

# Twitter Chatter – Rules of Engagement for an Online World

**Bob Calkins**

**Washington State Patrol**



# Purpose of Social Media

- Build relationships
  - We already do that.
- Convey a positive image of the agency.
  - We already do that.
- Win public support
  - We already do that.

*We already knew how to do everything we needed to do with social media.*



# Awareness to Advocacy

- Shamelessly stolen from Pemco Insurance.
  - People need to know you exist.
  - They must need your service.
  - They must like what they got from you.
  - They become repeat customers.
  - They start telling other people about you.
  - They defend you.

*We've never had to dirty our hands arguing with someone on Twitter or Facebook.*

# WSP Agency Environment

- Cautious.
  - We're not just state employees, we're LE.
  - First experience with SM was firing a cadet.
- Historically good relations with Media.
- Culture of "freedom to fail."
  - Within limits, of course.

# Twitter –First Use

- Extension of communications with traditional media.
  - Got us past lawyers and others fearful of SM.
  - Huge safety benefit.
  - Evolved into more direct contact with public.
- *“Currently when we send a media release, the public sees a reporter’s interpretation.....”*

# Target Zero - #the70

- #the70
  - Built buzz but wimped out.
  - Webinar not accepted by media.
  - Despite b-Roll
    - No worse than traditional news conference



## UNDER THE INFLUENCE? UNDER ARREST! **TARGET ZERO TEAMS**

### News Release

For Immediate Release  
June 30, 2011

Contact: Mr. Robert Calkins  
Washington State Patrol  
(360) 596-4013  
Ms. MJ Haught  
Washington Traffic Safety Commission  
(360) 725-9879

#### **ARE YOU ONE OF THE 70? Target Zero Teams: 70 Lives Saved in King, Pierce, Snohomish Counties**

(Seattle)—Are you one of the 70? Is your spouse? How about your children? Your teacher? Perhaps that nice man who held a door for you last week.

Any of those could be among the 70 people in King, Pierce and Snohomish counties whose lives were saved since Target Zero Teams hit the streets one year ago. The \$6 million demonstration project was launched July 1, 2010.

“We expected to see a reduction, of course. But this exceeds our expectations for the project,” said Lowell Porter, Director of the Washington Traffic Safety Commission. “70 lives in just three counties, in just one year.”

Of course it’s impossible to know exactly *who* wasn’t killed. But it is possible to say *how many* weren’t.

In each of the five years prior to launching the Target Zero Teams, an average of 203 people died in traffic in the three test counties. In the year immediately following launch, the number dropped to 133.

The Commission also found that deaths in King, Pierce and Snohomish compared favorably to two similar counties that were pre-designated as control counties for the Target Zero Teams demonstration project. Finally, while traffic deaths are trending down statewide and nationwide, the drop seen in the Target Zero counties is steeper than the general trend.

