



COLE PRO
MEDIA

Social Media
Recommendations
April/May 2023

Upcoming Holidays

Bring a Kid to Work Day - April 27, 2023

- Create a ride-along video with the officer

Earth Day - April 22, 2023

- Show officers participating in a local costal cleanup event or something as simple as highlighting recycling in the office with a breakdown of what can and can not be recycled.

National Mani-Pedi Day - April 25, 2023

- This is a fun one! Show a male officer in uniform getting his toes done on his break ideally with a shout-out to a local business or a salon that they have helped with an issue in the past.

Administrative Professionals Day - April 26, 2023

- If you have outgoing staff, have them introduce themselves and one thing they love about their job. If not, just get a quick wave from them at their desk. In the post description, we recommend a caption that highlights the importance of the staff behind the scenes. (This can also be a great opportunity to tag staff members who are willing and to increase post reach/engagement)

National Superhero Day - April 28, 2023

- Reel with officers wearing capes (cheap packs can be bought on Amazon.) It can even just be a short clip of them with their backs facing the camera and then giving a spin.
- Highlight an officer who went above and beyond (Use Canva to add a cape to his/her photo.)

Mental Health Awareness Month

- Interview different officers regarding their favorite self-care activity.

Star Wars Day - May 4, 2023

- Go to different officers and ask them a Star Wars trivia question (Keep in mind wrong answers can be funny!) Be sure to include Star Wars audio in the reel.
- #StarWarsDay #MayThe4thBeWithYou

National Small Business Day - May 10, 2023

- We recommend working with the city/county website as most have a guide for local businesses or a downtown guide. You can record your screen and scroll through that list plus include a link to it in your post or do a quick slideshow with photos of storefronts. Be sure to tag the city/county account as a collaborator as well as the local businesses

General Post Ideas

Why I'm Excited to Become a Law Enforcement Officer (Use for new recruits)

- Script example "As someone who's passionate about criminal justice and making a difference in my community, I'm excited to announce that I'll be joining the ranks of law enforcement officers. Here are just a few of the reasons why I'm excited to start this career..."
- Finish post with a call to action like this:
- If you're interested in a career that's both challenging and rewarding, consider becoming a law enforcement officer. Visit our website to learn more www.examplesite.com!

Join Our Virtual Job Fair!

- Are you interested in a career in law enforcement, but unable to attend an in-person job fair? Join us for our virtual job fair, where you can learn more about what it takes to become a law enforcement officer.
- DATE / TIME
- Don't miss this opportunity to learn more about a career in law enforcement. Send us a dm or comment below to get the link!

OFFICER HIGHLIGHT: Officer Smith Going Above and Beyond

- At our department, we're proud of our officers who go above and beyond in their duties. One of those officers is Officer Smith.
- Share a brief story about Officer Smith and the positive impact they've had on the community. This could include an example of how Officer Smith solved a difficult case, formed a positive relationship with a community member, or went out of their way to help someone in need.
- We're grateful for officers like Officer Smith, who work tirelessly to keep our community safe. If you're looking for a career where you can make a real difference, consider joining our team.

Helpful Tips & Tools

WORKING WITH SOCIAL MEDIA ALGORITHMS TO INCREASE REACH IS ALL ABOUT UTILIZING THEIR LATEST FEATURES:

- Instagram-
 - Topics for Reels
 - <https://vistasocial.com/insights/how-to-add-instagram-topics-to-reels-everything-you-need-to-know/>
 - "Add Yours"
 - <https://www.socialmediaexaminer.com/how-to-use-the-instagram-add-yours-sticker-in-marketing/>
 - Notes
 - https://help.instagram.com/427590629371317/?helpref=uf_share
 - Reel Templates
 - https://help.instagram.com/610485296790527/?helpref=uf_share

TOOLS:

- <https://streamster.io/>
 - Live stream to multiple platforms at once.
- <https://chat.openai.com/>
 - Create post descriptions and longer-form content with ease.
- <https://www.canva.com/>
 - Easy platform to create graphics with consistent branding.
- <https://planable.io/>
 - Best options for scheduling posts plus built in approval system.