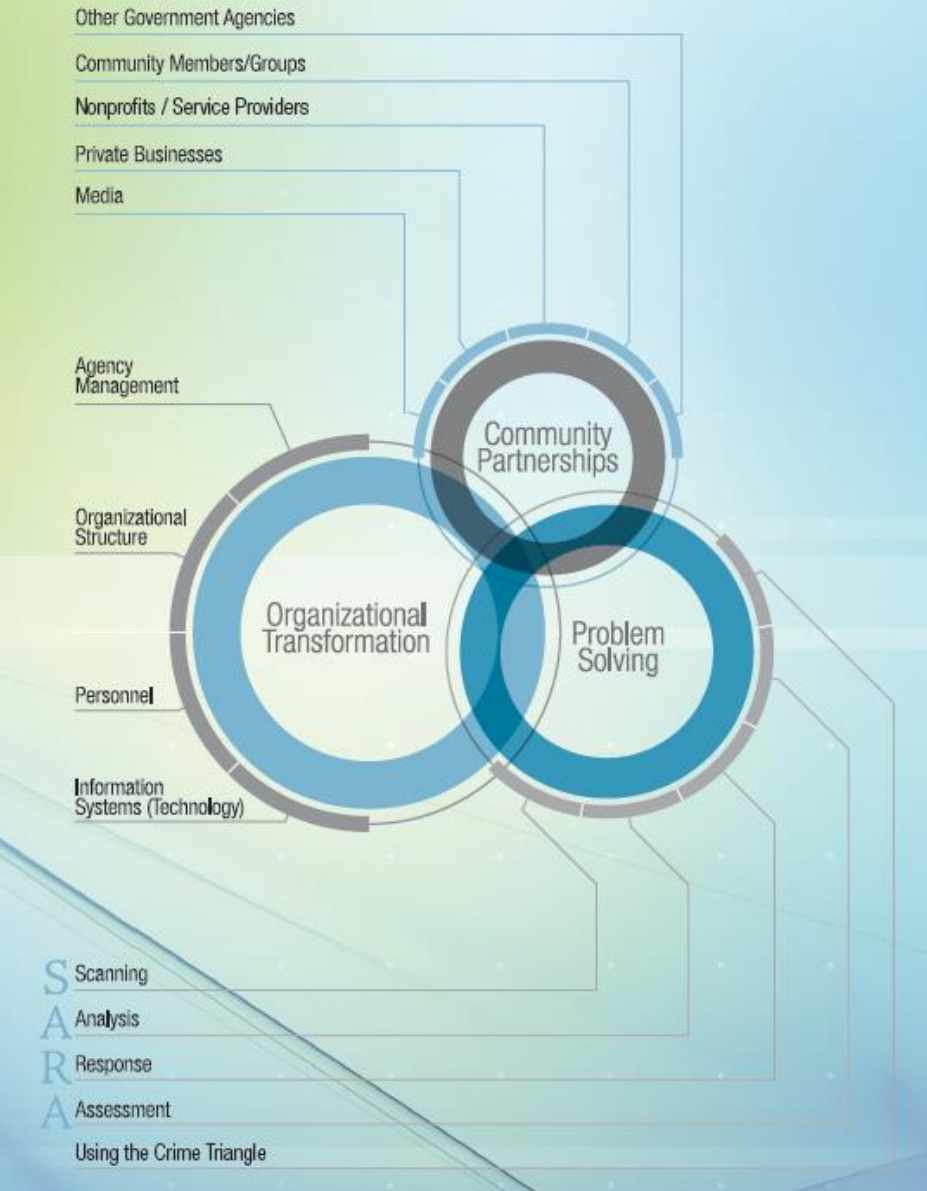
Jerry Gabrielatos
City of Albert Lea

<https://www.kimt.com/content/news/Social-media-partnership-between-City-of-Albert-Lea-and-the-Albert-Lea-Community-Theatre-512910881.htm>



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 (%)

