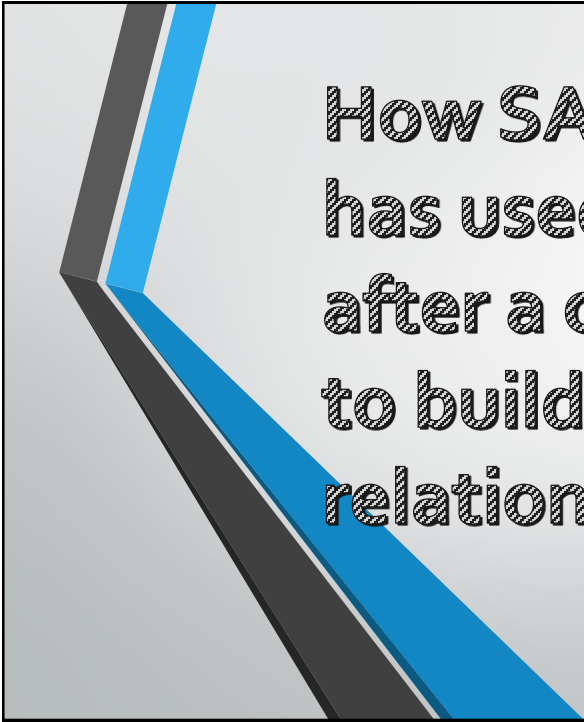


# Hashtags, Podcasts, and Snapchat – Oh My!

## Law Enforcement Social Media Struggles and Strategies

# Captain Jeff Spiess Officer Kiel Rushton St. Anthony Police





**How SAPD  
has used Social Media  
after a critical incident  
to build trust and repair  
relationships**



**The Incident**

**Collaborative  
Reform**



**The Strategic Plan**  
**Implementing Social Media**  
**into our Strategic Plan**  
**CRI-TA**

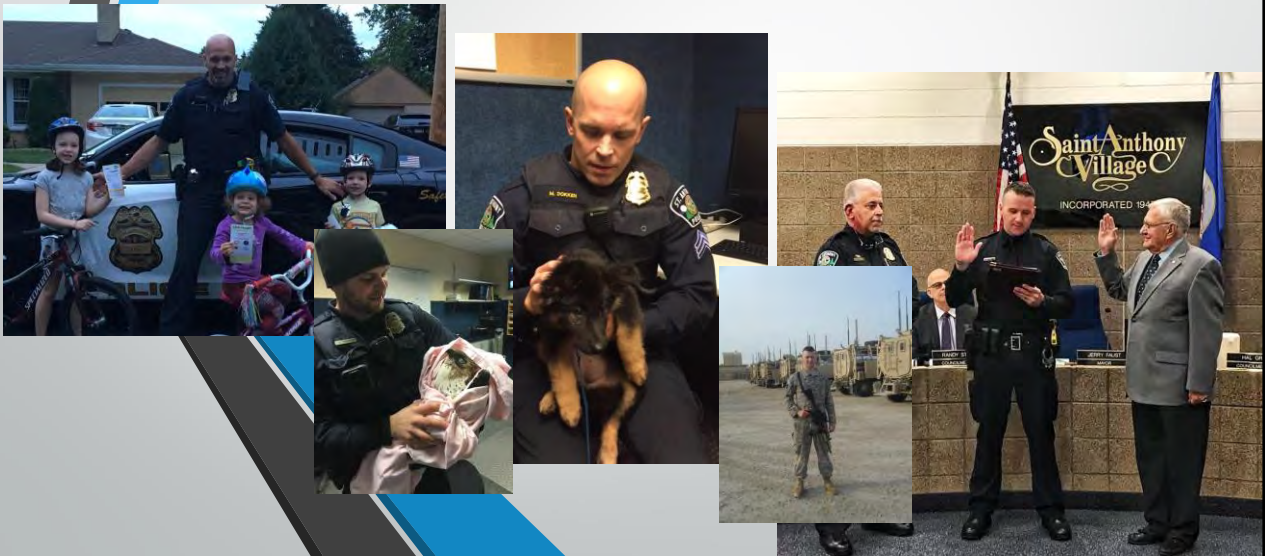


**The Strategic Plan**  
**Creating Trust in the**  
**Community Through**  
**Transparency via**  
**Social Media**

# Trust and Transparency

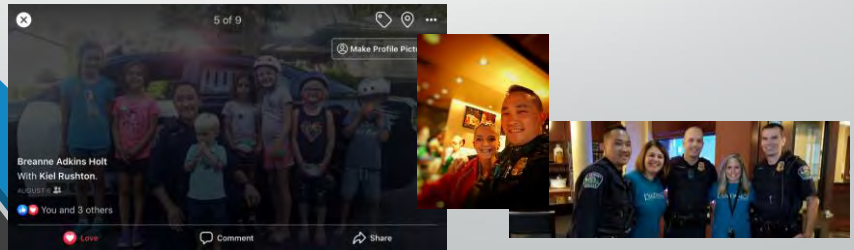
Trust will come through  
transparency by exposing  
the good works of our  
agency via social  
media posts

