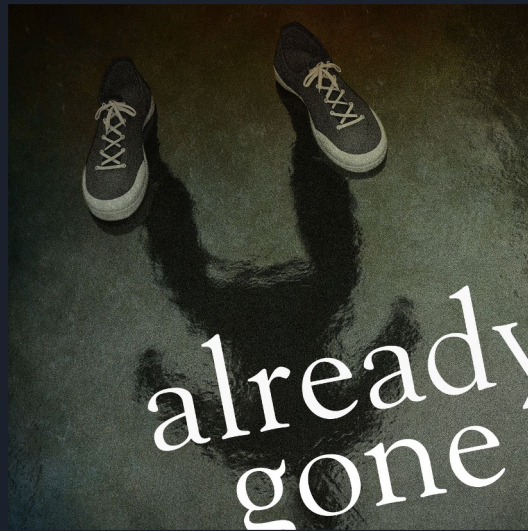




Social Media 101


Nina Innsted





Using Social Media

- Facebook
- Instagram
- TikTok
- Threads/Twitter (X)
- Message boards
 - Websleuths/Reddit
- Use the right site for your region and abilities



Build your social media following

- Like or follow related accounts
 - police, fire, city, county, state, schools, community partners
- Having a wide pool of accounts that you follow and engage with increases your visibility
- This pool of engaged accounts will PAY OFF when it's fundraising time
- You get and give free content with groups and pages



- ✓ Remove valuables from vehicles
- ✓ Lock vehicle doors
- ✓ Close the garage door
- ✓ Close & lock all exterior doors
- ✓ Turn on exterior light



Mississippi Coast Crime Stoppers

32K likes • 40K followers

[Call Now](#)

[Message](#)

[Like](#)



Savannah-Chatham CrimeStoppers

4.8K likes • 5.4K followers



[Contact us](#)

[Message](#)

[Like](#)



Owensboro Crime Stoppers

5.9K likes • 6.2K followers

Message

Like

Search

Posts

About

Mentions

Reviews

Followers

Photos

More

...

Intro

Crime Doesn't Pay.....
Crime Stoppers Does!

Page · Law Enforcement Agency

222 E 9th St, Owensboro, KY, United States, Kentucky

(270) 687-8484

p3tips.com/TipForm.aspx?ID=554&C&T&fbclid=IwAR3PuVCQCHZPeN8yRzOM2AC-ouFOiOrybuXgAoZbo3WFmE6PKyo8ya1vf5w_aem_AWXmLZ34is4lPxiCsnurrDIecXf2kvThFaxsDFhaTR-ZD6dja_EDZlnKgMDfU3oi9W1xS_98tIAE9roL2m3Poli

owensboro.org/police

Always open

Featured



Owensboro Crime Stoppers

May 3, 2023

If you would like to submit an anonymous tip to Owensboro Crime Stoppers, you can follow the link below or scan the QR...





Why use Facebook?

- **It's free!!**
 - Approximately 200 million people in US use Facebook. The largest group using facebook are those in the 25-34 age range.
- It's a simple interface (photos and text - video optional)
- It's effective
 - Digital footprint
 - Connect with Media and the Public
- **FREE**
 - Your time and attention is all it needs



Crime Stoppers of Flint & Genesee County

a day ago · 🌐

...

On Sunday, December 24, 2023, 15-year-old Logan Lane and 17-year-old Timmy Hitsman were found shot to death inside a vacant house in the 1400 block of East Hamilton Avenue on Flint's northeast side. Police believe the shooting took place sometime between 5 PM and 7 PM.

If you have any information about this [#unsolved](#) [#doublehomicide](#) please contact Crime Stoppers: 1-800-422-JAIL (5245), [P3tips.com/488](https://p3tips.com/488), or P3Tips mobile app. All methods are anonymous.

CRIME STOPPERS OF FLINT & GENESEE COUNTY

UNSOLVED

ANONYMOUS

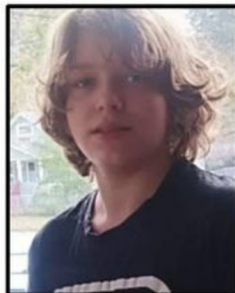
ANONYMOUS

ANONYMOUS

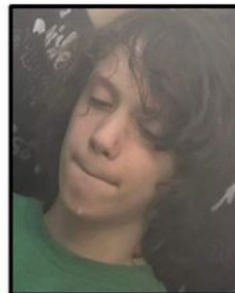
CASH REWARD UP TO \$2,500

DOUBLE HOMICIDE

On Sunday, December 24, 2023, 15-year-old Logan Lane and 17-year-old Timmy Hitsman were found shot to death inside a vacant house in the 1400 block of East Hamilton Avenue on Flint's northeast side. Police believe the shooting took place sometime between 5 PM and 7 PM.



