

Objective 2.4: Inform the Public and Market the Department

Strategic Background:

- The Public Information Office (PIO) continues to look for ways to continually enhance media products as well as the agency website. A number of excellent information applications have been added to the website recently, and PIO is working to promote the use of those applications by the public.
- The Department has made great strides in adopting social media tools in the past few years: efforts will continue to apply and expand social media as a communications and engagement tool.
- The Department must continue to project itself in a leadership role around current community issues, through effective marketing of our services, resources and our people. This also includes marketing the Department within the profession as a leader in current policing practices.
- As public communication is the responsibility of all members of the Department, PIO staff is working with the Academy to develop and provide appropriate training in communications and media management for all agency personnel.

FY15 Strategies:

Strategy 2.4.1: Continue to enhance the agency website and media products.

Strategy 2.4.2: Continue to leverage social media as a public communications tool.

Strategy 2.4.3: Seek out and use opportunities to market the Department.

Strategy 2.4.4: Develop and present internal and external training on media issues.

Objective 2.4 Key Success Measures:

Social Media Metrics (as of June 2014)

- ✓ FCPDNews Blog – 164,000 views and 700 followers
- ✓ Twitter – 14,000 followers
- ✓ Facebook – 14,000 likes

Objective Last Updated: September 5, 2014