

# STRATFORD POLICE SOCIAL MEDIA STRATEGY



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4 April 2016

## **Executive Summary**

The main goal of our social media strategy is to create a bigger and more important online presence for the Police Department.

To do so, two social media platforms need to be used, Twitter and Facebook; both platforms will share similar content (almost identical), but both are required since they each attract their own distinct crowds, which need to be reached with the Police Department's content.

To achieve our main goal, the primary focus will be to build and create engaging, relevant content to develop and create a place where the Police Department can build deeper relationships with their community. A plan to actively publish content to the social media platforms will be put in place.

The social media "department" will consist of one employee: a Social Media Coordinator, that will report to the HR director at the station.

## **Social Media Assessment**

Currently, the highest number of interactions per post occurs on Twitter - which is also their only social media platform. Their average weekly activity is pretty high due to the constant updates and interactions.

## **Website Traffic Sources Assessment**

Currently, Twitter is by far the biggest driver of traffic to our website. There are no direct traffic data available for the other social media platforms.

## **Audience Demographics Assessment**

The majority of the Twitter followers are under 40 years old and are female. The community uses the social media platform to engage in the news and to be updated.

## **Competitor Assessment**

In the analysis above, the three major competitors with a very strong presence on Twitter. All competitors have more followers than the Stratford Police Service. Unfortunately, there are no safety information available, other than road safety on the Perth County Roads Twitter page. There were also no branded hashtags (Perth County Roads uses #drivesafe in almost every tweet), except for the Stratford Twitter (#StratfordRomance and #Stratford365.) The competition should engage by uploading relevant images.

## **Social Media Objectives**

### *Overall Business Goals*

Our overall business goal for the Stratford Police is to create a social media presence. By creating a stronger social media presence, the Stratford Police Services are going to be able to create a better and stronger community relationship. The increased presence online will help build an improved image of the external and corporate image for the Police, creating a more modern and progressive image that

### *Social Media Objectives to Support Business Goals*

The social media objectives we have laid out are going to help implement the social media strategy. The first objective is to increase the Stratford website traffic by 30% in 4 months time, following the implementation of the strategy. The second objective is to increase the amount of Twitter followers by 2000 followers in 4 months time, again immediately following the implementation. These objectives provide number goals of the increased audience we will achieve. Next, we will increase the general volume of content, both visual and text, published on all social media channels on a weekly basis by 60%. We are also going to increase the volume of visual content published on social media channels by 40% in 6 months. We are going to begin publishing more content overall, and will be posting more visual content as it is a quick and engaging way for our audience to see and understand quickly without needed to digest. We are also going to be increasing the volume of content posted about community events by 40% in 6 months. We are going to be creating a stronger community presence, and posting images of not only Police on scene at community events but images of the community in general will help us achieve this goal.

### *KPIs*

In order to measure the quality of the content we are releasing, we will measure four Key Performance Indicators (KPI) that will tell us how successful the Social Media Strategy implementation is. To measure this, we will look at two quantitative and two qualitative KPIs. For quantitative, we will be analyzing the number of followers we have across all social media, as well as the total number of visitors on website and all social media platforms. For qualitative, we will look at the sentiment analysis of our followers and mentions online, along with the comments and shares we receive. This data will be gathered on a monthly basis, and will give us an understanding of how the audience is reacting to our content, as well as how many are following it.

### **Online Brand Personas and Voice**

The online brand that we are sending to our audience is that the Stratford Police are loyal, safe, and one with the community. This message shows the audience that we are a professional, safe and reliable source, but also that we are a friendly part of the community that can be depended on.

### *Examples of Brand Voice in Social Media Interactions:*

The messages we send out to the community are able to communicate our online brand while giving them all the information they need. As our social presence is primarily on Twitter at the moment, we have some standard 'formats' of what Tweets we would want to send out to our community. These tweets maintain the 140 character limit that Twitter has, while communicating a friendly and informative message to the public, while also branding the Police so that the audience can communicate back to them with hashtags.

