



Saturday, October 25

Does Your Social Media Page Work?

10:00am – noon

Room W300

Presenter: Mark Economou, Public Information Manager, Boca Raton Police Department, Boca Raton, FL

Description: What does your social media page say about your agency? Are you getting out the message your agency is trying to send? Find out in this hands-on evaluation of your social media pages.

Recruiting a New Brand of Officer in a New Era of Policing

10:00am – 10:45am

Room W202BC

Presenters: Chris Hsiung, Captain, Mountain View Police Department, Mountain View, CA; Kim Kohlhepp, Manager, Center for Professional Services, International Association of Chiefs of Police, Alexandria, VA; Nikita Purdy, Communications Specialist, Office of Community Oriented Policing Services, U.S. Department of Justice, Washington, DC; Shino Tanaka, Social Media Coordinator, Mountain View Police Department, Mountain View, CA; Walter Tibbet, Chief of Police, Fairfield Police Department, Fairfield, CA

Description: Policing has changed considerably just within the last five years. Has your recruitment plan changed with it? This workshop explores three angles: social media for recruitment, the CA POST pipeline project, and the Discover Policing realistic job preview.

Sunday, October 26

Taking Social Media and Your Corporate Communications to the Next Level and Beyond

8:00am – 9:30am

Room W300

Presenter: Tim Burrows, Sergeant (retired), Traffic Services Communications Office, Toronto Police Service, Toronto, Ontario, Canada

Description: In this session, we will look at where social media and corporate communications started and why they have not moved into the next level of social media interaction and engagement. More importantly, we will learn how to move them beyond present levels.

Engaging Your Community: Social Media as a Law Enforcement Philosophy

10:00am – noon

Room 122B

Presenters: Chris Hsiung, Captain, Mountain View Police Department, Mountain View, CA; Zachary Perron, Lieutenant, Palo Alto Police Department, Palo Alto, CA; Shino Tanaka, Social Media Coordinator, Mountain View Police Department, Mountain View, CA

Description: Social media is more than just Tweeting or posting your crime blotter online. Learn how quality content, two-way interaction, online persona and embracing a department-wide social media philosophy helps build community trust, respect, and relations.

Visit www.theiacpconference.org for more conference information.

Leveraging Social Media to Improve Disaster Response and Recovery

3:00pm – 3:20pm

Booth 2753

Presenters: David Ebert, Director, Visual Analytics for Command Control and Interoperability Center, Purdue University, West Lafayette, IN; Tom Gerber, Chief of Operations, Ohio State Police, Columbus, OH

Description: When a disaster strikes, the Internet is flooded with microblogs, Tweets, and other social media posts. Social Media Analytics and Reporting Toolkit (SMART) is a social media analysis system that provides analysts with scalable analysis and visualization of social media posts.

Media Relations in the State versus George Zimmerman Trial

3:30pm – 5:00 pm

Room W300

Presenters: Ed Allen, Major, Seminole County Sheriff's Office, Sanford, FL; Heather Smith, Director, Public Affairs Division, Seminole County Sheriff's Office, Sanford, FL

Description: A behind-the-scenes look at how the Seminole County Sheriff's Office managed an international media campground, responded to breaking incidents, quashed rumors, and used social and digital media to reach an emotional community.

Events with the Potential to Go Viral

3:30pm – 5:00pm

Room W208BC

Presenters: Melissa Bradley, Policy Analyst, Partnerships and Technical Assistance, Office of Community Oriented Policing Services, U.S. Department of Justice, Washington, DC; Edward Flynn, Chief of Police, Milwaukee Police Department, Milwaukee, WI; Mike Parker, Captain, Los Angeles County Sheriff's Department, Monterey Park, CA; Peter Sloly, Deputy Chief of Police, Toronto Police Service, Toronto, Ontario, Canada; Lauri Stevens, Principal Consultant, Social Media Strategist for Law Enforcement, LAwS Communications, Newbury, MA

Description: This workshop will heighten awareness of the effects of social media on police/citizen interactions and provide practical solutions through case studies about how to effectively identify and appropriately respond to these events.

Monday, October 27

Social Media: Best Practices for the Law Enforcement Executive

8:00am – 9:30am

Room W110A

Presenter: Tim Burrows, Sergeant (Retired), Traffic Services Communications Office, Toronto Police Service, Toronto, Ontario, Canada

Description: Social media has grown and matured as a communications tool for law enforcement since 2006, but many organizations still think like we did eight years ago. This session will introduce executives to the new reality of communicating using social media tools.

Video Workshop for Public Information Officers

8:00am – 9:30am

Room W300

Presenters: Christopher Cook, Sergeant, Public Information Office, Arlington Police Department, Arlington, TX; Zhivonni McDonnell, Police Officer, Public Information Office, Arlington Police Department, Arlington, TX

Description: Video-based programming allows departments to tell a broad story through the use of compelling visuals combined with audio. This workshop shows PIOs how to create enriching content on a limited budget that will amaze your public and command staff.

Envisioning the Future Happening Today: How to Embrace Innovation in Policing, Sponsored by SunGard Public Sector

3:30pm – 5:00pm

Room W207BC

Presenters: TBA

Description: Citizens expect police to embrace the latest technologies. Hear three innovative case studies in such areas as social media and mobile, with chiefs from across the country offering specific ideas on bringing new innovations to citizens and staff.

Tuesday, October 28

Why a Click of a Mouse or a Tap on a Tablet Will Increase Your Candidate Pool Faster or More Than a Handshake

Noon – 12:20pm

Booth 2753

Presenters: Dan Cohen, Media Consultant, West Street Productions, Silver Spring, MD; Al Uy, Consultant, Castellum Development, Incorporated, Jacksonville, FL

Description: This session will help law enforcement executives understand the current landscape of recruiting through social media in a joint campaign using video platforms, Facebook, Twitter, Instagrams, blogs, and websites.

Social Media: Taking the Next Step

1:00pm – 3:00pm

Room W300

Presenter: Laura McElroy, Public Information Officer, Tampa Police Department, Tampa, FL

Description: You have established your agency in social media, but how do you expand your following? Learn what works and what does not! Get some great series and video ideas to engage your public on the next level!

We Have Come a Long Way, Baby! Agencies Who, Thanks to Training, Energy and Commitment, Have Come a Long Way in Public Outreach

3:30pm – 5:00pm

Room W300

Presenter: Lynn Hightower, Director, Communications, Boise Police Department, Boise, ID

Description: Hear from agencies making great strides in public outreach in just a short time. See how they were inspired to initiate new outreach, thanks to social media and emerging technology, and success coming from renewed commitment to community engagement.

Rebuilding and Reconnecting: Making the Transition to Geographic Policing and Expanding Community Engagement through the Use of Social Media

3:30pm – 5:00pm

Room W203BC

Presenters: Charles Husted, Lieutenant, Sacramento Police Department, Sacramento, CA; Samuel Somers, Jr., Chief of Police; Sacramento Police Department, Sacramento, CA; Jena Swafford, Social Media Coordinator, Sacramento Police Department, Sacramento, CA

Description: The ability to effectively connect law enforcement with the communities they serve is critical. This seminar discusses the transition from a POP model to a geographic policing model, as well as the partnership with social media company, Nextdoor.