



# Social Media and Crime Stoppers

## Get Ready, Get Set, POST!!

### Julie Lopez

CSUSA Social Media Committee Chairman  
CSUSA Regional Director  
CS Flint & Genesee County, MI Director

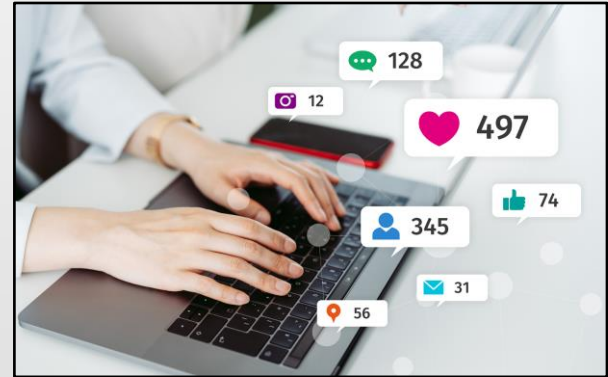
### Lori Massey

CSUSA Board Secretary  
Past CSUSA Regional Director  
Mississippi Coast CS CEO



# Suggested social media guidelines

- When posting unsolved crimes, use information provided by law enforcement.
- Be sure the information is accurate – double check obituaries and news articles to see what is already “out there”.
- Have law enforcement give final approval and/or have another set of eyes review information – we all make a mistakes.
- Be professional – grammar and punctuation make a difference too!
- Be careful about being a ‘news feed’; okay to share “feel good” stories.
- Say “We”, not “I”, even if you are the only administrator.
- Keep an eye on public comments.





# Highlight unsolved cases

**CRIME STOPPERS OF FLINT & GENESEE COUNTY**

**DO YOU KNOW WHO KILLED ME?**

**ANONYMOUS****ANONYMOUS****ANONYMOUS**



**CASH REWARD UP TO \$5,000\***



**PATRICK WEST**

Patrick West, 25, was shot on December 23, 1971, during an Armed Robbery at the 7-11 store on Western Road on Flint's northeast side. He died from complications of his injuries on March 7, 1972. Patrick was a decorated Vietnam veteran.

Witnesses described seeing two black males leaving the scene in a blue fastback-style vehicle.

Only tips received through Crime Stoppers that help lead to a felony arrest are eligible for a cash reward.  
\*Additional money, outside of Crime Stoppers, was donated to this reward.

**WAYS TO SUBMIT A TIP ANONYMOUSLY...**

**WWW.CRIMESTOPPERSOFFLINT.COM**

**1-800-422-JAIL (5245)**

**MOBILE APP****DO NOT TRY TO APPREHEND CRIMINALS**

# Highlight fugitives

**REWARD  
OF UP TO  
\$5,000  
FOR INFORMATION**

If you have information on the incident in reference to the person featured below, you may be eligible for a reward of up to \$5,000.



Victim: Loleta Michele Young  
DOB 09/06/1959

On August 27, 2022, at 7:10 a.m., OCSO deputies responded to the 1300 block of 42<sup>nd</sup> Street in reference to a shooting. Upon arrival, deputies found a woman lying on the ground in front of a home who had been shot. She was taken to the hospital where she was pronounced deceased.

Anyone with information is urged to call Crimeline at 800-423-TIPS. If your information leads to an arrest, you may be eligible for a reward.

**CRIMELINE**  
**800.423.TIPS**  
crimeline.org

# Spread awareness via PSAs



# Highlight success stories

 Wisconsin State Crime Stoppers  
May 27 · 🌐

 Adams County Crime Stoppers  
is asking for the public's assistance in locating the following individual with an arrest warrant.  
**Citizens should not attempt to apprehend these individuals themselves!** 

 **IN CUSTODY**

**JEREMY T. ALLRED**  
45 Years Old  
6'00" 140 LBS  
Wanted For:  
Habitual Offender - 1st Degree Felony  
Jeremy went to work in the Adams County Jail. He left the jail and did not return. Jeremy has ties to Baraboo and Reedsburg WI.

Anyone with information on the person on this poster or any other crimes are encouraged to contact the Adams County Crime Stoppers by TEXTING their tip to CRIMES (274637) with keyword "ADAMS".  
You may be eligible for CASH rewards up to \$1,000.00 and can remain anonymous.  
**Citizens should not attempt to apprehend these individuals themselves!**  
5/27/2022 [www.adamsso.com](http://www.adamsso.com) @ACSOWI

 Adams County Sheriff's Office  
May 27 · 🌐

\*\*\*\*\*UPDATE\*\*\*\*\*  
Jeremy is in custody at this time. Thank you to all who assisted in locating him.



# Crime prevention tips



How many cars  
could a woodchuck  
steal if a  
woodchuck could  
steal cars?

None if you do  
the  
#9PMRoutine.

**Lock up Gulfport**



**5 INTERNET  
SAFETY  
TIPS FOR KIDS**



# Share informative posts

**Greater Kansas City Crime Stoppers**  
April 7 · 🌐

April 7, 2022  
Overland Park Police Department  
Suspicious Death Investigation

On April 7th 2022 around 10:00 am the Overland Park Police Department responded to the 9200 block of Nieman reference a check the welfare call for service. Officers on scene met with the caller (family member) who was a trying to contact members of her family inside the residence but was unsuccessful.

Upon making entry into the home, three adult deceased bodies were discovered along with a family pet also deceased. We are investigating the incident as a possible homicide suicide.