# Trust and Transparency



# Trust and Transparency

## Community Members feel ownership of SAPD and it's Officers



# The Strategic Plan

## Using these principles to Enhance Traffic and Pedestrian Safety



## **Role of Leadership**

**Identify Members**

**Empower The Use of  
Social Media**

**Set Members up for  
Success**

## **Role of Dept. Members**

**Use, Monitor, and Engage**

**Maintaining the "Brand"**

**Creativity**

# Role of Dept. Members

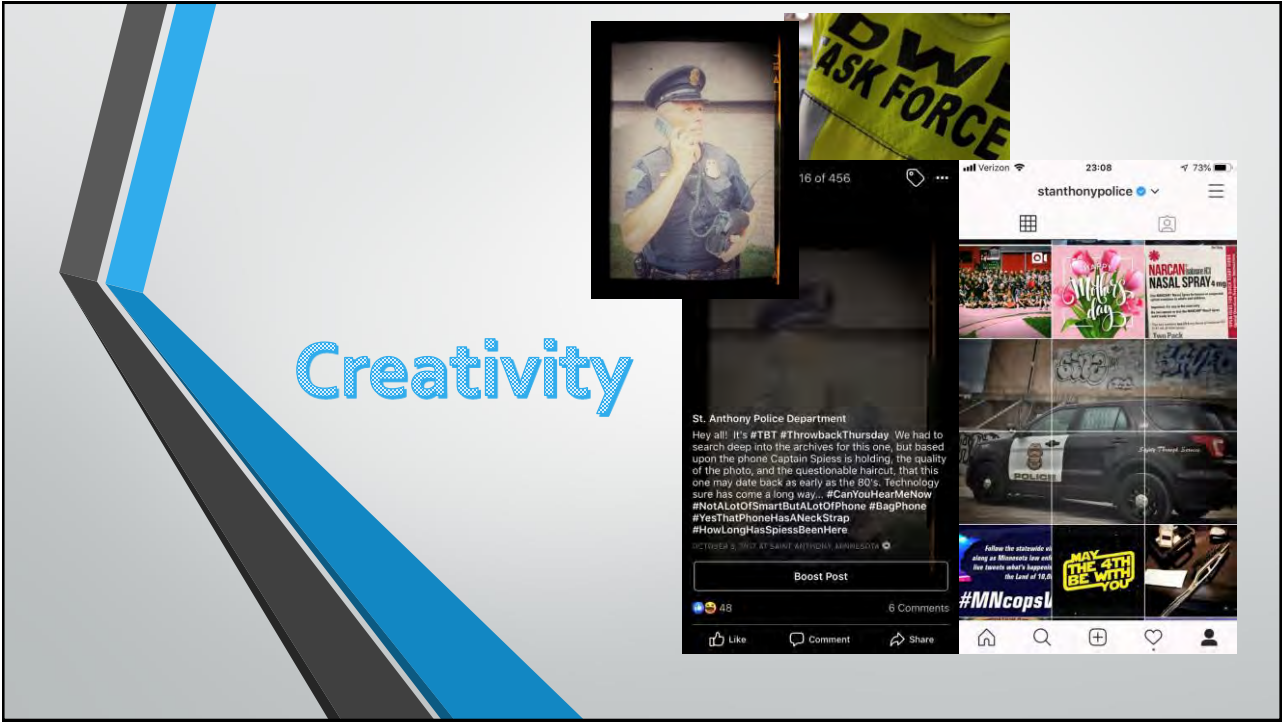