# Building Buzz

Tweet Schedule

| Time      | Agency                    | Tweet/Post  |
|-----------|---------------------------|---|
| 6/23 10am | WSP                       | Tweet: "#the70. Are you one of the 70?"   |
| 6/23 Noon | SKC Public Health         | Tweet: "#the70. Are you one of the 70?"   |
| 6/23 2pm  | Seattle PD                | Tweet: "#the70. Are you one of the 70?"   |
| 6:23 4pm  | WSP                       | Facebook Post: "Are you one of the 70?"   |
| 6/24 8am  | WSDOT                     | Tweet: "#the70. Is your sweetheart one of the 70?"  |
| 6:24 10am | Kent PD                   | Tweet: "#the70. Is your boss one of the 70?"  |
| 6/24 2pm  | SnoCo Sheriff             | E-mail to media list: "Are you one of the 70?"  |
| 6/24 4pm  | DOL                       | Tweet: "#the70. Is your driving instructor one of the 70?"  |
| 6/27 8am  | King County Public Health | Facebook Post: "Is your doctor one of the 70?"  |
| 6/27 10am | Seattle PD                | Tweet: "#the70. Is your bus driver one of the 70?"  |
| 6/27 2pm  | WSP                       | "Tweet: "#the70. Is your child one of the 70?"  |
| 6/27 4pm  | Kent PD                   | Facebook Post: "Is your spouse one of the 70?"  |
| 6/28 8am  | Seattle PD                | Facebook Post: "Are you one of the 70? Find out Thursday."  |
| 6/28 9am  | WSDOT                     | Tweet: "#the70. Are you one of the 70? Find out Thursday."  |
| 6/28 10am | SKC Public Health         | Tweet: "#the 70. Are you one of the 70? Find out Thursday."   |
| 6/28 11am | SnoCo Sheriff             | E-mail to media list: "Are you one of the 70? Find out Thursday."   |
| 6/28 Noon | DOL                       | Tweet: "#the70. Is the driver behind you one of the 70? Find out Thursday."   |
| 6/28 1pm  | WSP                       | Tweet: "#the70. Is your favorite aunt one of the 70? Find out Thursday."  |
| 6/29 8am  | WSP                       | Tweet: "#the70. Your spouse could be one of the 70. Find out tomorrow."   |
| 6/29 10am | DOL                       | Tweet: "#the70. Your child could be one of the 70. Find out tomorrow."  |
| 6/29 Noon | SKC Public Health         | Tweet: "#the70. Your next door neighbor might be one of the 70. Find out tomorrow."   |
| 6/29 2pm  | Kent PD                   | Tweet: "#the70. Your child's favorite teacher might be one of the 70. Details tomorrow."  |
| 6/29 4pm  | Seattle PD                | Tweet: "#the70. Your mentor might be one of the 70. Details tomorrow."  |
| 6/30 9am  | All                       | Tweet: "#the70. Are you one of the 70. Find out in one hour."   |
| 6:30 10am | All<br>Webinar occurs.    | Traditional release goes out via WSP media list. Will be on Target Zero letterhead, not WSP. Can be re-sent by others. Tweet with a bit.ly link to release on WSP web site. Other |



# #daywithWSP

- #daywithWSP -
  - Seattle PD tweeted too much, got criticism.
    - We almost cancelled.
  - 6a to 12mid
    - Planned 4/hour
    - Ended up 6/hour
  - Married Twitter & FB
    - “More on FB”



## A Day Without the Washington State Patrol

The Washington State Patrol (WSP) makes a difference every single day for the citizens of Washington State. If WSP employees were not working today to provide public safety services to everyone where they live, work, travel and play:

- 475,393 students could be passengers in one of 9,000 school buses which were not inspected for safety and compliance.
- 132,150 people would be housed in boarding/nursing homes not inspected for fire safety.
- 52,500 children would be in child care centers not inspected for fire safety.
- 4,779 calls for help would not be received through 911 calls to our communications centers.
- 2,301 individuals would not have access to public information and the services provided by its employees located on the WSP Web site.
- 2,172 marijuana plants would still be out on the streets along with one growing operation. In addition to marijuana, 162 grams of cocaine, 51.7 grams of methamphetamines, 1 gram of heroin, 6 pills worth of club drugs, and 100 grams of other drugs would still be on the streets.
- 2,069 background checks would not have been performed; 1,342 of these being background checks for non-profit groups and 682 background checks for profit groups.



# #daywith WSP



# #daywithWSP

- #DayWithWSP resulted in 13% Twitter followership increase on the day of the event.
- Campaigns spike followership for duration of campaign.
- Approximately 101,000 people were reached through Twitter on the #DayWithWSP campaign.



# #askWSP #1

- Chief Batiste
  - “Online Rotary”
  - From HQ Building
    - No Travel
    - No Rubber Chicken
    - Can Ignore a Question If Necessary.

# THE SPOKESMAN-REVIEW

Ask the Washington State Patrol anything - Spokane Valley blog - Spokesman.com - Sept. 28, 2011 - Internet Explorer (WSP)

SR http://www.spokesman.com/blogs/spokanevalley/2011/sep/28/ask-washington-state-patrol-anything/

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## Spokane Valley blog

### Ask the Washington State Patrol anything

Posted by Nina

Sept. 28, 2011 12:23 p.m. • 0 comments

This should be interesting. Washington State Patrol Chief John Batiste will take to Twitter today to answer questions from the public from 2:30 to 4 p.m. So if you've had a question you've always wanted to ask, now is your chance. You probably shouldn't ask him to fix your speeding ticket, though. Questions about active investigations are also off limits.

If you want to participate, log onto Twitter and ask your question using the #askWSP hashtag. Chief Batiste will reply on Twitter or use the WSP's [Facebook](#) page for answers that require more than 140 characters.

Submit Tweet 4 Like 0

Tags John Batiste twitter Washington State Patrol

Like 72 people like this. Be the first of your friends.