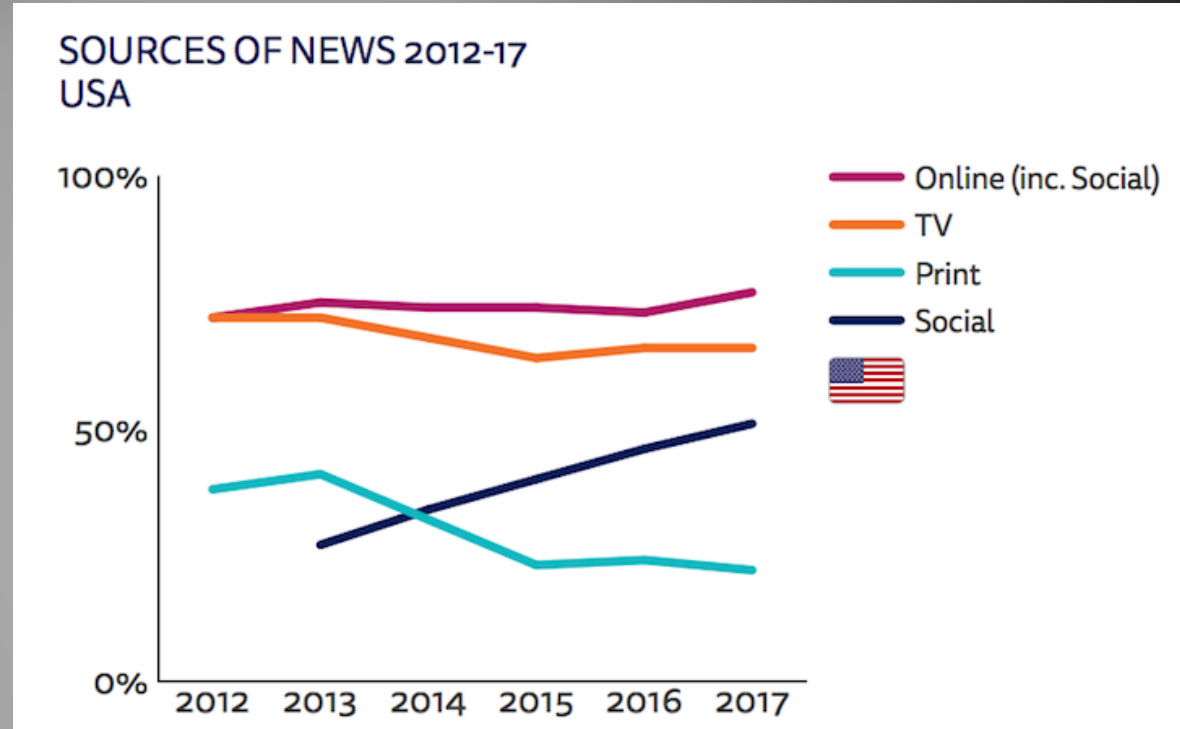


GALLUP

Police / Community relations needed transformation

Traditionally Media included:

- Television
- Newspapers
- Print Publications
- On-line



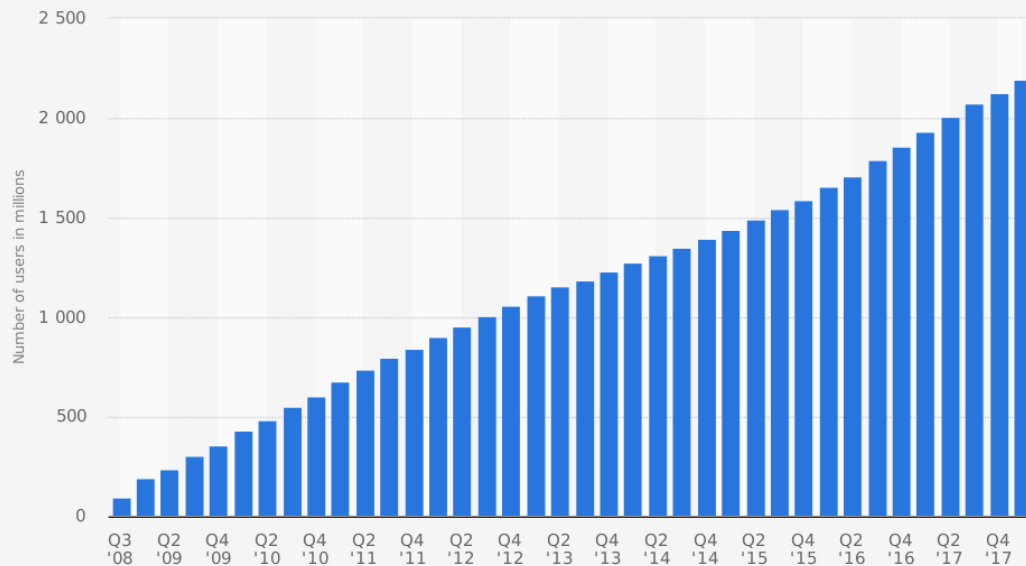
Today Social Media is the fastest growing media market

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)