## Use, Monitor, and Engage

Multiple Users for One Account



## Maintaining the "Brand"





**Creativity**

**Engagement Highlights**  
**Use, Monitor, and Engage**  
**Maintaining the "Brand"**  
**Creativity**

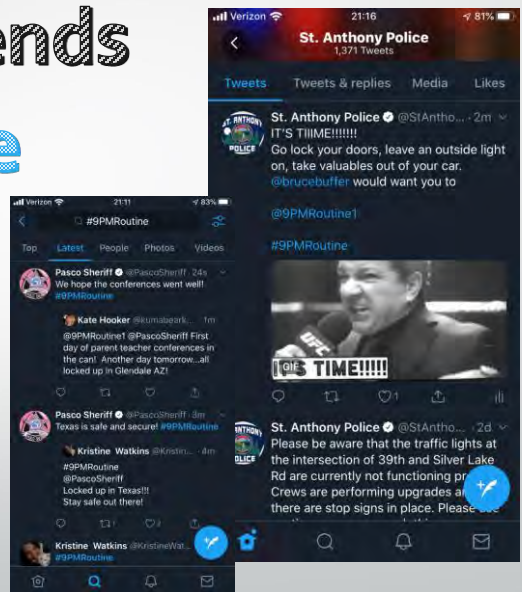


# USING #hashtags

## "hashtag" tagging: We Drive Traffic to our agency thru trending topics

# Monitor Trends

## #9PMRoutine



# Engage Drivers

## Engaging those who use our roads



# Street Racing

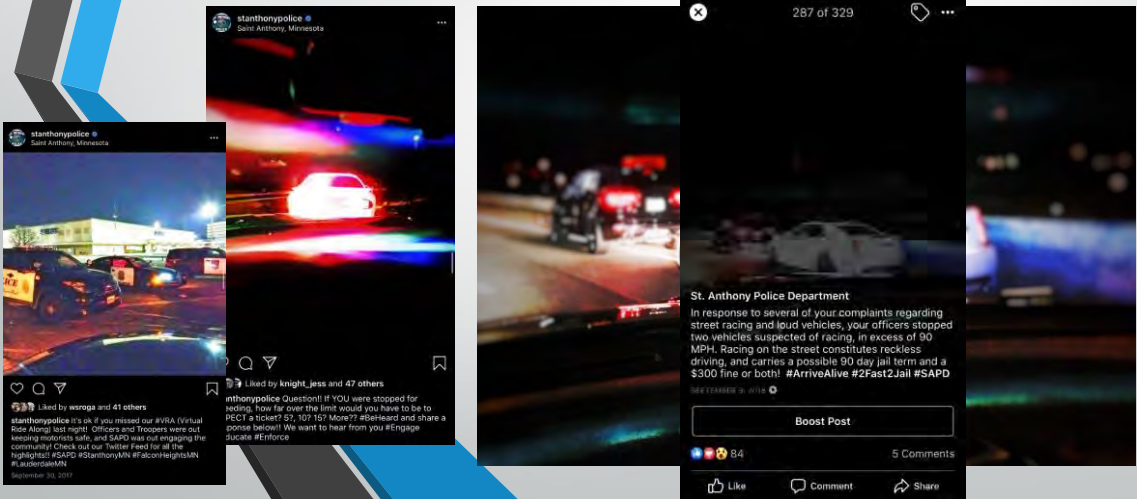
## Lauderdale MNTH 280 Hundreds descend on Lauderdale



