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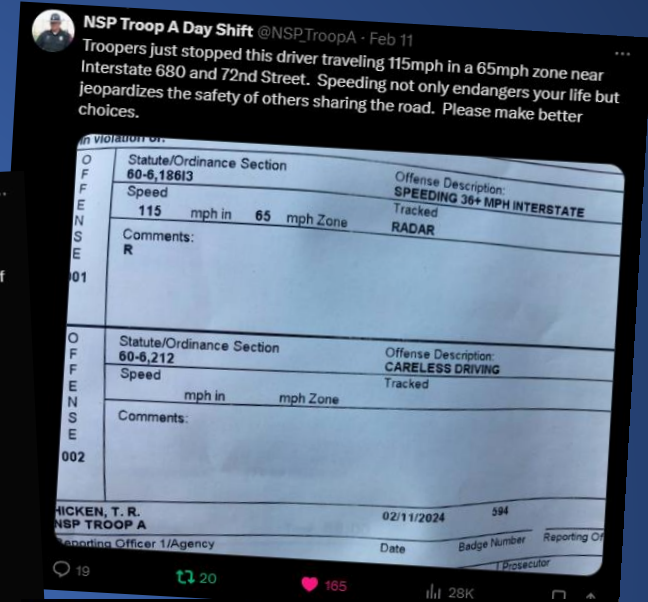
Social Media

And Your Brand

TRUSTWORTHY PROFESSIONAL HONEST RELENTLESS COMMITTED DEPENDABLE

Social Media as a Brand Builder

- Have a Plan
- Define Your Goals
- Never Stop Communicating



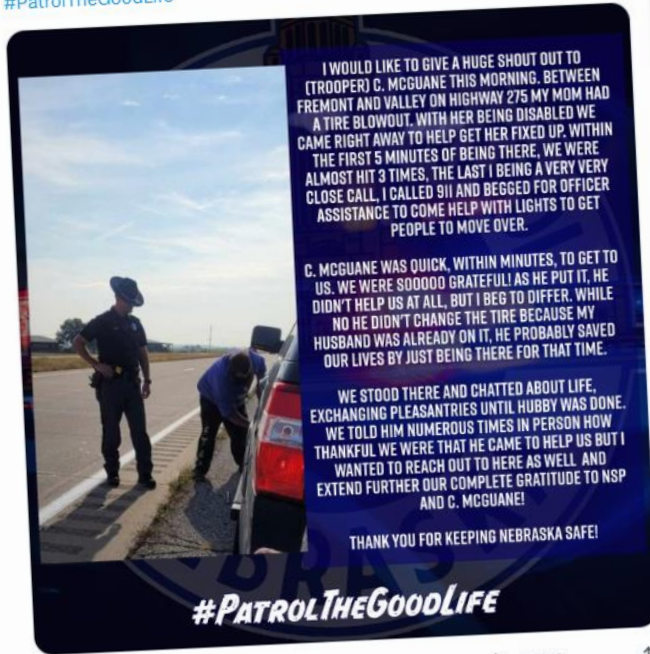


Nebraska State Patrol @NEStatePatrol · Sep 19

Check out this nice note we received recently about Trooper McGuane helping out during a motorist assist. Nice work, 315!

A great reminder to show courtesy to anyone stopped roadside and move over to keep them safe.

#PatrolTheGoodLife



2

9

60

10.8K



Build A Social Media Plan

- Develop a set of goals for your agency's social media use
- Determine the tools available to reach those goals
- Define your message, or what you want the public to get from your agency's social media use (internal hashtags)
- Create a sustainable plan



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Define Your Communications Goals

- Officer Safety
- Public Safety
- Community Trust
- Increase Visibility
- Recruiting



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Tell Your Own Story

Nebraska State Patrol · Published by Instagram · February 13 at 2:24 PM · 666

Thanks to @bellflight for coming to Nebraska last week to featuring our AirWing and the Bell 505 #NSP373 in an upcoming video!
Great time with the crew and some awesome stories to share about our pilots and tactical flight officers.
#PatrolTheGoodLife



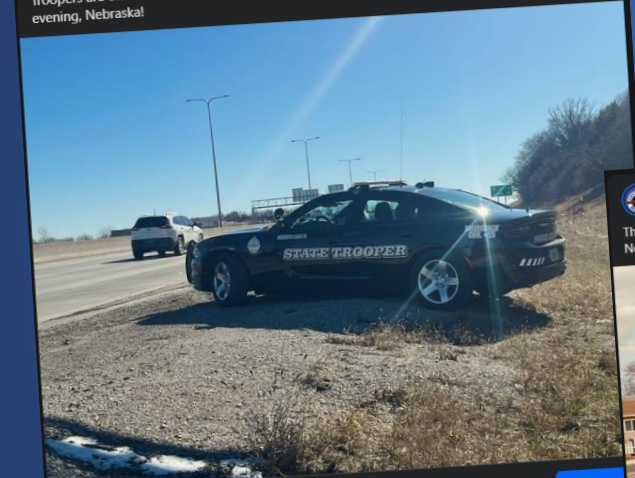
Nebraska State Patrol · Published by Instagram · 4d · 666