## Social Media Objectives to Support Business Goals

### For News and Alerts

ALERT: Roads are icy today - Stay safe and be careful on the roads. #StratfordPolice #staysafe

ALERT: CRA fraud is in the area. If you are unsure about a phone call, do not give out any information - hang up! #staysafe #StratfordPolice

### For Community Events

Don't forget to head down to Downie Street today for the fundraiser for adoptable animals by @SPHumane #StratfordPolice #community

Our officers are at the our Sobey's collecting canned donations with @TSAStratford Stop by to donate and say hi! #StratfordPolice #community

### For Public Safety

Daily Tip: Always remember to wear your seatbelt whenever you are in a vehicle! #StratfordPolice #staysafe

Happy Holidays everyone! Don't forget to make a plan to get home to your friends and family. #dontdrinkanddrive #StratfordPolice #staysafe

## Strategies to Will Support Our Social Media Objectives

We believe it is not necessary for the police to pay for a promoting service online. They are a service that the community needs and will always need. They are a government service not a business. The Stratford Police website should be their main form of communication with the community, so it must be up to date with everything. Three things that we are adding to our website and we think are very important are: One, career opportunities in Stratford Police and this can be used to show younger people what they need to do to become a police officer or detective and so on. Two, updates on safety, missing people reports and traffic, we think is important because people that is a big part of what the Stratford Police do for the community. Three, upcoming events that the Stratford Police will be apart of so people can go and enjoy their community with safety.

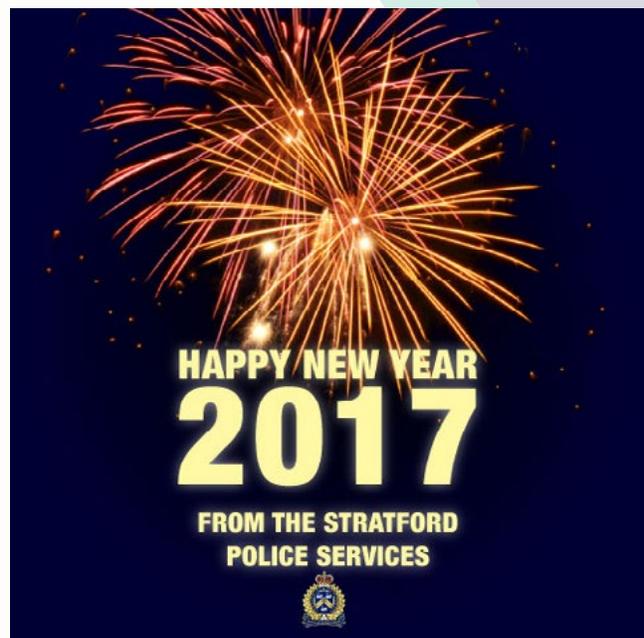
The Stratford Police twitter account can be a great way for them to gain social media recognition, They can tweet about traffic, events and serious issues like missing people and on. They can introduce the use of #SafeStratford to all social media posts. Encourage adoption by community and source a minimum of 1 piece of user-generated content per week to regram/shout out. Promote hashtag across all social properties, email newsletters as well as printed promotional material.

Stratford Police can use other channels like charity events. With connections and group events the Stratford Police will be able to tap into new social media networks and gain new followers. Another way they can build a following is to organize and hold competitions for the community. If the Stratford Police would hold city competitions and make sure their hashtags are used they can also gain a large number of new follower just with a simple game that everyone enjoys  
Stratford Police can monitor Twitter for keywords and terms: Stratford, safety, police, crime. Extend 50 discount codes to warm leads/prospects over the course of 3 months. Strategies to Will Support Our Social Media Objectives

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## Key Dates and Timing

### *Internal Events*

In some cases, internal events of the Police may need the support of the community, or may want to communicate a notable internal event to the community. It can benefit the police if some events are mentioned on social media to gain support and amplification. Events such as new job openings, promotions within the organization, building renovations, and new equipment or software that allows the police to better serve community, are all examples of internal events that can benefit or can create benefits when they are brought into the light of the community.

