

CRISIS

Communication

WHY MANAGING THE MESSAGE MATTERS!



PRESENTED BY: | ASHLEY MILLER, OCPD
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LET'S KEEP IT REAL:

It's JUNE



WE ARE NOT IMMUNE

Unfortunately, there is no bubble around Ocean City keeping the bad guys out. We experience isolated incidents, just like every other community in the United States.



HISTORY DOESN'T LIE


June is the "Spring Break" for Ocean City. It brings lots of young visitors and historically an increase in crime. Fortunately, there is a downward trend in crime after July 1.



KNOWLEDGE IS POWER

The most helpful thing you can do to manage a message during a crisis is to stay informed and keep employees informed.

Why Transparency Is Key:

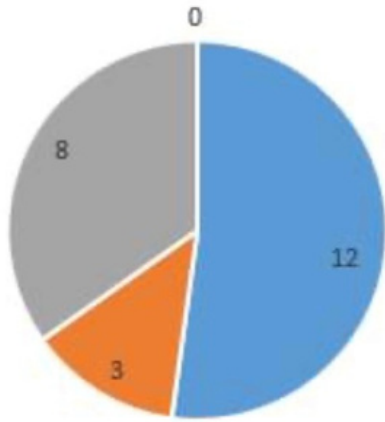
 **Myrtle Beach Police Department** 5d · 🌐

Public Safety is a Shared Responsibility. Be part of keeping Myrtle Beach safe! Officers with the traffic unit are conducting continued enforcement in the Market Common district.

April 24, 2021 - April 30, 2021

- 23 Traffic Stops
- 4 Tickets
- 19 Warnings
- 12 Locals
- 8 Market Common Residents
- 3 Non-Residents
- 0 Students

April 23, 2021 - April 30, 2021



Category	Count
Locals	12
Market Common Residents	8
Non-Residents	3
Students	0



Public Information = Public Trust

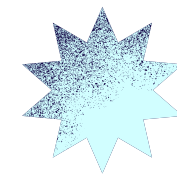
Sharing information with residents and visitors is well-received and appreciated by the public. It also helps build trust between the community and police department and town.

Why Transparency Is Key:

 Miami Beach PD 
Apr 2 · 

LICENSE PLATE READERS (LPR): Last night, MBPD arrested 32-year-old Steven Boue after driving through our LPR's on the Julia Tuttle. Boue did not have a license plate on his Dodge Charger. When officers stopped him they observed marijuana and firearms in plain view. Boue was arrested and charged with multiple felonies.