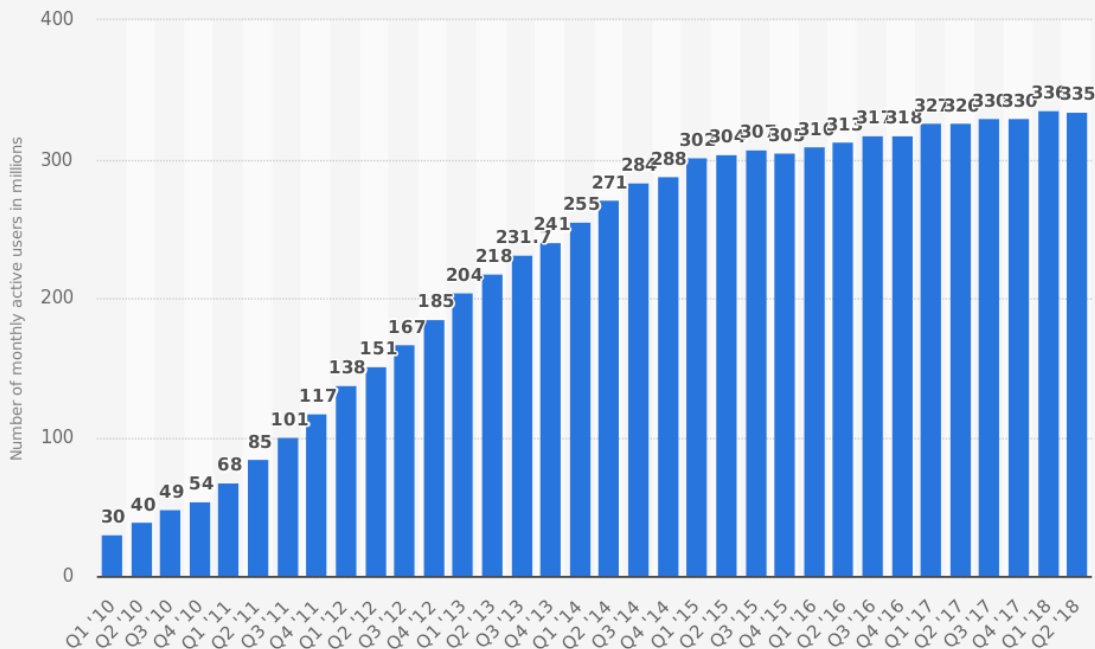
Source
Facebook
© Statista 2018

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

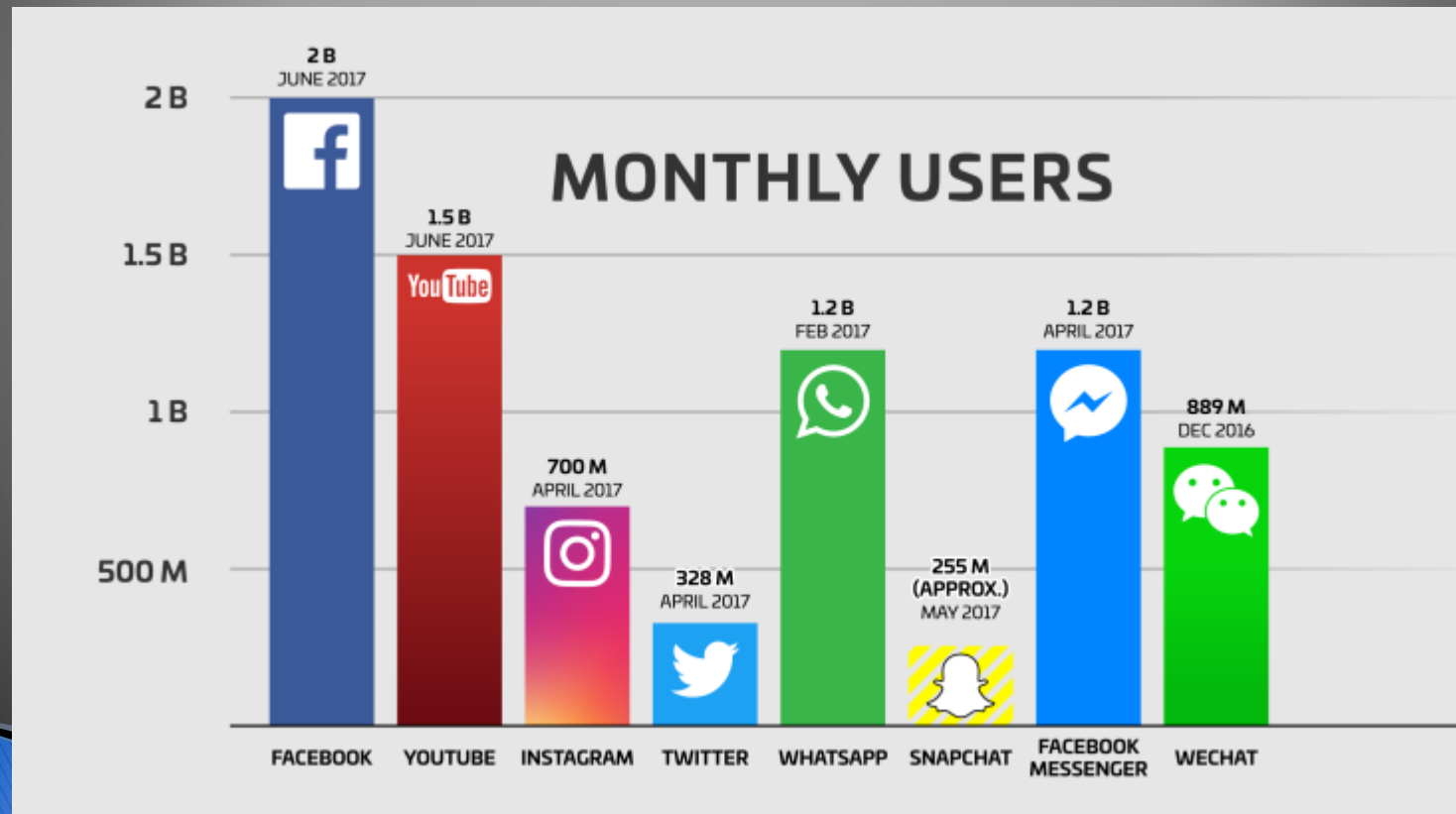
Rank:

