Update on OPS Social Media Program

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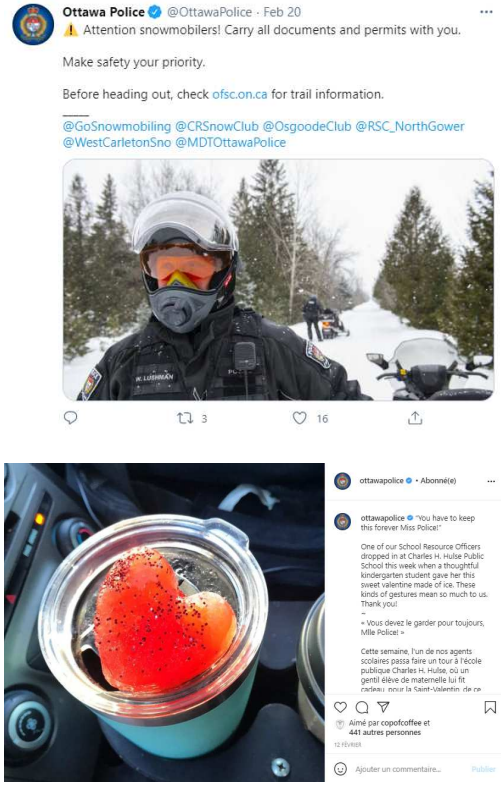
OTTAWA POLICE

Social Media at OPS

- Overview of our program
- Learnings and Successes
- Governance and policy
- Where we are going

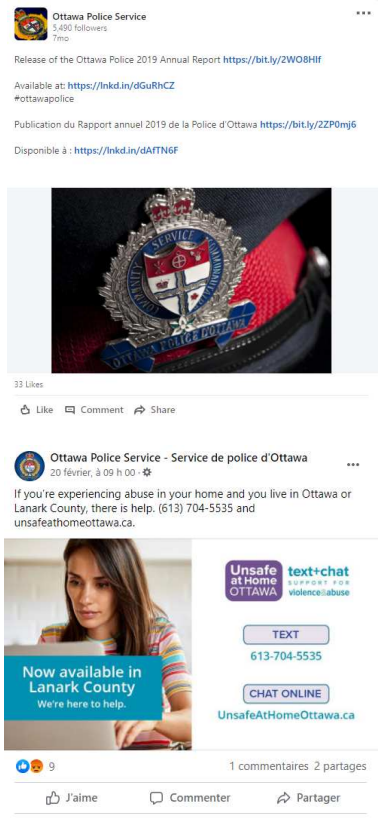


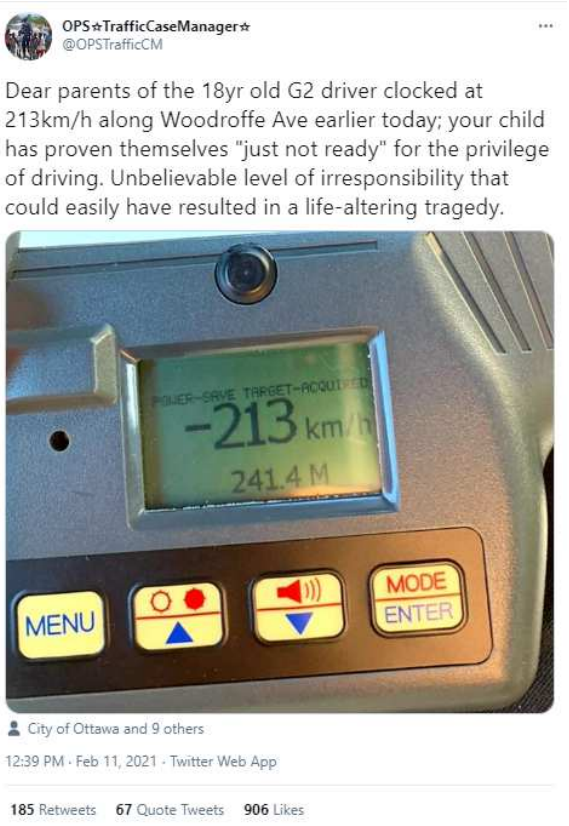
Benefits

- Meets public expectation for info and accessibility
- Relay emergency information
- Engage the public in dialogue and gather feedback
- Provide answers to questions
- Address misinformation

