



Establishing an Effective Digital Presence

North Carolina Crime Stoppers



Our Path



- Understanding Digital Presence
- Setting Goals
- Planning Your Approach
- Building your Digital Presence
- Expanding into Social Media
- Expanding into Advertising





Digital Presence and its Importance



Digital Presence

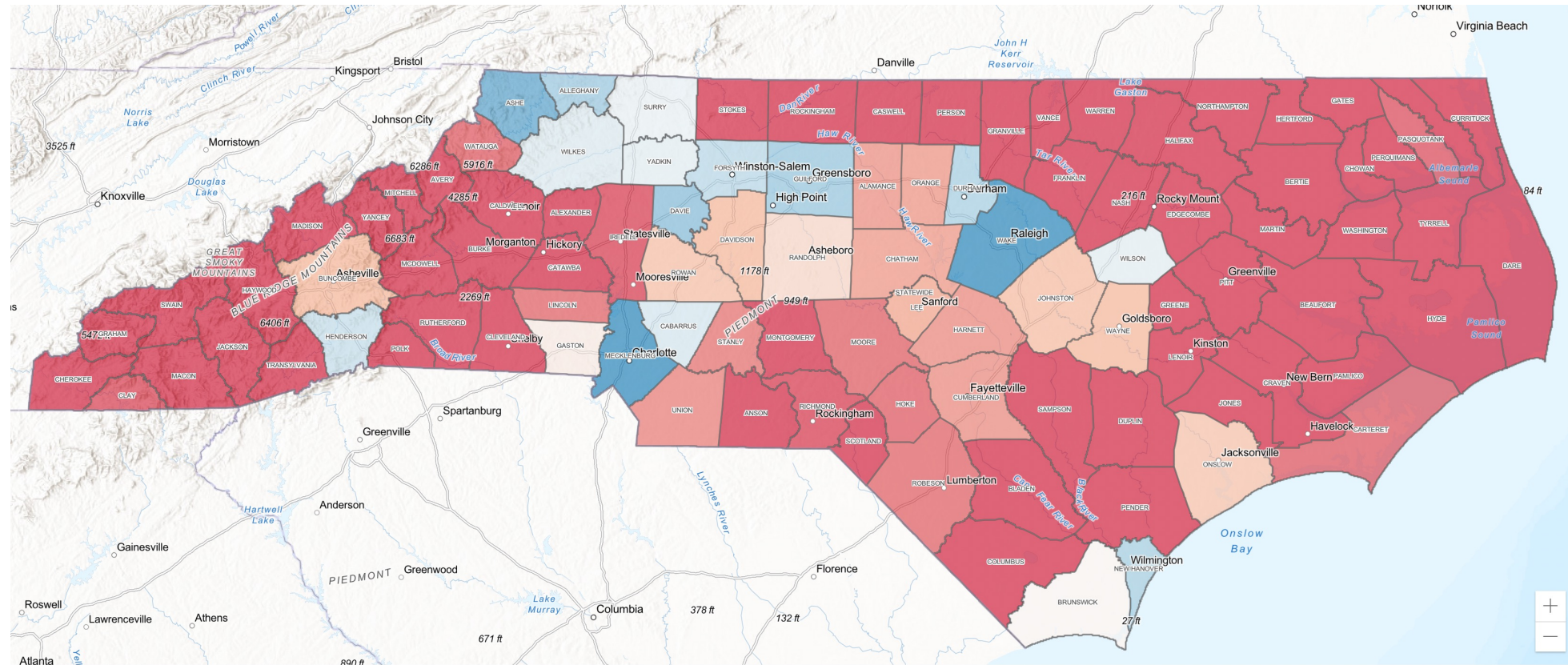


What people find when they search for your organization online.