#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.



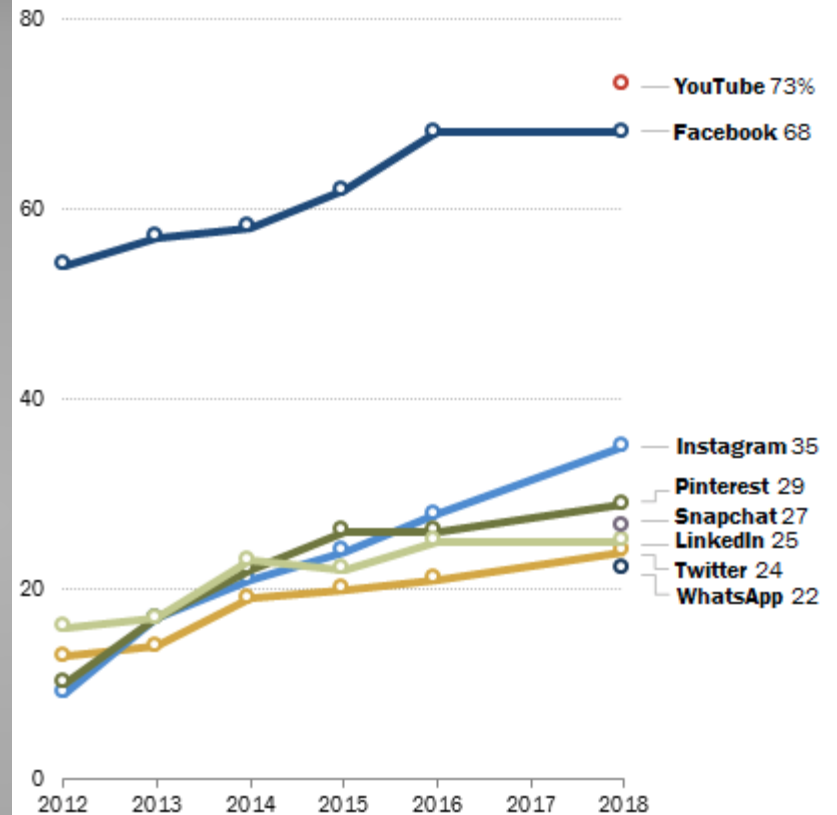
How is our next generation going to communicate?

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

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.

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!

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 department's ability to broadcast it's message

Be Entertaining

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



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

NOTIFICATIONS



Wyoming
Good
begin
freeze
pleas



← 1



Wyoming (MN) Police @wyomingpd · Oct 22

🎵 Over the river and through the woods to Chisago County Jail we go 🎵 1
in custody. Don't run from the police.



💬 18 🔄 29 ❤️ 336 📺



Wyoming (MN) Police @wyomingpd · Oct 22

Driver from chase has been arrested for fleeing police in a motor vehicle and
DWI test refusal.

💬 2 🔄 ❤️ 55 📺



Wyoming (MN) Police @wyomingpd · Oct 22

PURSUIT! One in custody after a chase.