LOGAN LANE



TIMMY HITSMAN



Only tips received through Crime Stoppers that help lead to a felony arrest are eligible for a cash reward.

WAYS TO SUBMIT A TIP ANONYMOUSLY...



MOBILE APP

WWW.CRIMESTOPPERSOFFLINT.COM

1-800-422-JAIL (5245)

DO NOT TRY TO APPREHEND CRIMINALS





Crime Stoppers of Flint & Genesee County

June 17 · 🌐



Not only do we try to help solve crime, but we want to keep you and your children safe!

Many children are injured or killed by unsecured firearms. Kids find everything, so protect them by storing your firearms locked, unloaded, and separately from ammunition.



Julie Lopez **Al Jakubowski**
Crime Stoppers **Retired ATF Agent**

|| 0:06 / 0:30





Facebook

- Make sure your post is searchable with date, location, victim's names
- Use hashtags to make your posts easy to find
 - #unsolved #coldcase #reward #CITYname #homicide #truecrime #murder
- Make sure to share out your posts to appropriate community groups to boost the signal
 - More eyes the better!
- Post more than rewards!
- Follow community members and like their content. This improves your visibility. Helps the public “find” you.

Instagram



missinginmichigan

Following ▾

Message

👤 ⋮

73 posts

407 followers

137 following

Missing In Michigan

Official account of Missing In Michigan organization. If you have info on a missing person contact police. This page not monitored 24/7.

Followed by sarahkrebsmsp, advocacy_con + 13 more

POSTS

REELS

TAGGED



dementia, and needs to be located as soon as possible. He's on foot.

If you have information on his location, please contact the Westland Police Department at 734-722-9600



Jay Sanford is missing from the Westland area (joy and newburgh) since 4-8-2024.

Mr. Sanford has multiple health issues, including dementia, and needs to be located as soon as possible. He's on foot.

If you have information on his location, please contact the Westland Police Department at 734-722-9600

MISSING



NEVER
STOP LOOKING
FOR THE
MISSING

MISSING
02/11/2009
FENTON, MI

CALL WITH ANY
INFORMATION

FENTON
POLICE 810-629-5311
CRIME STOPPERS 800-422-JAIL (5245)





Instagram

Instagram demographics are as follows:

- 48.2% of all Instagram users are female while 51.8% are male.
- 31.7% of Instagram users are 25-34 years old.
- 30.2% of Instagram users are 18-24 years old.
- 2.1% of Instagram users are 65+ years old.
- There are 127 million Instagram users from the U.S.
- Instagram has over 2 billion monthly active users.

Instagram

Making a **POST** on
Instagram

Static - doesn't
change

Long lasting - sits
there permanently



MISSING

TASHA O'CONNER

Tasha O'Conner was last seen on Tuesday, July 5, 2022 at 2 p.m. on Detroit's east side. The last contact with her family was on Thursday, June 9, 2022. People in the area stated that Tasha was seen walking away with an unknown male, leaving her belongings and wheelchair behind, and never returned. She is homeless but has frequent contact with her sister. Tasha has a mental health history and takes medications. She is 5'8" tall, 190 lbs. Tasha was last seen wearing orange capri pants, brown shoes, a black t-shirt with a MCBSM logo, and a red hat with white lettering and the word savage across the front.

CASH REWARD UP TO \$2,500

FOR TIPS LEADING TO AN ARREST

CRIME STOPPERS

1•800•SPEAK UP

ANONYMOUS CASH REWARDS

Call: 1-800-SPEAK-UP

Visit: 1800speakup.org or

Use The Free P3 Mobile App



missinginmichigan
Warren, Michigan

missinginmichigan There was a possible sighting of Tasha this week in Warren, Michigan. Please continue to share her post. #Missing #MissingPerson.

20w

Liked by zushley and 4 others
March 19

Add a comment...

Instagram

Making a **REEL** on Instagram

A video short, similar to what you might find on TikTok

Video shorts (reels) can be used on Facebook, Tik Tok or Instagram.