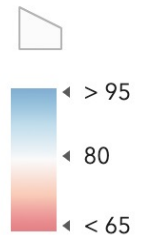
- Website
- Search Engines (Google, Bing, etc.)
- Business Directories
- Your Location
- Reviews
- Email Marketing
- Social Media
- Advertising



Broadband Use



NC Broadband Availability Index - By County



Smartphones

- Average American spends nearly 3 hours on their phone every day
- Average user checks their device 47 times per day
- Americans send more than 26 billion texts each day





Settings Goals



Establish Digital Presence Goals



- What do you want to accomplish?
 - Increase Crime Stoppers tips
 - Shorten time to arrest
 - Increase property recoveries
 - Increase arrest rates for specific crimes
 - Increase conviction rates for specific crimes





Planning Your Approach



Target Audience



- Identify characteristics (ex. age, gender, income)
- Describe pain points that motivate the audience
- Define the benefits that drive your audiences' motivations
- Determine how your audience finds you
- Identify who your audience trusts



Sample Target Audience



- Women 18-54
- Member of a Latino community
- Rural resident
- High school graduate or less
- Concerned with crime in her community but are wary of law enforcement personnel



Establish a Messaging Hierarchy



- What does your target audience MOST want to know?
- Using my sample target audience, I would propose:
 - How to report a crime
 - Crime tips are anonymous, *really*
 - Awards are anonymous, *really*
- Photos and images are part of messaging



Identify Content Must Haves



- Calls-to-Action (CTAs)
 - Submit a Tip
 - Call Us
- When to call 911
- About Crime Stoppers
- Anonymity
- Sponsors
- Donations

Buy Now





Building Your Digital Presence



Website Technology



- Who will host your website or page?
 - Your town, city, or county
 - P3 Tip Management
 - On your own (WordPress, Wix, Weebly)
- Choosing a URL (web address)
 - Use entire name spelled out if possible, Ex. Fayettevillecrimestoppers.org
- Creating the right email address
 - Ex. info@alamancecrimestoppers.org

Copy Writing



- Write for the target audience
 - In my sample, I would write at the 6th – 8th grade level (long sentences are harder to read on a screen)
- Spell and grammar check (ex. Grammarly or Hemmingway Editor)
- 6 second attention span
 - Use subheads and bullets
- Half second to site abandonment
- Make it accessible (ex. Alt Text)



Content Tagging



Text

A screenshot of a rich text editor interface. A dropdown menu is open, showing options for content tagging. The options are: Paragraph, Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, Heading 6, and Preformatted. Each option is accompanied by a keyboard shortcut in parentheses. A red circle is drawn around the dropdown menu. The background text in the editor reads: "g departments these days are staggering. Companies of all sizes struggle to deploy the r on their path to digital maturity, we have developed a four-pillar service model that prov. er to create lasting value together. digital media buying practice, make your website more effective, or you're struggling to a forward. t questions to ask? We developed our pathfinder™ process just for you."

Alt Text



Edit Image



AdobeStock_49222348.jpg

October 9, 2020

7 MB

5184 by 3456 pixels

[Edit Image](#)

[Delete permanently](#)

Alt Text

Your Healthcare concierge can help explain your benefits

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Nurse Making Notes During Home Visit With Senior Couple

Caption

Nurse Making Notes During Home Visit With Senior Couple

Description





Expanding Into Social Media



Social Media



- 72% of Americans use some type of social media
- Don't take on more channels that you can manage (start with one)
- Channel possibilities
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - TikTok



Risk Culture



- Establish post policies
 - Existing and applicable privacy laws
 - Civil rights
 - Civil liberties
 - Safety warnings
 - Comment moderating
 - Conflicts
 - Account security
- PR Team notifications



Facebook Stats



- People aged 25-34
- 57% male, 43% female
- The largest social platform
- User growth has slowed to 0.8%
- Time spent: 33 minutes per day



Creating a Facebook Page



- Create a personal profile for your newly established email account (ex. info@alamancecrimestoppers.com)
 - Add profile photo
 - Add cover photo
- Create a business page
 - Facebook.com/pages/create#
 - You will need
 - Page name
 - Category
 - Description
 - Profile photo
 - Cover photo
 - Address