REAL TIME ROAD CLOSURES



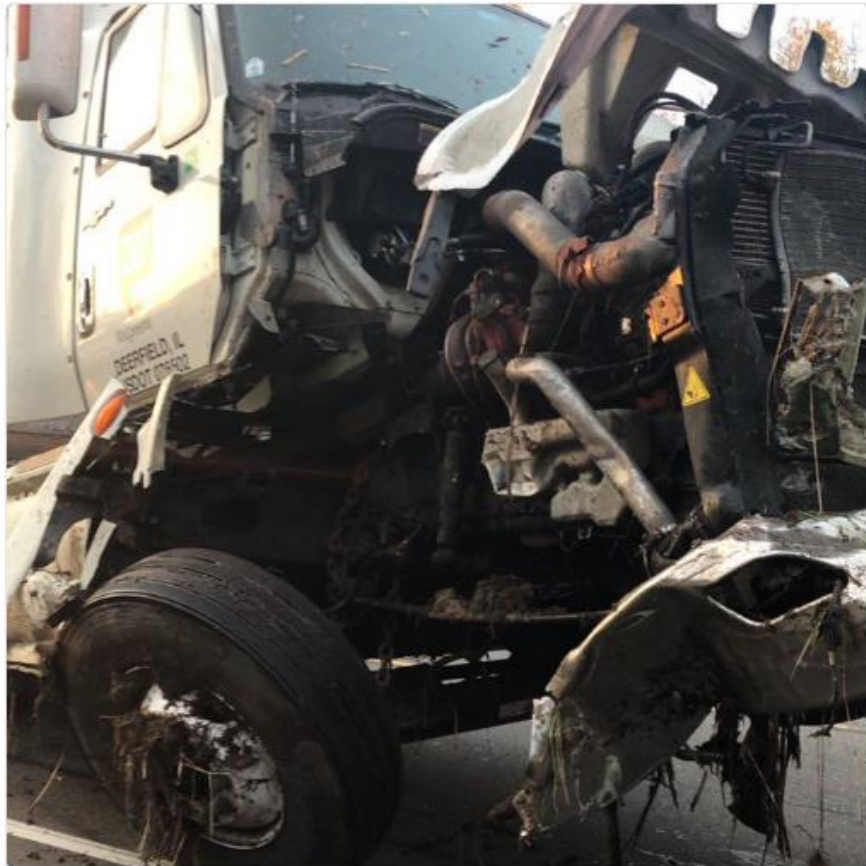
Wyoming (MN) Police @wyomingpd · 20h

Both directions on Highway 8 are now open. Thank you for your patience.



Wyoming (MN) Police @wyomingpd · 20h

Almost loaded up. Hoping to clear Hwy 8 soon.



CRIME ALERTS

Posts



Wyoming, MN Police Department

19 mins · 🌐

CRIME ALERT

We have identified a possible ring of thieves stealing vehicles in the area and possession from vehicles. Here are some helpful tips to protect your property.

Auto Theft/Theft From Auto Prevention ... [See More](#)



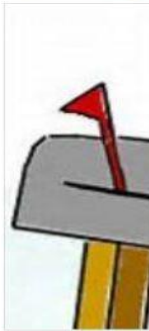
👍 Like

💬 Comment



Wyoming,
December 27

Unfortunately some are asking city resi packages that are mail and packages suspicious activity,



👍 Like 🗨️ Com

👤 You and 54 others

117 shares

ents pretending to be IRS
der. Your move, scammers.

ns
debt

your billfold



👍 Like 🗨️ Comment ➦ Share

PRESS RELEASE



Wyoming, MN Police @wyomingpd · Sep 13

PRESS RELEASE regarding vehicle pursuit that occurred on 9/12/16:



September 13, 2016

Press Release

Wyoming Police Department attempted to stop a motorcycle around 10:09 pm after receiving information that the driver fled law enforcement in Anoka County stemming from an incident in the City of Oak Grove involving the brandishing of a handgun. The 38 year old male from Coon Rapids failed to stop for officers and led police on a 5 mile pursuit. The chase came to an end in the way side rest area off Interest 35 in Forest Lake when the driver crashed his motorcycle into a fence.

Preliminary reports indicate the driver fired a single shot from a handgun after crashing his motorcycle and before officers could exit their vehicles. As a result the driver was pronounced dead at the scene from a self-inflicted gunshot wound. There were no shots fired by officers involved in the incident.

The case remains under investigation as we sort out the details leading up to the pursuit and the final moments following the crash. Our investigation is assisted by Forest Lake Police Department, Minnesota State Patrol and Ramsey County Medical examiner. The name of the deceased suspect is not available at this time pending notification to next of kin.

Paul Hoppe
Director of Public Safety

CRIME PREVENTION TIPS

What keeps people following you ?

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

Wyoming, MN Police @wyomingpd · 20h
We know getting through #debatenight might be rough. If you decide to drink, plan ahead for your ride. #IsItOverYet #DrinkResponsibly



5 23 45

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's 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 Post](#)

Police [Follow](#)

feels saying 'there's no place like home' when you're stuck up in Chisago Co Jail...her reaction to her DWI arrest.