Instagram

Making a **story** on Instagram

Lasts only 24 hours

You can embellish the image with
words/stickers/location/etc





Tik Tok

- 1 in 4 Tik Tok users are under the age of 20
- 53% are female
- The majority of Tik Tok creators are 18-24 years old
- You need to be a dedicated creator to use Tik Tok successfully.
 - If you aren't willing to create content several times a week, Tik Tok is probably not worth your time.
 - Tik Toks are simple to make, can be as basic as a slideshow with music behind it.

Threads or Twitter (X)

Twitter (X) users are predominantly male

About 40% of Twitter (X) users are 25-34

Quick concise bites of information.

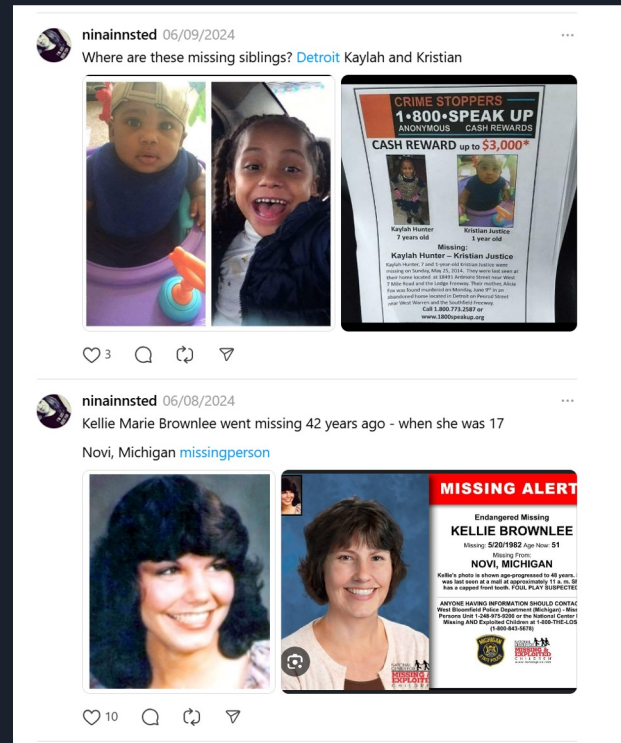
You want your post to be short and punchy.

Hashtags and wording are so important.

Not a medium I would recommend.

GREAT if it's working for you, but other sites likely offer better

return





Message Boards

- Boost engagement on a case
- Websleuths
 - Easy to use
 - Must create an account
 - Create an appropriate username (CSYourCity)
 - Digital footprint/case promotion
- Reddit
 - Can be intimidating!
 - Must create an account
 - Create an appropriate username (CSYourCity)
 - Stick to City/Regional/Crime Groups

























































Websleuths

Cold cases are sorted by State Abbreviation


Good place to either create a post about a lesser known case

OR

Promote reward on a case that's already posted.