# Street Racing

Instagram and Snapchat – to target those who are racing  
Facebook and Twitter – to engage those who are affected by the illegal racing

# Street Racing



# Cops, street racers, gear up for another north suburban summer

Submitted by admin on Tue, 04/09/2019 - 12:00am

By: Mike Munzenrider



Mike Munzenrider Highway 280 through Lauderdale is a popular thoroughway for Twin Cities street racing. As spring becomes summer, local law enforcement is working to deter racing on public roads, both from nuisance and public safety standpoints.

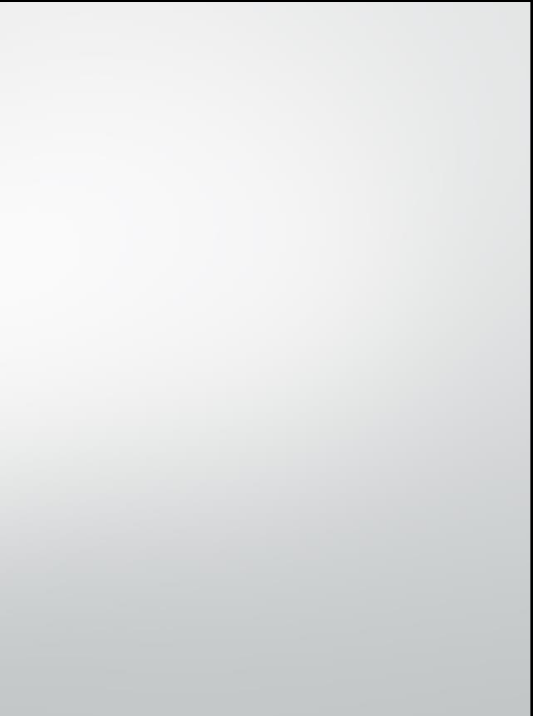
Friday night into Saturday, March 30, might have been the unofficial start of street racing in the north suburbs.

"This is the first weekend I heard about it," said Lauderdale City Administrator Heather Butkowski, who's no stranger to fielding resident complaints about loud exhaust pipes screeching up Highway 280.

St. Anthony



Share Write a comment...



**St. Anthony Police Department**  
May 25, 2018



Street Racing will NOT be tolerated in St. Anthony and Lauderdale. Dangerous driving behavior at large gatherings has been reported habitually by area residents and motorists in our communities, and your Officers will be working with the Minnesota State Patrol, Saint Paul Police Department, and other agencies to maintain a high level of traffic and pedestrian safety. Please call 911 if you observe this type of behavior #SafeStreets #2Fast2Jail #ObeyTheSignOrPayTheFine #OnTheStripNotTheStreet #SAPD #LauderdaleMN #StAnthonyMN

41 11 Comments 1.2K Views

Like Comment Share

455 of 478



**St. Anthony Police Department**  
Speed kills. Thankfully, this biker walked away with just a bruised ego. St. Anthony, with the assistance of the state patrol and St. Paul police, will be stepping up enforcement on MNTH 280. #besmart #arrivealive