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 Kaspzak, 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 be easy but toget

Wyoming,
with Diana
September 2

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



➦ Share

ers

Chronolog

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

CHANGING PUBLIC PERCEPTION

Park Board install a new state of the art Skateboard Park

Negative persona – fear of crime problems in our city park

- The park will attract
 - Drug dealers
 - Dopers
 - Troubled youth
 - Criminal activity
 - Vandalism

City Council Demands a response from the Police Department

- How are we going to deal with the crime problems that the new Skate park is going to attract
- How are we going to manage the vandalism that will come to the park as a result of the new attraction

CHANGING PUBLIC PERCEPTION



OUTCOME

We lost track of the impression after it received over 3 million views

- This video was picked up by all major local news outlets
- One news station came out and did a follow up story on our community policing efforts
- 3rd Layer approached us to sponsor a skate park competition on the attraction during our national night out
- We built incredible credibility with our youth, parents and council.

What was our message

- Just because you ride a bike, board or scooter doesn't make you a bad kid
- The Police Department is taking an active role in engaging our youth and finding creative ways to interact with our community

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

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. *We always post the results and thank our social media friends for their help*

- 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.



6/18/2015 8:31:38

Like Comment Share

Tony Zerwas and 136 others Chronological

3,947 shares

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 or someone you know please feel free to talk 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.

OO!
NEWS

LOW
erman

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




20 million views in 24 hours, on our social media page alone.

Does not include any of the news outlets that picked it up

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
#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

 3  8  71



Wyoming, MN Police  @wyomingpd · 7h

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

  7  44

RAISING EXPOSURE FOR REAL ISSUES

The power of one tweet



RECRUITING



Wyoming, MN Police Department

October 19 at 9:24am · 🌐

We're currently accepting applications for a Full-Time Police Officer.
www.wyomingmn.org



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

WHO ARE YOUR COMMUNITY PARTNERS

Wyoming, MN Police @wyomingpd - Oct 12
#squadcartunes @93XRadio @linkinpark

TWEETS 42.3K FOLLOWING 1,539 FOLLOWERS 1.25M LIKES 2,155 LISTS 6 MOMENTS 6



StarTribune

rts.com
13 26

rts: NFL @NFLonFOX - Oct 19
esota, Colorado police departments
ange Twitter barbs over #Vikings,
ncos 🇺🇸.

Wyoming, MN Police @wyomingpd Following

@DenverPolice @Vikings 🤔

National Football League

	W	L	T	PCT	HOME	ROAD	DIV	CONF	PF
MIN	5	0	0	1,000	←		3-0	119	
NE									
DAL									

Minnesota, Colo
They're feeling n
foxsports.com



WHO ARE YOUR COMMUNITY PARTNERS



Wyoming, MN Police @wyomingpd · Jan 31

Road conditions are fair. Will be driving through the area shortly and will update you after



Wyoming, MN Police @wyomingpd · Feb 6

Great story @MyFOX9....thanks for coming to hang out @IrisPerezFOX9!

FOX 9 @MyFOX9

@wyomingpd gained a lot more friends after that tweet during #SB51 and they plan to keep growing fox9.com/news/234181661...



I thank you @KFAN1003 for the shout out this morning! 🙏🙏

2



26

Thank your community partners for their support

BUILDING CREDIBILITY



KSTP.COM



6:03 | 68°

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

PUBLIC SAFETY ANNOUNCEMENTS

Be Creative



PUBLIC SAFETY ANNOUNCEMENTS

Be Creative



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)



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



#VRA

Be Informative



Wyoming, MN Police @wyomingpd · Mar 11

Is this pistol real or fake? You decide. You have .5 seconds to decide. #VRA



Wyoming, MN Police @wyomingpd
Found during the arrest. #VRA



Wyoming, MN Police @wyomingpd · Mar 11

This was a BB Pistol. No Orange markings. Nothing to immediately identify as a BB Pistol. Makes you think doesn't it? #VRA



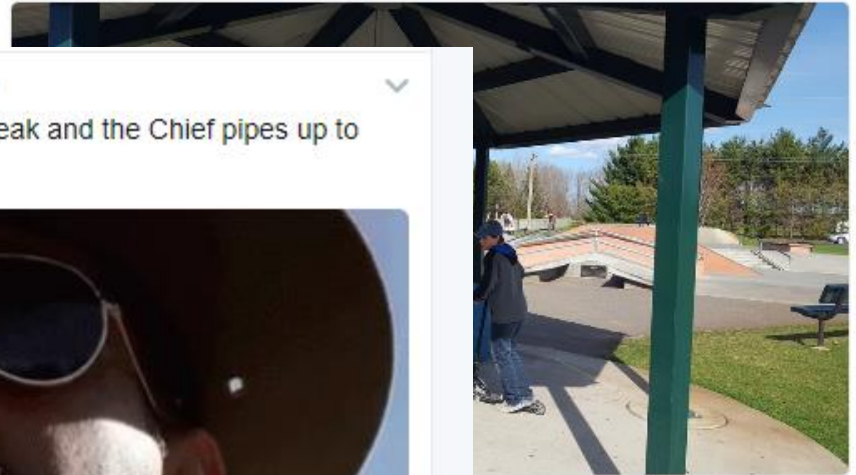
Wyoming, MN Police @wyomingpd
Found during the arrest. #VRA