	 MI - Francis "Pat" Brown, 17, & Sheldon Miller, 14, fatally shot, Detroit, 3 Jul 1964 Richard · Mar 17, 2020   	Replies: 137 Views: 22K	Saturday at 9:36 AM Richard
	 MI - Paige Stalker, 16, Detroit, 22 December 2014 BetteDavisEyes · Dec 23, 2014  	 Replies: 49 Views: 14K	Thursday at 3:18 PM Nina Michigan
	 MI - Laurie Murningham, 16, Lansing, 9 July 1970 Richard · Sep 18, 2004   	Replies: 93 Views: 53K	Jul 25, 2024 Richard
	 MI - The Kinross Incident, Sault Ste Marie, Nov 1953 shadowangel · Aug 13, 2008	Replies: 8 Views: 4K	Jul 25, 2024 Richard
	 MI - Connie Kaye Crossland Corunna, 15, Shiawassee Co, 3 July 1963 Brotherfudz · Jan 10, 2019  	 Replies: 43 Views: 7K	Jul 25, 2024 Richard
	 MI - Barbara Brott, 18, & Mary Ann Hicks, 19, Grand Rapids, Sept 1972 bessie · Sep 18, 2014	Replies: 9 Views: 6K	Jul 25, 2024 Richard
	 MI - Sally Mercer, 31, Okemos, 27 February 1968 Reader · Jun 6, 2006  	Replies: 51 Views: 12K	Jul 25, 2024 Richard
	 MI - William Parsons, 70 & sisters, Hilda, 80, & Monica "Lenore", 68, murdered, Livonia, 23 July 1964 Richard · Aug 20, 2020 	Replies: 25 Views: 6K	Jul 23, 2024 Richard
	 MI - Richard 42, & Shirley Robison 40, & 4 children, Good Hart, 25 Jun 1968 scriptgirl · Nov 12, 2009   	Replies: 147 Views: 70K	Jul 21, 2024 dotr
	 MI - Matthew Leach, Murdered 1992 in Lennon Corrine · May 24, 2019	 Replies: 19 Views: 5K	Jul 15, 2024 Nina Michigan
	 MI - Cheryl Sanders, 29, fatally shot, Van Buren Twp, 11 Oct 1991 Nina Michigan · Oct 8, 2021	 Replies: 5 Views: 3K	Jul 10, 2024 Anatoli Beaverhausen
	 MI - Roy LaFray, 88, Saginaw Twp, 24 June 2009 JL Cauling · Oct 16, 2016	 Replies: 2 Views: 1K	Jul 9, 2024 Nina Michigan
	 MI - Julie Ann Curns, 14, Murdered, Farwell, Clare Co, 12 Apr 1979 Richard · Apr 8, 2022	Replies: 6 Views: 2K	Jul 8, 2024 Richard
	 MI - Akita Ervin, 15, White Lake, 10 June 1992 Brotherfudz · Apr 4, 2019	 Replies: 11 Views: 5K	Jul 5, 2024 Nina Michigan
	 MI - Karen Oatley, 14, deaf, Lansing, 5 Aug 1979 ToddK · Feb 1, 2008 	 Replies: 33 Views: 21K	Jul 5, 2024 Nina Michigan
	 MI - Edward Sayers, member of gay community, fatally stabbed 32X, @ his apt, Detroit, 21 August '87, *re-opened, fingerprint* dotr · Jun 21, 2024	Replies: 0 Views: 114	Jun 21, 2024 dotr

What a websleuths entry might look like



Nina Michigan
Verified
President/Founder of
Missing in Michigan
Joined: Jan 13, 2017
Messages: 794
Reaction score: 2,053

Aug 12, 2019

On Thursday December 12, 1991 24 year old Greg McRoberts of Midland left the home he shared with his fiancée, Amy and their infant daughter. He was driving Amy's car. The car broke down and he parked it in the lot of the Silver Inn, along Meridian Rd.


Greg walked home to get some tools that would fix the vehicle. He then got on his bicycle and rode off, telling Amy he would fix the car and return. Greg didn't come back.

His body was found on January 4, 1992, in a ditch on the side of Meridian Road. This left Amy with their 16 month old daughter and she was pregnant with Greg's son.

Despite wild conspiracy theories about Greg's death, no one was ever arrested or charged. The case went cold.

In March of 2005, 14 years after Greg's death a letter arrived at the home of Greg's parents. You can read the letter in it's entirety here: Defrosting Cold Cases - [read the letter](#)

In the year's since Greg's tragic death, his father passed away as did Amy, the woman he loved and hoped to marry.



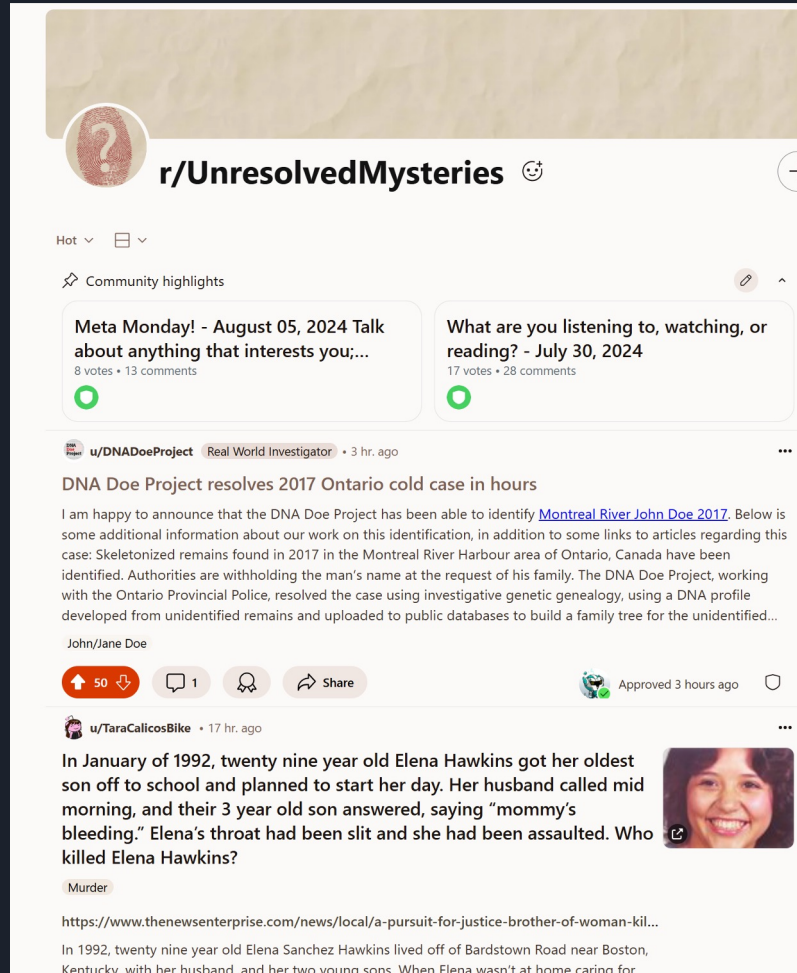
[Link to Sheriff's office cold case page](#)