Secondary accounts

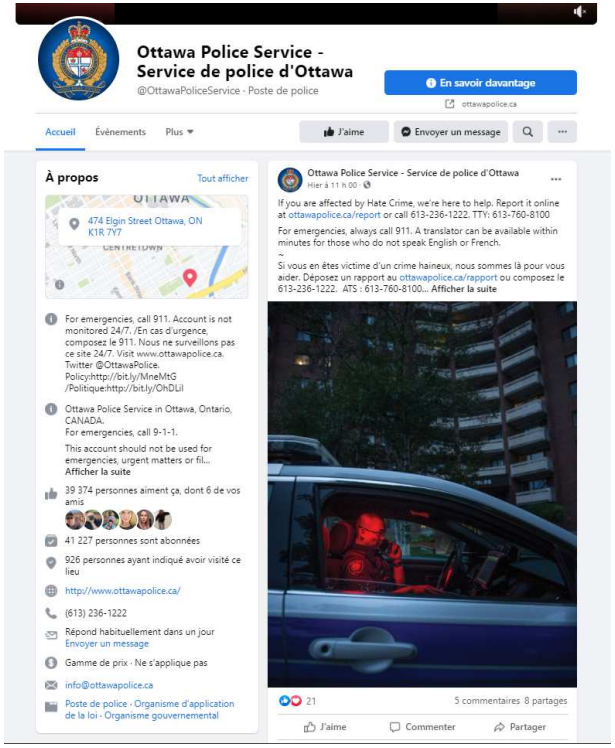
- Added layer of engagement and dialogue
- Traffic, Cycling Safety, CPOs
- Outreach recruiting
- Training, Monitoring and Improvement

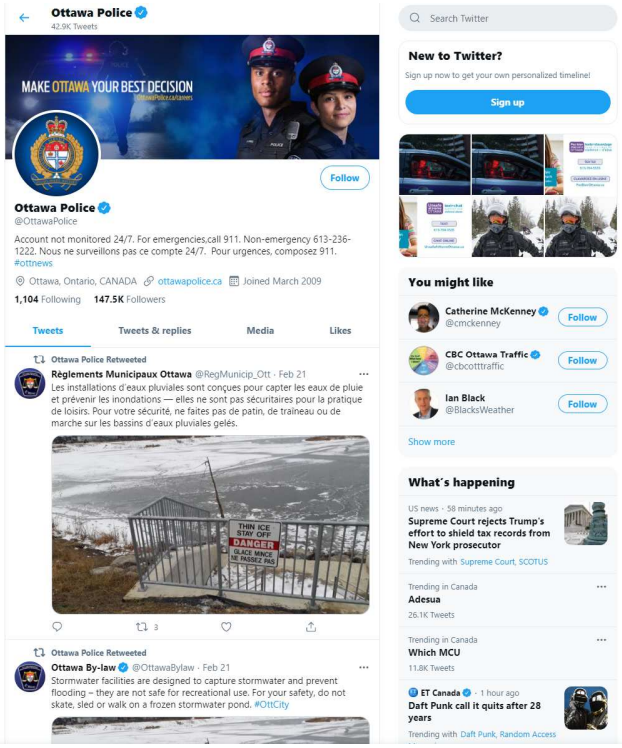




Governance and Oversight

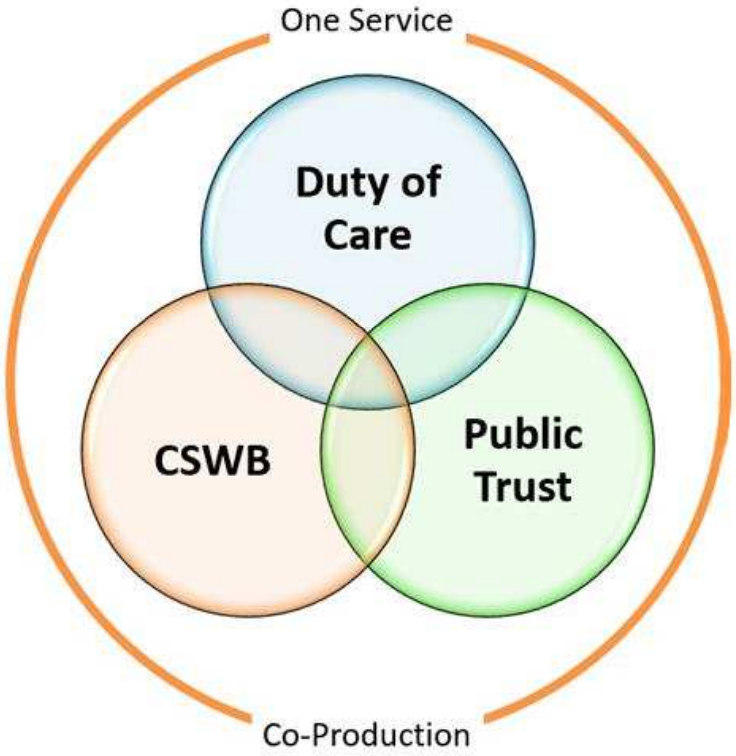
- Social Media Policy
- Approval processes
- Constant Review
- Privacy





Moving Forward

- Social Media Policy
- Approval processes
- Constant Review
- Privacy



Questions