#VRA

Let the public see what it is we do



Wyoming, MN Police @wyomingpd · Apr 21
Flat tire at the skatepark? On it. Community service is our game. #rad #gleamingthecube #80shashtags



21
high rate of speed northbound on

21
to the OFF, just closely matching the

1 1 17



Wyoming, MN Police @wyomingpd · Apr 21
Possible OFF Violation at the Park and Ride. Checking things out now. #VRA



Wyoming, MN Police @wyomingpd · May 16
That awkward moment when you're on dinner break and the Chief pipes up to answer one of your calls for service.



6 11 127

Feral Sara @GMTminus7
@wyomingpd Because my mama taught me manner as Sir or Ma'am in person. Is it rude to call you cops?

VIRTUAL RIDE ALONG

#VRA Show your community a day in the life



Wyoming (MN) Police @wyomingpd · 9h

End of B Team Rotation! 2 Day Summary:

61 Calls for Service
20 Traffic Stops Conducted
7 Citations Issued
1 Arrest

See you Friday!



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.

CRITICAL INCIDENT AND SOCIAL MEDIA

Have a



NEWS WEATHER TRAFFIC INVESTIGATIVE SPORTS VIDEO DIGITAL EXTRAS KSTP TV 45TV EVENTS CONTACT US

WEATHER LINKS: Partly Sunny, Mild | Teen to Terrorist Series | Voting Info | Links Page

Man Shot During Standoff in Chisago County Sunday



Photo: KSTP/File

September 19, 2016 12:33 PM

The Minnesota Bureau of Criminal Apprehension is investigating an officer-involved shooting in Chisago County.

Don't lose focus on who you serve



Wyoming, MN Police @wyomingpd · Nov 24
Sorry - we're in a committed relationship with our community. Flexy McGee however might be available, but his info is private. #Sorry

ipoopcupcakes @kali69girl
@wyomingpd do you have his name and number? I might want to date him if you're not available. Yaaaassssss.



Wyoming, MN Police @wyomingpd · Feb 14
Yup. We have 8,000 Valentines. Best citizens around. #TalkingTuesday

Derek Jahn @derek_jahn
@wyomingpd do you have a valentine this year?

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*



Humor & Weather – No, Your Weather Joke Isn't Original

*Tyler Hasenstein
National Weather Service Twin Cities/Chanhassen, MN*



NWS Social Media Directive

"The National Weather Service (NWS) provides weather, hydrologic, and climate forecasts and warnings for the United States, its territories, adjacent waters and ocean areas, for the protection of life and property and the enhancement of the national economy. NWS data and products form a national information database and infrastructure which can be used by other governmental agencies, the private sector, the public, and the global community."

"the protection of life and property"

How can humor relate to 'protection of life and property'?...

- A few things to think about...
 - Who is the audience?
 - How do they perceive us?
 - What message are we trying to send?

The end-goal is to humanize the people behind the logo, in order to expand the reach of potentially life saving critical weather information.

Who is the audience?...

- We typically deal with a few types of people...
 - Those who love winter in MN/WI
 - Those who hate winter in MN/WI
 - Everyone in-between



NWS Twin Cities ✓ @NWSTwinCities · Jun 21

The Summer solstice is today meaning it is the longest day of the year. The Twin Cities will receive 15 hours and 37 minutes of daylight. It is all downhill to winter from here.



NWS Twin Cities ✓
@NWSTwinCities

While we're now in meteorological Spring, March is normally our 3rd snowiest month of the year. We may also be below freezing for another 2 weeks so any precip has a good chance of being snow.

This fun tweet has been brought to you by snow! It's everywhere! Get used to it.



NWS Twin Cities ✓
@NWSTwinCities

We are happy to report that no one was inside of these during our high winds yesterday 😊



How does our audience perceive us?...

- What comes to mind when you see NWS Twin Cities on social media?
- We want to be seen as...
 - Professional Meteorologists
 - Scientists
 - Neighbors
 - Friends

Remember, we live and participate in the community outside of work!

What message are we trying to send?...