Reddit

Even DNA Doe Project
Posts there!

You can target your post
to the State/City that is of
interest.

Reddit can be a great way
to amplify information on a
case.



The screenshot shows the subreddit r/UnresolvedMysteries. At the top, there's a header with a question mark icon and the subreddit name. Below the header, there are sorting options (Hot, Top, New, etc.) and a 'Community highlights' section. Two highlighted posts are visible: 'Meta Monday! - August 05, 2024 Talk about anything that interests you;...' and 'What are you listening to, watching, or reading? - July 30, 2024'. Below these, a post by u/DNADoeProject is shown, titled 'DNA Doe Project resolves 2017 Ontario cold case in hours'. The post text mentions the identification of 'Montreal River John Doe 2017' and provides details about the investigation. Below the post, there are engagement metrics (50 upvotes, 1 comment) and a 'Share' button. Further down, another post by u/TaraCalicosBike is visible, titled 'In January of 1992, twenty nine year old Elena Hawkins got her oldest son off to school and planned to start her day. Her husband called mid morning, and their 3 year old son answered, saying "mommy's bleeding." Elena's throat had been slit and she had been assaulted. Who killed Elena Hawkins?'. This post is tagged 'Murder' and includes a link to a news article from the News-Enterprise. A small profile picture of a woman is shown next to the post title.

r/UnresolvedMysteries

Hot ▾ □ ▾

Community highlights

Meta Monday! - August 05, 2024 Talk about anything that interests you;...
8 votes • 13 comments

What are you listening to, watching, or reading? - July 30, 2024
17 votes • 28 comments

u/DNADoeProject Real World Investigator • 3 hr. ago

DNA Doe Project resolves 2017 Ontario cold case in hours

I am happy to announce that the DNA Doe Project has been able to identify [Montreal River John Doe 2017](#). Below is some additional information about our work on this identification, in addition to some links to articles regarding this case: Skeletonized remains found in 2017 in the Montreal River Harbour area of Ontario, Canada have been identified. Authorities are withholding the man's name at the request of his family. The DNA Doe Project, working with the Ontario Provincial Police, resolved the case using investigative genetic genealogy, using a DNA profile developed from unidentified remains and uploaded to public databases to build a family tree for the unidentified...

John/Jane Doe

50 1 1 Share Approved 3 hours ago

u/TaraCalicosBike • 17 hr. ago

In January of 1992, twenty nine year old Elena Hawkins got her oldest son off to school and planned to start her day. Her husband called mid morning, and their 3 year old son answered, saying "mommy's bleeding." Elena's throat had been slit and she had been assaulted. Who killed Elena Hawkins?

Murder

<https://www.thenewsenterprise.com/news/local/a-pursuit-for-justice-brother-of-woman-kil...>

In 1992, twenty nine year old Elena Sanchez Hawkins lived off of Bardstown Road near Boston, Kentucky, with her husband, and her two young sons. When Elena wasn't at home caring for



Which social media is right for you?

Facebook - most bang for your buck

Instagram - multiple options for sharing information (post, story, reel)

TikTok - young demographic. Can be demanding of resources, the more you create the more eyes you get

Threads/Twitter (X) - I don't recommend - juice isn't worth the squeeze



Questions

If you need help setting up an account on a site I can assist you -
see me at the end