Crisis Management & Communication Through Cyberspace

-Sherry Bray, Kentucky State Police
Public Affairs Branch
KSP Social Media Platforms

- KSP Mobile App – 15,000 downloads
- Twitter - 45,300 followers
- Facebook - 170,600 Likes
- Instagram – 22,500 followers
- YouTube – 453,000 views
- Flickr – 123,500 views
What KSP Uses Social Media For:

- Public dissemination of information
- Promote the agency and its mission
- Agency events and programs
- Feedback/commentary from citizens
- Critical Incidents
- Trooper Island Camp promotion/fundraising
- Recruitment
Who Holds the Keys?

- Sworn or civilian
- One voice
- Social media savvy
- Temperament
- Grammatical aptitude
- Team approach
What if People Post Negative Comments?
Social Media

- Law Enforcement
- DMV

What the #Hashtag?!
#Hashtags

- It’s a search engine
- Identifies trending topics
- Increases your online presence
- Assign a hashtag to an event/campaign
- Always check your hashtag #yikes
- See what is trending and build from it
Social Media – Law Enforcement

- Critical Incidents
- Large scale events
- Day-to-Day Operations
- Investigations
- Community Policing/Outreach
- Evidence Collection
- Locations of Suspects
- Riot and/or incident investigations
Social Media Enhances Investigations

- Improve clearance rates
- Increase/generate leads
- Offers platform to track online predators
- Missing, endangered individuals
- Cybervetting – background for LE candidates.
Social Media Enhances Investigations

- Posting on social media platforms immediately increases your potential audience.
- Keyboard Courage
KSP Post 6 Dry Ridge Seeks Public Assistance with a Cold Case:

Information:

- Unidentified white male, approx. age 20-30, 6' 4" tall, weighing 220 lbs.
- Found April 9, 1989 in a tobacco barn on Hwy 22 in Grant County, Ky.
- Hands were severed off.
- Investigation indicates murder occurred at a different location.

Anyone with information about this crime or if you know the identity of this man, please contact KSP Post 6 at 859-428-1212.
#WANTED WEDNESDAY

David M. Garrett

Description: 31 years old, 6’0”, 215 lbs, blonde hair, and blue eyes.
Mr. Garrett has 3 active arrest warrants issued out of Carroll and Trimble counties for: Probation Violation and two counts of Absconding.

If you have information about his whereabouts, please contact Post 5 Campbellsburg at 502-532-6363.
#TrafficTriviaTuesday

How many days can a motor vehicle be left upon the right of way of a state highway before it is presumed an abandoned vehicle?
Facebook Live:

393,468 views & 5,490 shares
Strategy

- Promoted ‘Live’ event on other social media platforms
- Kept a lid on it!
- All PIO’s were briefed – provided talking points
- Teasers beginning 24 hours before event
- Pre-prep to drive traffic to website
- Practice run – wifi – other logistics
Social Media for Critical Incidents
Mounted unit deployed for crowd management. #RNCINFO #RNCinCLE
Pulse Shooting: The shooter inside the club is dead.
Social Media – DMV

- Safety messaging
- Driver manual topics
- Highlight forms/registration based on season
- Office closures, testing date changes, etc.
- New programs and initiatives
- Citizen input on infrastructure projects
- Interstate travel – major road closures
Worried about your upcoming DMV test? Take these sample exams and get ahead of the curve.

http://bit.ly/1UjyYg8

Samples of Driver License Written Tests

California DMV Home Page is available for customers to check out publications, download forms, brochures, FAQs, Vehicle Information, Boats, Vessel, and Field Offices.