SEPTEMBER 24, 2017

Boost Post

15

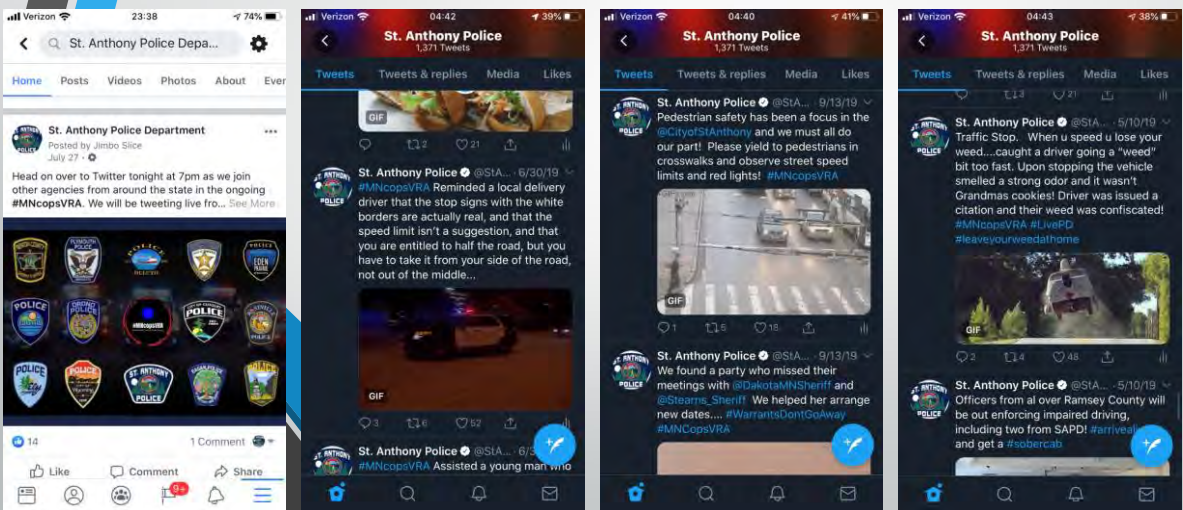
Like Comment Share

# Virtual Ride-Along

Developed by Duluth PD and  
now used statewide several  
times throughout the year



# Virtual Ride-Along



It's Working...  
With Just About  
Everybody

Unsafe Conditions		10038 hrs	
Weather: Dry/Normal/Cloud	<input type="checkbox"/> Endangering Life or Property*	Commercial Ven. DOFA	
<input checked="" type="checkbox"/> Driver	<input type="checkbox"/> Driver	<input type="checkbox"/> *Court appearance required if checked	<input type="checkbox"/> Hazardous Material
<input type="checkbox"/> Passenger	<input checked="" type="checkbox"/> Operate	<input type="checkbox"/> Parked	
Offense Location: Broadway St / MINTH 210	Circle One: City/County/Township	Off. Jurisdiction	
Offense	Charge Description	Statute/Ordinance	3rd Violation
Offense	Charge Description	Statute/Ordinance	3rd Violation
Offense	Charge Description	Statute/Ordinance	3rd Violation
Offense	Charge Description	Statute/Ordinance	3rd Violation
Offense	Charge Description	Statute/Ordinance	3rd Violation
Offense	Charge Description	Statute/Ordinance	3rd Violation
Speed 110 Stat. § 169.7A (publ.)	53 mph 40 zone	994 M	3rd in 12 mos
No Proof of Insurance 116 Stat. § 169.79A (publ.)		M.G.M.	
No Seat Belt Use 116 Stat. § 169.806 (1)(a)		PP	
AC Taken/Val.	Test Type	<input type="checkbox"/> Breath	<input type="checkbox"/> Blood
<p>If this is a payable citation, you must pay the amount owed or schedule an appearance within 30 days from the date the citation was issued. See the next page of this citation for more information.</p>			
Officer(s) Name(s)	Officer No(s)	Prosecutor	116021218
116021218	192		
Agency (CAO)	How Issued	Date Issued	
MH0272000	<input checked="" type="checkbox"/> In Person	<input type="checkbox"/> Mailed	<input type="checkbox"/> Left at Scene
Agency Name: St. Anthony PD		10/01/2017	
Version 2015.1			

S/O to this cop btw for not towing my car/taking me to jail and also for going super easy on me last night

It's Working...  
Even with People We Arrest

**It's Working...**

**VRA and Engagement**