#### About this blog

Welcome to the Spokane Valley blog. Here Nina Culver covers news, events and information from the greater Spokane Valley area, including Millwood, Otis Orchards, Liberty Lake, Newman Lake, Rockford and Fairfield.

Stop by often to find stories, information on events received too late to print in the Valley Voice and breaking news.

Follow Nina on Twitter

Send Nina an email

#### Latest comments »

Done, but with errors on page.

start TSB in 2011 ... Ask the Washi... 121105 WSP ... RE: Twitter #... askWSP\_0928... Search Desktop 9:36 AM



# #askWSP Results

## Stats: September 26 – 30, 2011

- *Total tweets with #askWSP hash: 100*
- *Total tweets with #askWSP hash by non-WSP users: 55*
- *Number of questions submitted: 43*
- *Total reached with broadcastable #askWSP related tweets: ~40,000*
- *Total number of new followers: 35*



# #askWSP #2 – Computer Safety

- Moved away from using the Chief.
- Practical info about keeping your kids safe on the internet.
  - Less publicity, still a good turnout.
- Two detectives in my office, discussing answers and tweeting them.

# Media Plan

## Washington State Patrol

### MECTF/Hi-Tech Crimes Units

|  |  |
|--|--|
| <b>Communication Objective:</b>                        | All audiences understanding that the Washington State Patrol is protecting kids from online predators.   |
| <b>Audience(s):</b><br><i>Intended,<br/>Incidental</i> | Intended: Online predators; parents of vulnerable children; news media.<br><br><i>Incidental: Legislators; outside police agencies; WSP staff.</i>   |
| <b>Strategy:</b>                                       | Proactive – warn predators, reassure parents.  |
| <b>Messages:</b>                                       | <ul style="list-style-type: none"> <li>• <b>Parental supervision is the best way to protect kids from online predators.</b> No software or hardware can protect kids from predators.</li> <li>• <b>WSP supports supervised involvement in age-appropriate online services and games.</b> Facebook, Twitter and other services are as safe or as dangerous as parents allow them to be.</li> <li>• <b>Make sure your kids know to tell you if they're approached online.</b> Let them know the predators will try to get them to keep the secret.</li> <li>• <b>Most child sexual abuse occurs with people the child already knows.</b> You should be paying attention to your child's activities both online and off-line.</li> <li>• <b>We stand ready to investigate cases that get past the "parental firewall" and victimize children.</b> We have many tools at our disposal to locate those who cross the line.</li> </ul> |



# We got an invite!

- National Cybercrime Chat with Visa on ID theft and internet safety. Hash #ChatSTC
- The 97 Twitter accounts had a total of 348,784 combined followers
- We had 1,939,797 impressions through all the tweets that were sent during the chat.
- Didn't feel like we were talking to 350,000 people.



# #Sandy – Port Authority of NY & NJ



**Port Authority NY&NJ** @PANYNJ

1h

Sandbags are placed at the World Trade Center in preparation for Hurricane #Sandy. [pic.twitter.com/TFuNCEqE](http://pic.twitter.com/TFuNCEqE)

[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#)



# #Sandy – Port Authority of NY & NJ



**Port Authority NY&NJ** @PANYNJ

2h

Executive Director Pat Foye and Dep. Executive Director Bill Baroni survey flooding at the Hoboken PATH station. #Sandy  
[pic.twitter.com/QvrUDgkX](http://pic.twitter.com/QvrUDgkX)

[Hide photo](#) ← Reply ↻ Retweet ★ Favorite



5

RETWEETS



9:20 AM - 29 Oct 12 · Details

Flag media

Reply to @PANYNJ

# #Sandy – Port Authority of NY & NJ



**Port Authority NY&NJ** @PANYNJ

6h

In preparation for Hurricane #Sandy, sandbags are placed overnight at Terminal B at Newark Liberty Int'l Airport.

[pic.twitter.com/B2vvUDNn](http://pic.twitter.com/B2vvUDNn)

Hide photo Reply Retweet Favorite



22

RETWEETS

3

FAVORITES



5:32 AM - 29 Oct 12 · Details

Flag media

Reply to @PANYNJ

# In the end....

We have for many years allowed trained personnel (PIOs) to represent our agency with media, to include live and extemporaneous television and radio interviews.

*How much additional risk is there in 140 characters?*