Law Enforcement Social Media Management

Caliber Public Safety is a leader in public safety software. First responders put their lives on the line every day to serve and protect their communities, and our job is to provide products to assist them in all aspects of their daily work. In the last decade, social media has become the most powerful method of creating and sharing information, and law enforcement agencies use social media for a wide variety of purposes including: using the technology to notify the public of safety concerns, community outreach and citizen engagement, public relations and reputation management, and to obtain information to use as evidence.

However, utilizing social networks efficiently is a growing concern for our clients. Some of the greatest hardships are adapting to new trends, measuring the impact of their use of the technology, and training personnel to use social media effectively.

This project is to create a software solution to help alleviate some of these hardships. The idea is to offer a SaaS marketing content management solution for social media campaigning and interaction. The software will use open APIs that will allow integration with existing Caliber applications as well as social APIs to manage an agency's content on Facebook, Twitter, Instagram, and other major social networks. Additionally, a chatbot may be added to provide direct messaging support for Q&A/access to services.

Our vision for the software is to allow officers and agency personnel to create content (video, images, and written) that are submitted and staged for review. The application will allow for direct entry of the content. Additionally, the software should allow for content to be submitted via Caliber's suite of software products (Records Management System, Mobile, and Computer Aided Dispatch). The staged content is then accessible to an agency user identified as the content manager. This user may take actions to approve, modify, or disapprove the post. Once approved, the post can be scheduled to be sent to any number social media sites.

There is a significant need and demand by police agencies to positively engage with citizens and stakeholders via social media. It provides opportunities to enhance community engagement, humanize law enforcement personnel and shape perceptions of police and their elected leaders in the public eye on an ongoing basis. This software solution will give police and other public service agencies the ability to more effectively connect with and engage the citizens whom they serve.

www.caliberpublicsafety.com
http://www.ejusticesolutions.com/public/SocialMedia/SocialMedia.pdf