Pages > Create a Page

Create a Page

Page information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

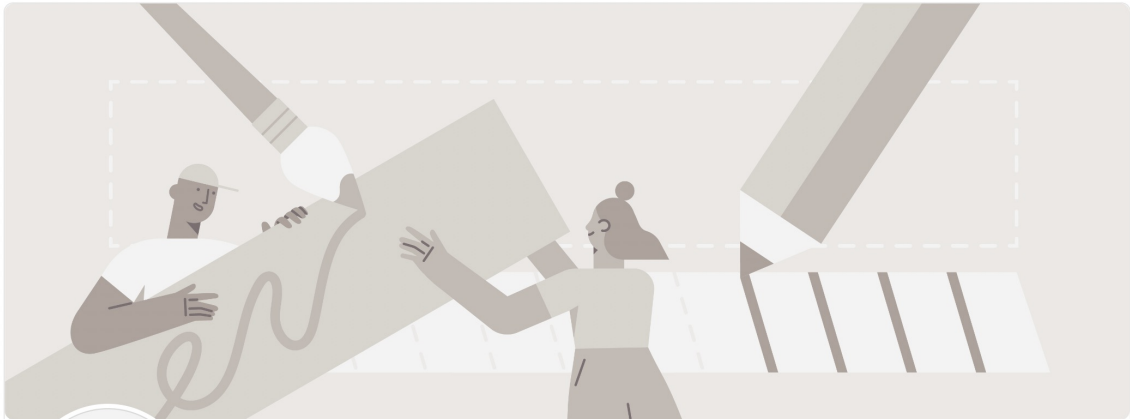
Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

You can add images, contact info and other details after you create the Page.

Desktop Preview



Page name
Category


- Home
- About
- Photos
- Videos
- More


 Message








About

 Description

 Create post

 Photo/video

 Tag people

 Check in



Twitter Stats



- 211 million users
- Largest group aged 18-29 (42%)
- 62% male, 38% female
- Time spent: 31 minutes
- Focused on Breaking News



Creating a Twitter Account



- Profile and header photos
- Display name and account name
- Bio with link to your website/page
- A pinned tweet
- business.twitter.com/en/basics/create-a-twitter-business-profile.html



Charlotte Crime Stoppers
1,064 Tweets

MAKE A CALL.
MAKE A DIFFERENCE.
704-334-1600

CHARLOTTE
CRIME
STOPPERS

@CLTCrimeStoppers
Charlotte Crime Stoppers
Charlotte_Crime_Stoppers

Charlotte
CRIME
STOPPERS

Follow

Charlotte Crime Stoppers
@CLTCrimeStopper

Crime Stoppers is a non-profit that solicits and anonymously gathers crime tips and rewards cash 🏠 to those who provide info that leads to an arrest. 🚔

Charlotte, NC
charlottenc.gov/CMPD/Safety/Pa...
Joined November 2017

703 Following 1,839 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Charlotte Crime Stoppers @CLTCrimeStopper · Jul 24, 2020 ...

Do you have information about a crime in #CLT? @CLTCrimeStopper will protect your identity! Here is how... #cltnews #CharlotteNC #CrimeStoppers

0:48 6,643 views

but you are too afraid to come forward with information?

8 10

Sacramento Valley Crime Stoppers
384 Tweets

SACRAMENTO VALLEY
CRIME
STOPPERS

1-800-222-7463
DOWNLOAD OUR FREE MOBILE APP AT P3TIPS.COM

Sacramento Valley
CRIME
STOPPERS

Follow

Sacramento Valley Crime Stoppers
@SacCrimeStopper

We are a Non-Profit Organization where community members can help solve crime while REMAINING ANONYMOUS! Up to \$1,000 CASH REWARDS leading to an arrest!

Non-Governmental & Nonprofit Organization
Sacramento, CA
sacvalleycrimestoppers.com
Joined March 2018

97 Following 137 Followers

Tweets Tweets & replies Media Likes

Sacramento Valley Crime Stoppers @SacCrimeStopper · 1h ...

Here are two victims of 2021 homicides in Sacramento - do you have any information?

STAY ANONYMOUS - CASH REWARD

Call 1-916-443-HELP (4357), **TIPS, 1-900-AACRIME, or use the P3 app.

In April, Kathy Lynn Robbins, 64, was found dead along the American River bike trail, with visible injuries, possibly from an assault.

