

# meetLEO<sup>o</sup>

Police Department  
Social Media Tool Kit



# meetLEO<sup>o</sup> + SOCIAL MEDIA

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



# meetLEO<sup>o</sup> + 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

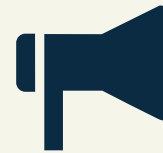
Knowing how your audience functions and where they spend most of their time online is essential to properly reaching your target audience.

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.



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

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



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



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

## 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.



SOURCE:  
<http://www.inc.com/larry-kim/visual-content-marketing-16-eye-popping-statistics-you-need-to-know.html>

# 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?



MIN

3x/week

MAX

3x/day  
10x/week



MIN

3x/week

MAX

3x/day  
21x/week



MIN

3x/week

MAX

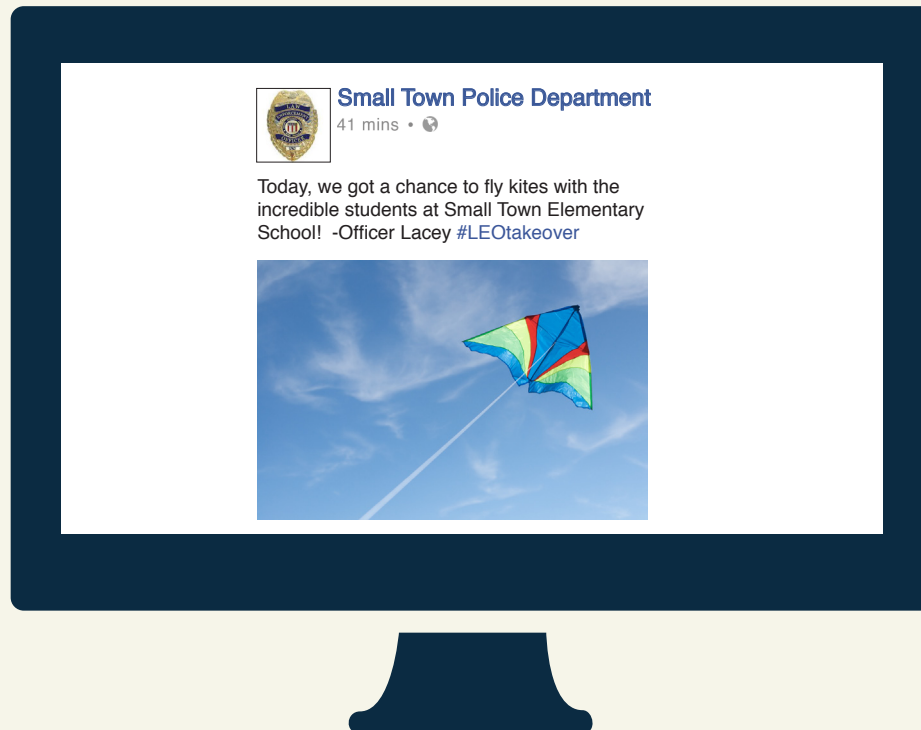
2x/day  
14x/week



# 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.





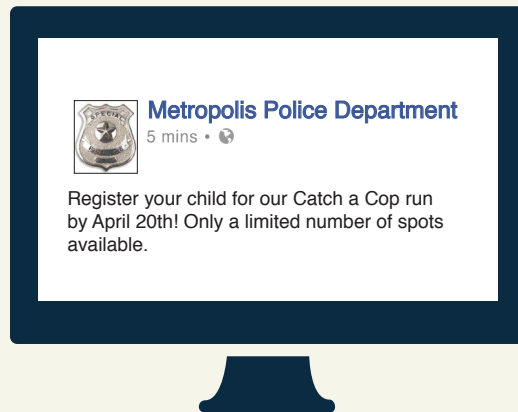
