Hashtags, Podcasts, and Snapchat – Oh My!

Law Enforcement Social Media Struggles and Strategies

Captain Jeff Spiess
Officer Kiel Rushton
St. Anthony Police
How SAPD has used Social Media after a critical incident to build trust and repair relationships

The Incident

Collaborative Reform
The Strategic Plan
Implementing Social Media into our Strategic Plan
CRI-TA

The Strategic Plan
Creating Trust in the Community Through Transparency via Social Media
Trust and Transparency

Trust will come through transparency by exposing the good works of our agency via social media posts.

Trust and Transparency

[Images of various photos related to law enforcement and community interaction]
Trust and Transparency
Community Members feel ownership of SAPD and it’s Officers

The Strategic Plan
Using these principles to Enhance Traffic and Pedestrian Safety
Role of Leadership
Identify Members
Empower The Use of Social Media
Set Members up for Success

Role of Dept. Members
Use, Monitor, and Engage Maintaining the “Brand” Creativity
Role of Dept. Members

Use, Monitor, and Engage

Multiple Users for One Account

Maintaining the “Brand”
Creativity

Engagement Highlights
Use, Monitor, and Engage
Maintaining the “Brand” Creativity
USING #hashtags

“hashtag” tagging: We Drive Traffic to our agency thru trending topics

Monitor Trends #9PMRoutine
Engage Drivers
Engaging those who use our roads

Street Racing
Lauderdale MNTH 280
Hundreds descend on Lauderdale
Street Racing

Instagram and Snapchat – to target those who are racing

Facebook and Twitter – to engage those who are affected by the illegal racing
Cops, street racers, gear up for another north suburban summer

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By Mike Mrozinski

Mike Mrozinski Highway 280 through Lauderdale is a popular thoroughfare for Twin Cities street racing. As spring becomes summer, local law enforcement is working to deter racing on public roads, both for insurance and public safety standpoint.

Friday night into Saturday, March 30, might have been the unofficial start of street racing in the north suburbs.

"This is the first weekend I heard about it," said Lauderdale City Administrator Heather Butkowski, who's no stranger to fielding resident complaints about loud exhaust pipes screaming up Highway 280.

St. Anthony Police Department

May 25, 2018

Street Racing will NOT be tolerated in St. Anthony and Lauderdale. Dangerous driving behavior at large gatherings has been reported habitually by area residents and motorists in our communities, and our Officers will be working with the Minnesota State Patrol, Saint Paul Police Department, and other agencies to maintain a high level of traffic and pedestrian safety. Please call 911 if you observe this type of behavior #SafeStreets #2Fast2Jail #ObeyTheSignOrPayTheFine #OnTheStripNotTheStreet #SAPD #LauderdaleMN #StAnthonyMN

41 Likes 11 Comments 1.2K Views

St. Anthony Police Department

Speed kills. Thankfully, this biker walked away with just a bruised ego. St Anthony, with the assistance of the state patrol and St Paul police, will be stepping up enforcement on MNTH 280. #besmart #arrivalive

15 Likes 0 Comments

Boost Post
Virtual Ride-Along
Developed by Duluth PD and now used statewide several times throughout the year

Follow the statewide virtual ride along as Minnesota law enforcement live tweets what’s happening around the Land of 10,000 Lakes!

#MNcopsVRA
It’s Working...
With Just About Everybody

It’s Working...
Even with People We Arrest
It’s Working...

VRA and Engagement