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## NEWS RELEASE

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**RE: Streetsboro Police Department Utilizing Social Networking Sites to Disseminate Information to the Community**

The Streetsboro Police Department already has a presence on Facebook, but is now utilizing Twitter to take advantage of technology to publicize information to the public.

“We think the police department has an obligation to get information out to the community through whatever means or mechanisms we have at our disposal. Traditional media releases, expecting the local print media to pick it up and run it in the newspaper tomorrow, is 24 hours too late in some instances.”

The value of using a site such as Twitter is that we can put select information out to the community in almost “real time.” If we are experiencing road closures or traffic accidents that are tying up particular areas of the city, we can disseminate that via our Twitter feed. If we are looking for a lost child in a particular area, we can disseminate that. If we have an Amber Alert, or are looking for a suspect we have a description on, we can quickly disseminate that to take advantage of the eyes and ears out there. If we have a lock-down at one of our school buildings or needed to make alternate arrangements for kids to be picked up as a result of that, we can put that information out and update it accordingly, so parents would find this to be a valuable information tool.

Beyond some of the “real time” scenarios below, SPD will also utilize Twitter to report on our community relations activities as well as select criminal activity. “We won’t use the Twitter feed to report every single incident reported to police because you need to exercise discretion in what you send out, as you do not want to inundate your followers. However, if we have had reports of car break-ins or residential burglaries in a neighborhood for example, we will put that out because residents in that area might not otherwise be familiar with that. We think our residents will want to know about that activity.”

Current users of Twitter can find us at “StreetsboroPD” to begin following us. If you are not a current user of Twitter would like to receive news from Streetsboro PD, you can sign up at [www.twitter.com](http://www.twitter.com). You can also follow our Twitter feed on the home page of our web site [www.streetsboropolice.org](http://www.streetsboropolice.org). You can elect to receive information from Twitter in a number of methods: mobile phone, software on your browser, the twitter web site, or instant message.