Instagram Stats



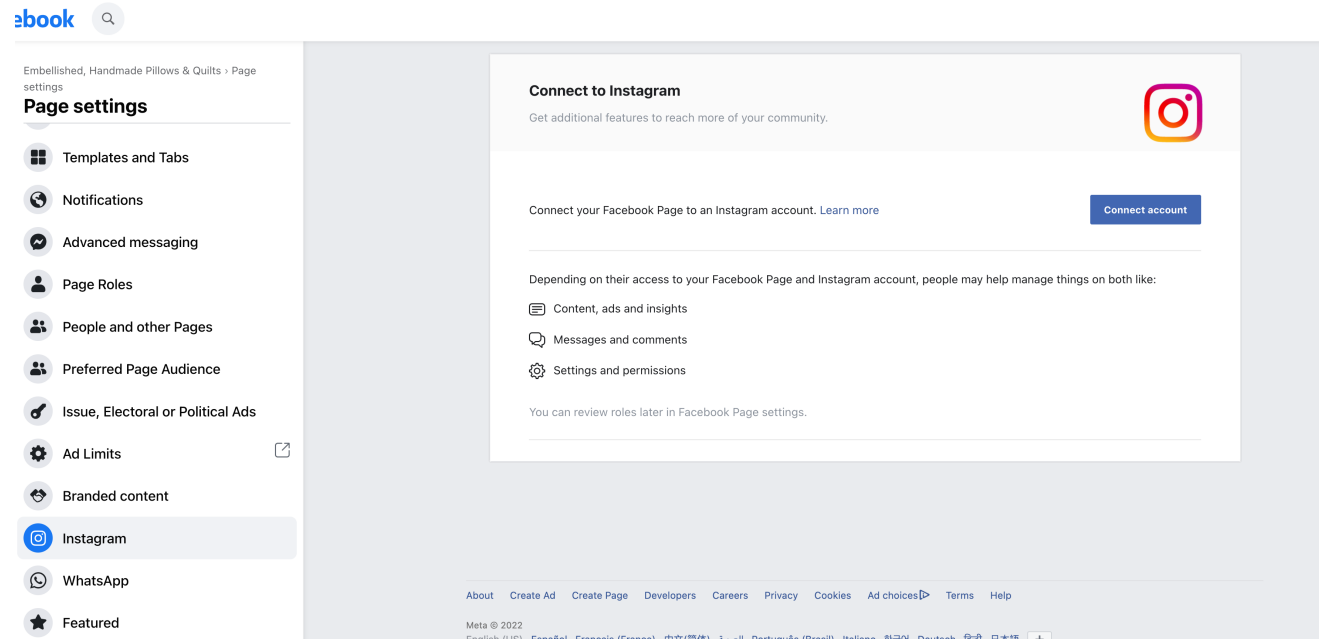
- 2 billion active users (about 1B less than FB)
- Image based
- Largest group aged 25-34
- 52% male, 48% female
- Maintains firm hold on Gen Z and Millennials
- Time spent: 29 minutes per day



Creating an Instagram Page



- business.instagram.com/getting-started
- Connect to Facebook via Facebook page settings



TikTok Stats



- 1 billions monthly users
- Video based
- Ages 10-19 (25%)
- 39% male, 61% female
- Time spent: 89 minutes per day



Creating a TikTok Account



- Create a personal account using your designated email address
- Follow directions: blog.hootsuite.com/tiktok-for-business/#Step_1_Get_a_TikTok_Business_Account
- Explore other Crime Stoppers accounts, ex.
 - Crimestoppersofhouston (more prevention focus)
 - Macon Crime Stoppers (soliciting tips focus)
- You may want to use “restricted mode”



Hashtags



- Awareness builder
- Examples
 - #CrimeStoppers
 - #BooneNC
 - #ReportCrimes
- Research before you hashtag





Advertising



Advertising



- Print
- Direct mail
- Television
- Radio
- Podcast
- Mobile
- Social media
- Digital display
- Paid search
- Out-of-Home (billboards, bus shelters, benches, bus wraps, etc.)



Free Advertising



- Some providers will donate advertising to Crime Stoppers
- Work with your PR team for local contacts
 - Digital Billboards
 - Newspapers
 - Radio



Questions?



- Kelly Paul
- Kelly@newpathdigital.com
- [LinkedIn](https://www.linkedin.com/kellyrpaul) (linkedin.com/kellyrpaul)

