meet LEO

Police Department
Social Media Tool Kit
meetLEO is designed to create stronger relationships between Law Enforcement Officers and their communities. Listening to and sharing the stories behind the badges is the heart of this campaign. In an effort to remind each other that we are all human and our communities are stronger, safer and happier when we work together, we encourage you to meet a LEO.

CULTIVATE TRUST

PROMOTE COMMUNITY

FOSTER EDUCATION

SOCIAL MEDIA
In addition to the daily messages you are communicating to your audiences, we encourage you to tie the meetLEO campaign into your social media plan. It’s really as easy as one, two, three!

**step 1**
Follow us on social media!
- meet LEO
- @_meetLEO
- @_meetLEO
- meetLEO.org

**step 2**
Encourage community members to share the stories of LEOs. Use #meetLEO and tag our accounts in your posts.

**step 3**
We will share the posts to our social media pages and spread the word about the person behind the badge. Ultimately, we want to show that LEO’s are just like you and me.
YOUR AUDIENCE

Knowing how your audience functions and where they spend most of their time online is essential to properly reaching your target audience.

- **WORD OF MOUTH**
  - is highly influential
- **ALWAYS QUESTIONING**
  - their surroundings
- **SHARING STORIES**
  - is a top priority
- **NOT AFRAID**
  - to express their opinions

Facebook, Twitter and Instagram are the most used social media platforms in the world.

- 1.65 billion users
- 310 million users
- 400 million users
INSIGHTS

Posts that include images get **650% more engagement** than text-only perspective.

**30%** of Millennials refuse to read content that does not entertain or educate them.

Millennials spend **18 hours a day** consuming media and are more influenced by user-generated content.

**Blogs** are becoming **more prevalent** in organizations as a source of information.

**64%** of Millennials respond to content that is useful.

**BOTTOM LINE**

Visuals are memorable and effective, because they help people process, understand, and retain more information at a faster pace. The content you post needs to be a positive reflection of the good things that are happening in your department everyday.

RECOMMENDATIONS
When posting on social media platforms

- **ALWAYS** post high-quality images
- Respond promptly to **negative AND positive** comments and questions
- Share archived news articles of stories that had a **positive impact** in your community
- **Live stream** press conferences and court proceedings
- Use hashtags in posts to make your content **discoverable**
- Share **community engagement** activity
- Include a **crime report tab** on Facebook to break up negativity on the page’s feed, yet keep the community informed
- Post **videos**, including ones with light humor
- Post **tributes** to retired veteran officers who have made an impact in your community
- Be proactive and **support other community pages** on social media
FREQUENCY OF POSTS
How often should you post?

Facebook:
- **MIN:** 3x/week
- **MAX:** 3x/day, 10x/week

Twitter:
- **MIN:** 3x/week
- **MAX:** 3x/day, 21x/week

Instagram:
- **MIN:** 3x/week
- **MAX:** 2x/day, 14x/week
SOCIAL MEDIA TAKEOVERS

Social media takeovers are a fun way to showcase the life of your officers in first-person perspective. Once a month, give one of your officers access to your social media accounts. Let them post about highlights that impact their communities. Make sure they sign off the status update with their names.

Small Town Police Department

Today, we got a chance to fly kites with the incredible students at Small Town Elementary School! -Officer Lacey #LEOtakeover

Metropolis Police Department

LOVE to stop by the Corner Cafe where Ms. Linda always has a fresh blueberry muffin for me to enjoy! -Officer Jackson #LEOtakeover
TRICKS OF THE TRADE

#WhyIWearTheBadge Social Media Campaign

Reach out to the officers in your department, **encouraging them** to explain why they do what they do, who they do it for, and their overall motivation for serving. Post a direct quote or have them take a picture holding a sign with their explanation on it and **#WhyIWearTheBadge** at the bottom. Sort through which ones to post. You can post a few a month.

**Small Town Police Department**

59 mins • 🔴

It has been a dream of mine ever since I was a little girl to grow up to serve my community. **#WhyIWearTheBadge**

**Metropolis Police Department**

23 mins • 🔴

To help my community on good days and bad. **#WhyIWearTheBadge**

**Big City Police Department**

32 mins • 🔴

Because I wanted to serve my country and keep its citizens safe, **#WhyIWearTheBadge**
SPECIAL EVENTS

Catch a Cop

Hosting events that tailor to children is an excellent way to expose youth to the LEO’s in their community. Catch a Cop is a 5K event in which children ages 12 and under will chase officers and put stickers on the ones that they are able to “catch.” Always include one of your department’s social media accounts to provide more information.

Catch a Cop 5k
Prove you’re the quickest kid on the playground. Run until you can catch a police officer!
This event is for children ages 12 and under.
Visit Facebook.com/catchacop for more information

April 28 9pm
Phelps Park

Example Promotional Post

Metropolis Police Department
5 mins  •

Register your child for our Catch a Cop run by April 20th! Only a limited number of spots available.
QUICK TIPS
How to link to a blog

1. Copy link from the address bar

2. Paste into Facebook status

3. Once the preview comes up, you can delete the link on the status update and the blog preview will remain

4. Add a caption to your post
**QUICK TIPS**

**How to shorten links on Twitter**


2. Enter your hyperlink

3. Add an image to increase visual appeal to your tweet

Take the new shortened hyperlink and copy it into your tweet
OUR ACTIONS

We are creating a social movement involving local and national partners to promote unity, share the current reality, and encourage action. Social media and web tools, created by our team, will be used to join groups and individuals who want to support this cause and start their own movement within their communities. Our nation needs to come together as one and understand that law enforcement officers are people, too. Instead of turning away from the issue, we must unite and face it head on.

MOVING FORWARD

Media is one of the most important and influential partners needed to build stronger, safer, and happier communities. The power of social media is not to be underestimated, especially with the large number of active users. If used correctly, the effect on communities will be positive and can aid in creating a stronger nation.
In order for social media to be effective, it requires a lot of dedication and energy. We hope this tool kit helps alleviate the time and manpower it takes to run your social media accounts.

CONTACT

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