A #SafetySaturday reminder that driving should always be your priority when behind the wheel. The text can wait.
#BuckleUpPhoneDown



Nebraska State Patrol · Published by Instagram · 2d · 666

Whether you had Presidents' Day off or not, hope your week has gotten off to a great start. Troopers are on the road from the Omaha metro to the Panhandle. Drive safely and have a good evening, Nebraska!



See insights and ads


State Highway Patrol and 960 others

34 comments 15 shares

Boost post

Nebraska State Patrol · Published by Instagram · February 7 at 2:33 PM · 666

The spring migration is coming up, and we'll soon see the Sandhill Cranes coming through central Nebraska. However, today called for a little more flair in North Platte. Peacocks on the move!



See insights and ads


25 comments 74 shares

Boost post

Nebraska State Patrol · Published by Cody Thomas · 6d · 666

Here comes the latest round of winter weather. Expect winter driving conditions across northern Nebraska tonight and across much of the state by tomorrow morning.

- Slow Down
- Turn Off Cruise
- Increase Following Distance
- Check 511.Nebraska.gov
- Call *55 For Help



Hwy 20 MP 90 15:06 Thu 02/15/24

See insights and ads

Maritza Moya Garcia, Bianca Olague and 997 others

41 comments 177 shares

Boost post



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LOCAL 4
KNE - HASTINGS

News Weather Sports Contact Us Live Newscasts Video

Nebraska winter storm keeps troopers busy on Christmas Day

CHRISTMAS DAY
NSP TROOPERS RESPOND TO NEARLY 150 WEATHER-RELATED INCIDENTS

troopers with the Nebraska State Patrol responded to nearly 150 weather-related incidents on Nebraska roadways on Christmas Day.

1011 News winter storm keeps troopers busy on Christmas Day
JACKSON WINTER WEATHER ADVISORY

Download the APPS for \$1.00

1011 NOW

News Weather Sports Pure Nebraska Contact Us Watch Live Video

Nebraska State Patrol closes 2023 with Drive Sober or Get Pulled Over campaign

By 1011 News

NEWS WEATHER FEATURES STATION GAME CENTER WATCH LIVE

Media Will Notice

3 NEWS NOW OMAHA

Weather 54° Sports Local News In Your Neighborhood National Cheap Eats Mission: Service Home Pros

Contents Play It Forward Closings and Delays

NEWS > LOCAL NEWS

'Everyone wants to be there yesterday': Nebraska State Patrol enforcing speed limits on Omaha roads

More News In Your Neighborhood

The NSP is stepping up enforcement with special operations targeting the dangerous activity. This summer troopers observed 257 Omaha area drivers for speeding more than 90 mph.

Sioux City Journal [Subscribe](#)

DISCOVER AMAZING TRAVEL SIDESTAGE.COM

12 times the Nebraska State Patrol's social media game was hot

Jun 13, 2019

Check out some of the most popular State Patrol posts in the past month.

NSP shares tips for safe driving this summer

by NTV News | Fri, May 26th 2023 at 8:48 AM
Updated Fri, May 26th 2023 at 8:48 AM

FILE: Nebraska State Patrol trooper (Photo Credit: Nebraska State Patrol)



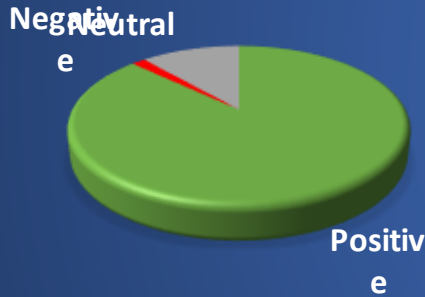
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Who Did NSP Reach in 2023?

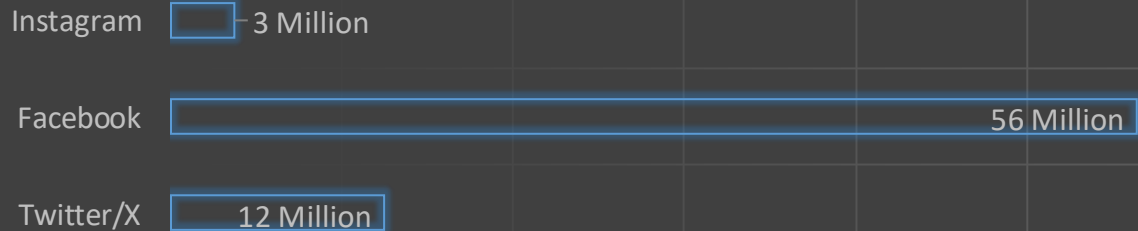
There were 15,258 stories that involved NSP published in Nebraska news outlets.

