

Neighborhood Watch Using Social Media

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Colonial Acres
Neighborhood Association




Goals

Neighborhood Watch Using Social Media

- **Improve safety and reduce crime**
- **Raise awareness**
- **Connect with neighbors**
 - **Old School- Go out and meet them! The best “social medium” of all!**
 - **Facebook**
 - **Nextdoor.com**
 - **Twitter**
 - **Email/Google Group**
 - **Website – neighborhoodlink.com**
- **Share information and concerns**

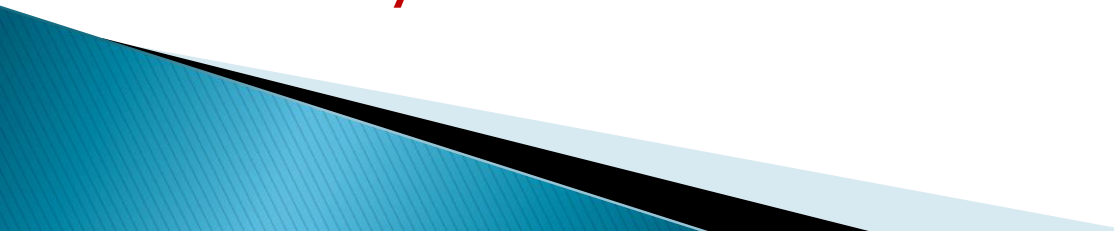
Improve Safety and Reduce Crime

Neighborhood Watch Using Social Media

- **Neighborhood gains a reputation** for being aware and for looking out for one another
 - **Social media updates** can help identify people and vehicles and lead to the arrest of criminals
 - **MPD can focus their resources** using “Blue Crush” data analysis with accurate reporting of crimes and suspicious persons/activities
 - **Greater preparedness** helps add a little peace of mind that you’ve done what you can do to protect your family and possessions
 - **Be discreet** when handling sensitive information
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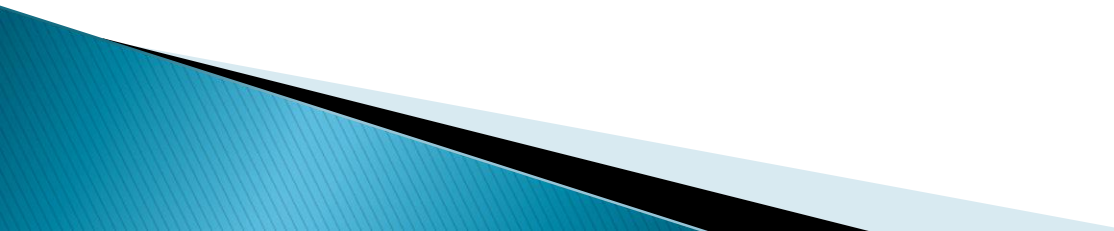
Raise Awareness

Neighborhood Watch Using Social Media

- **Increases knowledge** of what is happening and where...from the people who live there.
 - **Allows anyone** in the community to contribute, learn and interact
 - **Monitoring MPD's daily CyberWatch** email provides a “big picture” you can share
 - **Using all devices**– PCs, laptops, tablets and smartphones, awareness is everywhere and instantaneous
 - **“Always ON”**
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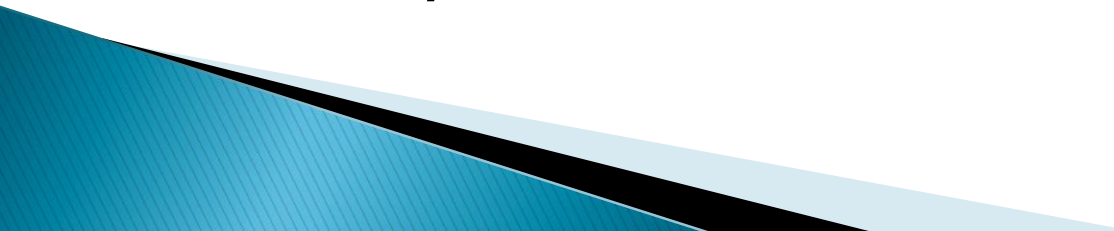
Old School Social Media

