

---

# Social Media Best Practices

---

Social media is an ever evolving platform that Departments can use to better communicate with the public and businesses they serve.

The first half of the session will look at best practices used by both large and small departments. We will examine who is actually viewing your message and how to champion residents to follow your agency. The second half will be an open forum round table, with participants talking about their platforms and their method of presenting their message.

**Eric Franz**  
**Social Media Administrator**  
**Cincinnati Police Department**

The fulltime Social Media Administrator of the Cincinnati Police Department. Seven year consultant with Citizen Observer/Tip411.com and one year consultant with Nextdoor.Com.

Eric established the Cincinnati Police Departments first webpage in the late 1990's and has assisted with populating the current page with crime prevention techniques throughout his career.

Under Eric's guidance, the Departments social media platforms have successfully performed during several high profile mass shooting incidents, regularly disseminated valuable crime prevention information and addressed incidents where the public was concerned about police conduct.