2023 NEWS SENTIMENT




NSP Social Media Reached Over 72 Million

2023 NSP Social Media



Measurables



Reach ⓘ	Engagements ⓘ	Likes and reactions	Comments ⓘ	Shares ⓘ
75.9K Accounts Center accou...	1.5K Post engagements	845 Reactions	35 Comments	24 Shares
2.1K Accounts Center accou...	--	123 Likes	1 Comments	1 Shares
161.6K Accounts Center accou...	15.9K Post engagements	3.7K Reactions	188 Comments	66 Shares
2.7K Accounts Center accou...	--	219 Likes	0 Comments	2 Shares
99.3K Accounts Center accou...	10.3K Post engagements	2K Reactions	42 Comments	32 Shares
3.4K Accounts Center accou...	--	350 Likes	1 Comments	5 Shares

- Track what's working and what's not
- Use that information

Never Stop Communicating

Week		Month		January 2024									
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6							
<div>9:43 AM </div> <div>9:43 AM </div> <div>+ 4 more</div>	<div>New Year's Day</div> <div>12:02 AM </div> <div>+ 3 more</div>	<div>1:44 PM </div> <div>1:44 PM </div> <div>+ 3 more</div>	<div>2:02 PM </div> <div>2:02 PM </div> <div>+ 2 more</div>	<div>1:16 PM </div> <div>1:16 PM </div> <div>+ 1 more</div>	<div>7:47 AM </div> <div>7:48 AM </div> <div>+ 2 more</div>	<div>4:18 PM </div> <div>4:18 PM </div> <div>+ 2 more</div>							
7	8	9	10	11	12	13							
<div>11:18 AM </div> <div>2:16 PM </div> <div>+ 5 more</div>	<div>6:59 AM </div> <div>6:59 AM </div> <div>+ 14 more</div>	<div>7:18 AM </div> <div>7:18 AM </div> <div>+ 11 more</div>	<div>10:33 AM </div> <div>10:33 AM </div> <div>+ 4 more</div>	<div>8:22 AM </div> <div>8:22 AM </div> <div>+ 5 more</div>	<div>6:54 AM </div> <div>6:54 AM </div> <div>+ 12 more</div>	<div>8:16 AM </div> <div>8:16 AM </div> <div>+ 12 more</div>							
14	15	16	17	18	19	20							
<div>8:32 AM </div> <div>8:32 AM </div> <div>+ 6 more</div>	<div>9:15 AM </div> <div>9:15 AM </div> <div>+ 8 more</div>	<div>9:30 AM </div> <div>9:30 AM </div> <div>+ 5 more</div>	<div>12:22 PM </div> <div>12:22 PM </div> <div>+ 5 more</div>	<div>10:29 AM </div> <div>11:35 AM </div> <div>+ 7 more</div>	<div>8:56 AM </div> <div>8:56 AM </div> <div>+ 2 more</div>	<div>9:07 AM </div> <div>9:07 AM </div> <div>+ 2 more</div>							
21	22	23	24	25	26	27							
<div>3:11 PM </div> <div>3:12 PM </div> <div>+ 2 more</div>	<div>11:31 AM </div> <div>11:31 AM </div> <div>+ 1 more</div>	<div>7:15 AM </div> <div>7:15 AM </div> <div>+ 4 more</div>	<div>7:02 AM </div> <div>7:02 AM </div> <div>+ 1 more</div>	<div>11:52 AM </div> <div>11:52 AM </div> <div>+ 4 more</div>	<div>11:34 AM </div> <div>11:34 AM </div> <div>+ 2 more</div>	<div>1:51 PM </div> <div>1:51 PM </div> <div>+ 2 more</div>							
28	29	30	31	1	2	3							
<div>6:58 PM </div> <div>6:58 PM </div> <div>+ 3 more</div>	<div>11:57 AM </div> <div>11:57 AM </div> <div>+ 2 more</div>	<div>12:05 PM </div> <div>12:05 PM </div> <div>+ 5 more</div>	<div>12:45 PM </div> <div>3:16 PM </div> <div>+ 4 more</div>	<div>11:03 AM </div> <div>2:40 PM </div> <div>+ 4 more</div>	<div>12:54 PM </div> <div>12:54 PM </div> <div>+ 4 more</div>	<div>10:00 AM </div> <div>10:00 AM </div> <div>+ 2 more</div>							



Thanks!

Cody Thomas

402-430-6196

cody.thomas@nebraska.gov

Public Relations Director - Nebraska State Patrol



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