Neighborhood Watch Using Social Media

- **No social media** can replace the value of knowing your neighbors in “**real life!**”
 - **Formal or informal** Neighborhood Watch groups can provide a good way to get to know your neighbors.
 - **Social media connections** online can lead to real life connections!
 - **Colonial Acres** social media outreach has lead to new members of our neighborhood association!
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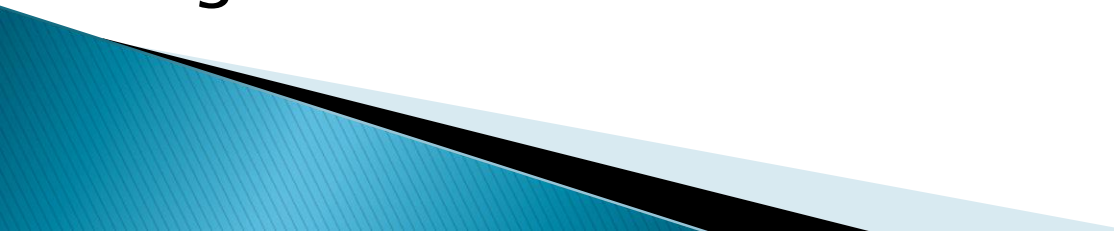
Facebook

Neighborhood Watch Using Social Media

- A “Page” allows more control of content but requires more time to stay current
 - A “Group” provides more prominent dialogue between members and can be “closed” to non-members for security
 - Allows neighbors to participate and share info, photos, videos, links in real time
 - Provides options to create Notes, Events, Photo albums
 - Gives your group an “online presence” and identity in the virtual and the real world!
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NextDoor.com

Neighborhood Watch Using Social Media

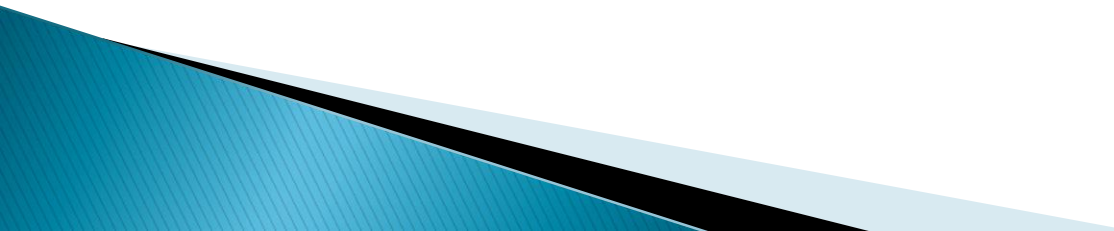
- **Built specifically** for neighborhoods to keep neighbor connected!
 - **Great features**: posts, messages, emailed updates, lost and found pets, classifieds, etc.
 - **A complete, easy way** to take care of Neighborhood Watch-type business
 - **Only those** who live in the boundaries of the group can join– added security
 - **Nextdoor app** is super handy and full of great features like notifications and messages
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Twitter

Neighborhood Watch Using Social Media

- Like Facebook but more “compact”
 - Built for short quick texts of 140 characters or less
 - More “trendy” as a means of communication, i.e. Katy Perry 73 Million followers, President Obama 63M, Oprah Winfrey 29M
 - Facebook can automatically tweet your Facebook posts!
 - Follow leaders in your area for information and updates you can share!
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Web Sites, Email & Texts

- **Neighborhoodlink.com**, other free resources
 - **Pay to build** and maintain a web site
 - **Get a volunteer** to build and manage a site
 - **Wix.com**– a good resource to build and establish a site
 - **Email**– works, takes more effort ,“slower” compared to social media like Facebook
 - **Texts**– instantaneous way to reach out, harder to manage
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Feedback Time!



- Do you think social media helps with neighborhood safety?
- What could be done better?
- Thanks for listening and participating!

Make the Most of *SOCIAL* Media

Neighborhood Watch Using Social Media

- Encourage participation and feedback
- Share photos of good stuff– your pets, neighborhood attractions, local parks, backyard gardens, ball games, church events!
- Reunite lost and found pets with their owners using photos and sites of rescue groups like *Lost & Found Pets of the Mid-South* and *Friends of the Memphis Animal Shelter*
- Post links to stories about favorite restaurants, neighborhood activities, human interest and school events
- Have FUN while helping make your neighborhood a better place to live, work and play!