### *Lead Times*

The Stratford Police will need to spend 20-40 hours creating new social media platforms and content. The police will update their entire Twitter account so that they are properly branding and communicating their services. As well, they will be creating new social media accounts, including Facebook, LinkedIn, and Instagram profiles, from scratch. As they currently have a lack of usable content relating to the re-branding, they will go through all of these accounts to ensure that each profile provides the utmost information and clarity. After this has been implemented, they will then spend approximately 2-4 hours per day creating and posting content for all social media accounts.

### *Reporting Dates*

Generally, the Police will review their social media platform strategy overall whenever their business goals and priorities alter from the strategy's original goals. In addition, the strategy will also be reviewed on a monthly basis, in the sense that data will be gathered on the KPIs of the strategy to ensure that the objectives of the strategy are being achieved and the strategy is working effectively. If the goals are not being met when the data comes back or need to be improved, the strategy will need to be revisited and altered to reflect the new goals.

## **Social Media Roles and Responsibilities**

### ***Social Media Director***

The responsibilities of the director are mainly higher level of planning and the final approval of all social media content (campaigns, strategies, and budgets).

### ***Social Media Manager***

The responsibilities of the manager are more towards executing day-to-day social media content, managing campaigns to ensure all content is executed in a timely manner (for example, current news activities) and overlooking social media daily. For example, the manager will work with the coordinator and develop weekly schedules together, here is [an example](#).

### ***Social Media Coordinator***

The coordinator monitors the social media platforms for engagement by constantly checking mentions, hashtags, and newsfeeds. (Lists could also be an essential part of monitoring and keeping updated on related content on Twitter) They respond to the public, whether it be a comment or a question regarding the Police Service. Police or safety related news content would be made available - usually when it happens/when you know the right amount of information.

## **Social Media Policy**

- Be respectful
- Act professional
- Use appropriate language
- Check spelling and grammar before sending out any content
- Be the solution rather than the problem, or enhancing a problem
- Post relevant content

The Stratford Police Service is a professional and valuable part of the community. It is very important to understand how serious it is to take the appropriate approach on social media. Violating the Stratford Police Service Social Media Policy could result in corrective action, up to, and including, termination. Legal actions may be executed if policy is violated. The Stratford Police Service also has the right to take further action if it believes it is appropriate to do so. For further questions or concerns, please speak to the Social Media Manager or anyone responsible within the HR team.

## **Critical Response Plan**

It is important to be able to respond to issues on social media in a timely manner so a critical response plan is a good asset to have in case a problem occurs. Multiple scenarios have been set up to facilitate the social media coordinator's job.

### **Scenario One**

An inappropriate tweet was sent from @Stratfordpolic1

#### *Action Steps*

- 1) Screenshot and then delete tweet
- 2) Alert the Social Media Manager. If unavailable, contact the Director.

#### *Pre-approved Messaging*

No pre-approved message available. Answer should be developed by the Social Media Director and Manager.

### **Scenario Two**

Someone tweets about an emergency, tagging @Stratfordpolic1

#### *Action Steps*

- 1) Look for a phone number on their profile,
- 2) Directly message them with appropriate procedures,
- 3) Alert the Social Media Manager. If unavailable, contact the Director.

#### *Pre-approved Messaging*

- 1) Please do not use Twitter as a way to alert the Police of an emergency, call 911 instead.
- 2) Hello @person please call us at (519) 271-4147 with your information.

### **Scenario Three**

Negative responses and comments after a tweet is posted.

#### *Action Steps*

- 1) Alert supervisor of the situation.
- 2) Try and answer with pre-approved messages.
- 3) If there is no appropriate response and responses are getting out of hand, delete tweet. Then, if needed, prepare a new tweet with supervisor to fix the situation.

#### *Pre-Approved Messaging*

- 1) Messages are dependant on the situation.
- 2) Sorry this causes an issue for you, if you need to share more with us please email us at "stratford@police.com".

## **Conclusion**

The main goal of the social media strategy strategy is to create a larger and more important online presence for the Police Department. We believe that implementing the key points presented above, the Stratford Police Services will be able to achieve this new and improved online identity. By focusing on building engaging and relevant content, we will be able to develop and create a platform where the Police can build and maintain deeper relationships with their community.