Social Media Engagement Kit

"My Why"

→ Do the Research

General principles to follow:

- refer to your agency's policy before posting on its behalf or privately
- share content that creates value for your audience
- get input from your local community & staff
- go behind the scenes & highlight the human element of your job
- be mindful of the privacy and safety of others, your agency and law enforcement as a whole

→ Share Your Passion

Help us make "My Why" a statewide campaign:

- tag Colorado POST and The Colorado Attorney General's Office on all "My Why"-related posts and feel free to reshare ours
- use #WhyIServe hashtag to connect with other participants and increase your visibility
- encourage other law enforcement agencies and individual peace officers to join

FOLLOW

Colorado POST:
Facebook: @POSTColorado
Twitter: @PostColorado

The Colorado Attorney General's Office:
Facebook: @ColoradoAttorneyGeneral
Twitter: @COAttnyGeneral

Here are pre-written posts to copy & paste from. Remember to change the text appropriately:

- Meet *NAME/TITLE* of *AGENCY NAME*, sharing *HIS/HER/THEIR* #WhyIServe story.

- *I AM/WE ARE* here to serve and this is #WhyIServe.

- Join *AGENCY NAME* in creating and sharing a series of short videos about why you joined the law enforcement profession and why you are staying in it. Featured today is *NAME/TITLE* of *AGENCY NAME*.

- "*A SHORT STRONG STATEMENT FROM YOUR VIDEO.*" #WhyIServe

- While policing is a difficult and sometimes underappreciated profession, *I AM/WE ARE* proud to be a part of it. #WhyIServe

- Building stronger relationships for a better path into the future through community policing. #WhyIServe

- Did you know that "*INTERESTING STATISTIC OR FACT ABOUT YOU/YOUR AGENCY*"? Take a closer look at *MY/OUR* day-to-day! #WhyIServe

- *I AM/WE ARE* excited to share *MY/OUR* story with you. #WhyIServe

- Considering a career in law enforcement? Policing will ask a lot of you, but it will give you so much more in return! #WhyIServe

- Behind every badge there is a story. #WhyIServe