- What is the weather doing today?
 - Is there severe weather?
 - Or is it a more typical day?

Severe Weather Risk Today

HAZARDS

HAIL



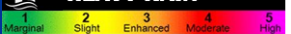
DAMAGING WINDS



TORNADOES



HEAVY RAIN

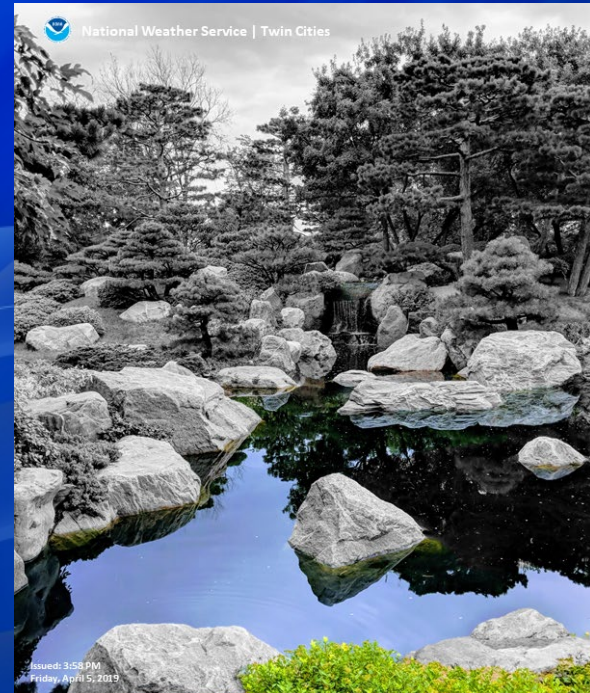
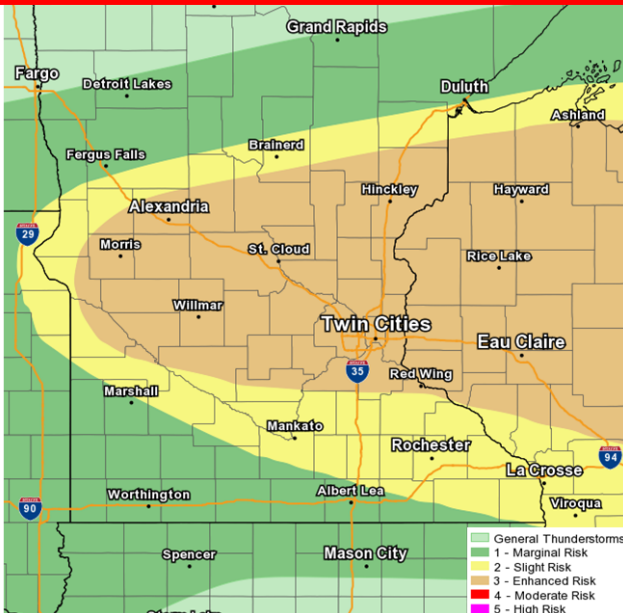


REMEMBER

Be weather aware. Have a way to receive warnings!

NATIONAL WEATHER SERVICE
OCEANIC AND ATMOSPHERIC ADMINISTRATION
Twin Cities

ISSUED: 4:34 AM - Friday, July 19, 2019



Saturday, April 6

61°
52°

Cloudy & mild with showers.

3-Day Outlook

SUN	MON	TUE
63° 42°	58° 33°	60° 39°

It will be mostly cloudy and mild this weekend with occasional rain showers. A few thunderstorms can't be ruled out. Sunshine should return Monday.

The purpose behind the humor

- Posts about imminent severe weather generate the most traffic, which is ultimately the goal.
- Humor is used on quiet days to retain/boost the number of people we can reach on the busy weather days.

 **NWS Twin Cities** ✓
@NWSTwinCities

Winter. Is. Coming. ❄️ 🧑‍🌾

 **NWS Des Moines** ✓ @NWSDesMoines · Aug 23
Fall...is...Coming!!!!
 twitter.com/NWSKansasCity/...

8:16 AM · Aug 23, 2019 · [Twitter Web App](#)

[View Tweet activity](#)

33 Retweets **289** Likes

Note: A black arrow points from the bottom of the tweet to the circled number 33.

 **NWS Twin Cities** ✓
@NWSTwinCities

RADAR CONFIRMED TORNADO in southwestern Hennepin County between Maple Plain and St. Bonifacius. #mnwx

10:15 PM · Sep 2, 2019 · [TweetDeck](#)

[View Tweet activity](#)

124 Retweets **170** Likes

Note: A black arrow points from the bottom of the tweet to the circled number 124.



Thank you!

*Tyler Hasenstein
National Weather Service Twin Cities/Chanhassen, MN*

