

HOW TO TELL THE STORY OF CS360



Implementing an important tool like CS360 is an excellent step towards building stronger community relations, but it will not work if we do not tell people about it. When we do post about CS360, it is essential to do so in a way that will grab people's attention and cause them to notice and share the information (as opposed to them scrolling right through).

MAKE IT EASY

A new program may be challenging to explain initially, and it may be tempting to post a link or a written document and let people do the rest. However, most people will not click on a link or even take the time to read excessive information. Therefore, consider “chopping up” the information into several posts that can be posted over a few days. Visuals – graphs and charts – are also helpful to convey the program’s information in a way that is easy to understand.

BRING PEOPLE BEHIND THE SCENES

CS360 is not just about data; it is about meetings, connections, and shared goals. Tell the story of the process by showing photos or videos of meetings, asking officers or partners to record a few seconds of video, and show how the department is working towards increasing public safety at the moment.

DON'T FORGET TO FOLLOW UP

When the department commits to something, it is crucial to close the loop once it is resolved. The work is not complete until it is communicated to the public. The community should notice great police work, and it is the department’s responsibility to draw attention to those efforts by leveraging social media.

ENGAGE AND INCLUDE PARTNERS

When posting about a community partner or anyone involved with CS360 outside the department, it is important to include their specific social media handle. This will significantly increase the chance that they will share it within their network, and the department’s message will reach far and wide.

LEARN FROM OTHERS

Follow other police department’s accounts using CS360 and see what and how they post. This is a great way to get new ideas and insight into what is working.