# TRICKS OF THE TRADE

## #WhyIWearTheBadge Social Media Campaign

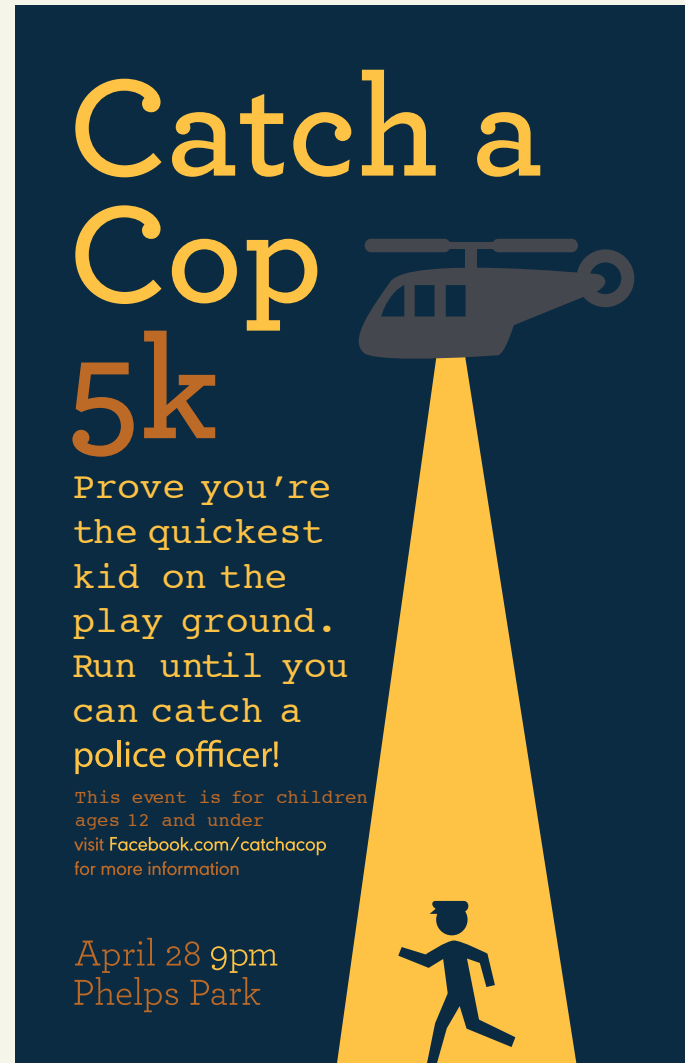
Reach out to the officers in your department, **encouraging them** to explain why they do what they do, who they do it for, and their overall motivation for serving. Post a direct quote or have them take a picture holding a sign with their explanation on it and **#WhyIWearTheBadge** at the bottom. Sort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



# SPECIAL EVENTS



Example Promotional Post



## 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.



# 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

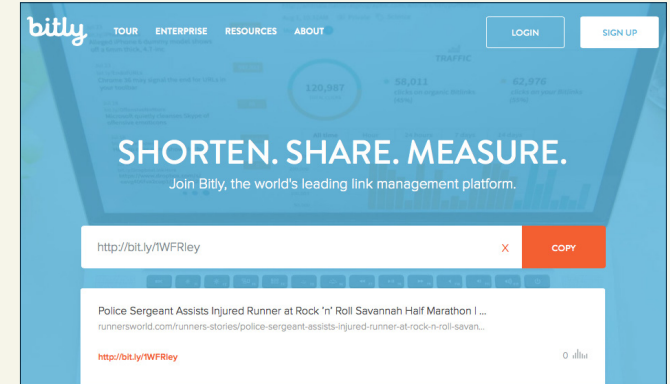
# QUICK TIPS

## How to shorten links on Twitter

1

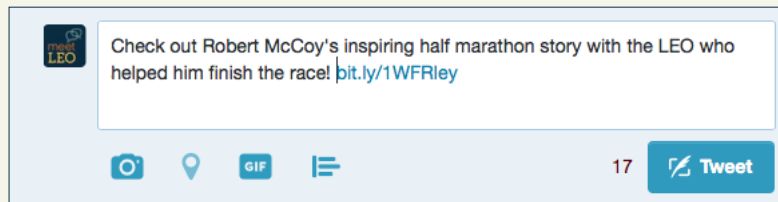
Go to <https://bit.ly> on any browser on a desktop or mobile device

2



Enter your hyperlink

3



Take the new shortened hyperlink and copy it into your tweet

Add an image to increase visual appeal to 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.

meetLEO<sup>o</sup>

# 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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or for questions or help, please contact:

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