DMV.CA.GOV
Ahoy! Planning to sail away this summer? Here's what you need to know about registering a new vessel. #ImOnABoat

Vessel Boat Registration and Information
California DMV Home Page is available for customers to check out publications, download forms, brochures, FAQs, Vehicle Information, Boats, Vessel, and Field Offices.

dmv.ca.gov

Wait-free DMV! Register, renew and more online at http://dmv.ca.gov #SaveTimeGoOnline

dmv.ca.gov
Check out our mobile DHSMV offices! The DHSMV is committed to providing critical services to those who need them the most. Our Florida Licensing on Wheels (FLOW) Units are just one of the ways we do that—meeting a wide array of customers where they are. To learn more about FLOW mobiles, visit https://www.flhsmv.gov/locate.../florida-licensing-wheels-flow/.
Today we remember the allied invasion of Normandy and honor those who have served and are currently serving. Veterans of the U.S. Armed Forces residing in Florida may purchase a special veteran license plate, with all proceeds directly benefiting state domiciliary and nursing homes for veterans in #Florida. #DDay #ThankYouVeterans #Veterans

For Veterans, to Help Veterans

All proceeds from the sale of Veteran License Plates go toward state domiciliary and nursing homes for veterans in Florida.

FLHSMV.GOV/MILITARY
Conversations are important when pursuing construction projects. We thank the public for sharing your ideas and giving feedback on one of the latest projects between the Indiana Department of Transportation and the Kentucky Transportation Cabinet to improve the I-69 Ohio River Crossing between Evansville and Henderson.
Mobile Apps

- 5 billion mobile subscribers
- Easy to use – One touch access
- Instant notifications
- Volume of information
- Geo-targeting features

Have you downloaded the new KSP App?

Traffic Alerts - Text-a-Tip - Safety Updates and Much Much More...
all in the palm of your hands!

Download it at the App Store or Google Play today!
KSP Mobile App

- App Components
  - Careers
  - Send Tip Photo
  - Contact KSP
  - Crime Tip Form
  - See Something, Say Something
  - Raffle Truck
  - Social Media
  - Alerts
  - Events
  - Current Location
  - Forms/Resources
  - Fallen Trooper Memorial
Radius
Geo-Fencing
Social Media – Double Edged Sword
The Con’s.
The Con’s.
There are comments awaiting approval. Review comments

Kentucky Mike  5 hours ago  
Lmfao KSP is a JOKE. I go to EKU and one of my professors who does not have a shining for LE totally ripped you all to shreds. Why do you need militarized police in kentucky...? Also why do you spend MILLIONS of dollars for a drug bust (rental of the Blackhawk chopper alone was $900,000) that resulted in 42 citations and 8 arrests 😂

Reply  ·  😊  😑

Trey Dog  5 months ago
The fact ksp has a female graduating go's to show their training isn't anything like BUDS. She probably couldn't even meet the minimum requirements to get into BUDS with pull ups... not to undermine KSP they have the best police training in ky. But to become a seal takes over 2 years of dedication and training, there's no comparison.

Reply  ·  1  😊  😑

Matthew Foust  3 months ago
They were not comparing KSP to Seals. What was being demonstrated is that KSP is an elite unit, and that they can be viewed in a similar manner when compared to other agencies, such as how a general infantry troop would view a Navy SEAL.

Reply  ·  1  😊  😑

yosi1653  8 months ago
so just so people would understand the yelling, the mental difficulty, the physical difficulty and all together... its so they can break you and then rebuild you from ground up! awesome job, and good luck to everyone who tries!
@kystatepolice cruiser #3309 was driving 85+, swerving, tailgating, and made 2 illegal lane changes... No lights.
At one time, we could count on the media to tell our story for us. Those days are over. We must take charge of our own narrative.

-Ret. Col. Ron Replogle, Missouri State Patrol
Humanize your agency

Shows a side of our agency that many people don’t get to see everyday
Justine @Justin275 · May 12
The reason I do what I do...to make the world a safer place for him and his 2 brothers! #WhyIWearTheBadge #KSPPost9

Robert Purdy @TprPurdy · May 12
#WhyIWearTheBadge
This is how I want my son to always feel about those who protect & serve. Thx @kystatepolice #ThunderOverLouisville
Closing Comments and Questions

Sherry Bray
Public Affairs Branch