If you have any information regarding this incident you are asked to contact the Overland Park Police Department at 913-890-1374 or the TIPS Hotline at 816-474-TIPS.





# Solicit donations

Crime Stoppers is a non-profit, charitable organization that receives NO federal, state, or local government funding.

The program is funded by tax deductible contributions from businesses and citizens.



#GivingTuesday

**FREE MONEY!!**

**Amazon Smile**


- \*Visit [smile.amazon.com](https://smile.amazon.com)
- \*Sign in with your Amazon.com credentials
- \*Choose your Crime Stoppers program
- \*Select your program
- \*Spread the word!!

# Recognize your sponsors and community partners





**‘Like’ and ‘Share’ their posts**

# Use your Crime Stoppers network

 Delaware Crime Stoppers  
18h · 🌐









The best thing about Crime Stoppers is that everything is 100% anonymous and SAFE!  
If you notice something going on in your community give us a call! You could possibly get a reward just for your tip! Call us at 1-800-847-3333 and help keep the community safe.

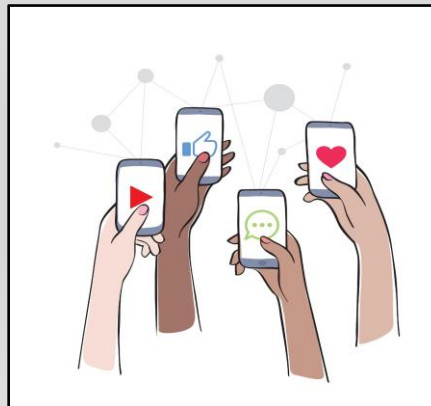
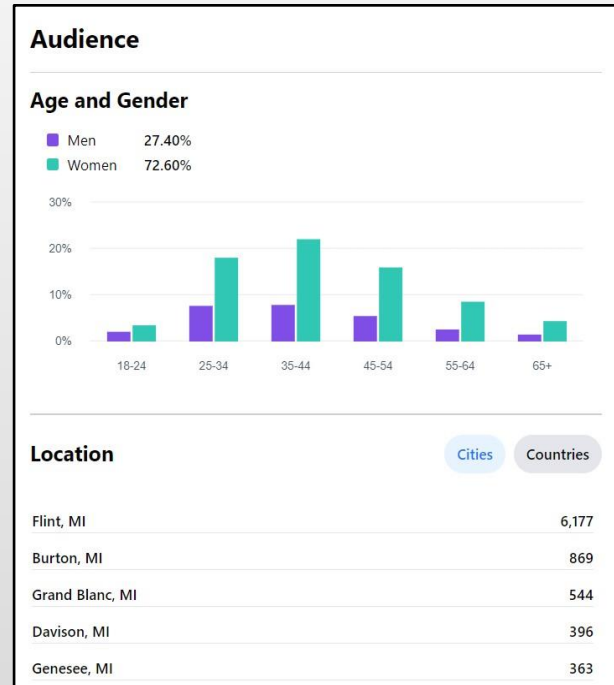
Safe, Secure & 100% Anonymous  [www.DelawareCrimeStoppers.com](http://www.DelawareCrimeStoppers.com)



**NO NEED TO BE**  
**PARANOID**  
**100% ANONYMOUS - ALL THE TIME!**

# Collect statistics to show engagement

Page overview	
Discovery	
 Post reach	50,154
 Post engagement	8,796
 New Page Followers	78
Interactions	
 Reactions	544
 Comments	132
 Shares	371
 Photo views	2,311
 Link clicks	432



# Ways to protect your program



Include your disclaimers

- Only calls to Crime Stoppers/not 911
- Only for felony arrests (or your program's policy)

Do not try to apprehend criminals!



# Ways to protect your program



**Innocent until  
proven guilty**

# Be sure your program is properly covered

- Insurance
  - Directors & Offices (D&O)
  - General Liability
- Procedural policy in place regarding updating or removing posts
- Have **Terms of Use** on your social media sites
- Have **Tip Reward Process** on your social media sites



# Get creative, have fun!




# Get creative, have fun!


 **Crimestoppers of Greater New Orleans**  
2h · 🌐

😊 Do you know Mr. Smiles? 😊

Submit an anonymous tip through the app/web/phone and you could get 💰

On Saturday October 29, 2022, at 8:45pm the victim left his vehicle (2016 Jeep Renegade bearing Louisiana license plate QBKH64) running at the gas station located at 4701 Canal St. Three minutes later he discovered his vehicle stolen. Shortly after, the black male subject pictured above along with additional subjects, were observed exiting the Renegade. This subject is suspected... [See more](#)

**New Orleans Police Department**  
**\*Auto Theft\***  
**Location: 4701 Canal St.**  
**Date: Sat. 10/29/22 @ 8:45pm**  
**Item # J-28797-22**



 **Delaware Crime Stoppers**  
October 31 at 12:00 PM · 🌐

Happy Halloween! We hope you have a safe and amazing Halloween.

Remember If you notice something going on in your community give us a call! You could possibly get a reward just for your tip. Call us at 1-800-847-3333 and help keep the community safe.

Safe, Secure & 100% Anonymous  [www.DelawareCrimeStoppers.com](http://www.DelawareCrimeStoppers.com)



IT'S LIKE YOU'RE A  
**GHOST**  
HAPPY HALLOWEEN! 🔊



# Q & A

- Crime Stoppers USA Members Only Page
- Thank you for all you do for Crime Stoppers and your communities!



@USACrimeStop