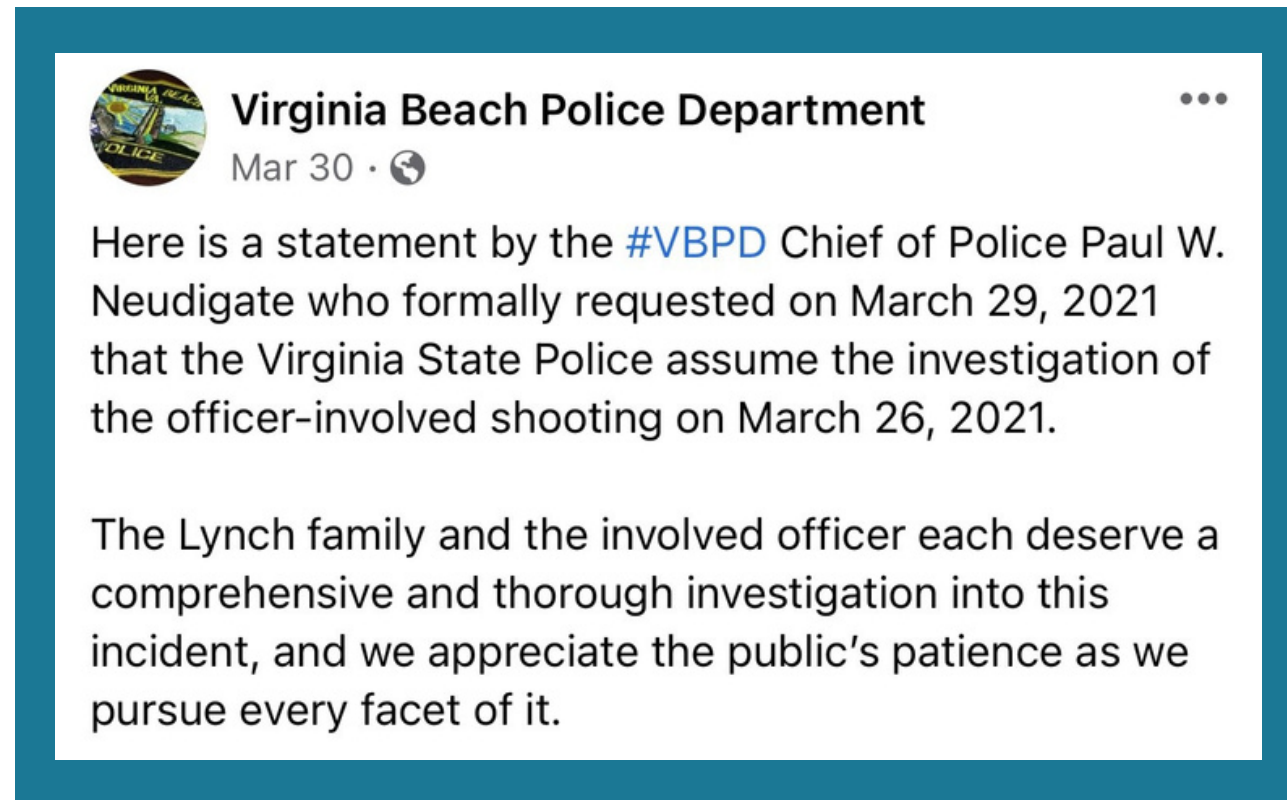
[#MBPDprotecting](#)



No Information Creates Misinformation

"You can't control the story if you don't tell the story. As long as this is true, others will define who you are."

Why Transparency Is Key:



Social Media Isn't Going to Let it Slide

Remember, the loudest voices will be heard until a credible voice speaks. This is particularly true on social media.



Town of Ocean City -

Government

Posted by Jessica Nicole

5d ·

There are no words to express our gratitude to our law enforcement officers. To the men and women of the... See More

“Police officers take risks and secure the safety of fellow citizens, and they endure such risks and tolerate such inconveniences on behalf of strangers. Consequently, police work is one of the more noble and selfless occupations in society. Making a difference in the quality of life is an opportunity that policing provides – and few other professions offer.”

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE



Remember:

IT'S NOT WHAT HAPPENS THAT HURTS US, ITS HOW WE RESPOND

KEEP IT IN PERSPECTIVE

Most of the incidents we have in Ocean City are isolated. No matter how good or bad they look on social media or in the traditional news, Ocean City is a very safe place to live, work and visit.

DON'T SHARE THE BAD NEWS

When negative incidents occur in Ocean City, you can help be a positive voice. Avoid engaging with negative comments. If you get questions, direct people to the official source of information.

GIVE PEOPLE WHAT THEY WANT

Your social media followers are your biggest fans and your businesses play a big role in the Ocean City vacation experience! Share those moments on your pages to help burry the bad news.

STRONG. UNITED. PROUD.





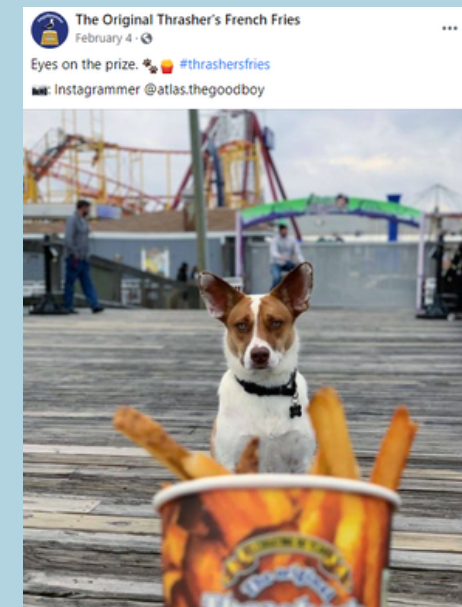
SOCIAL MEDIA

Best Practices



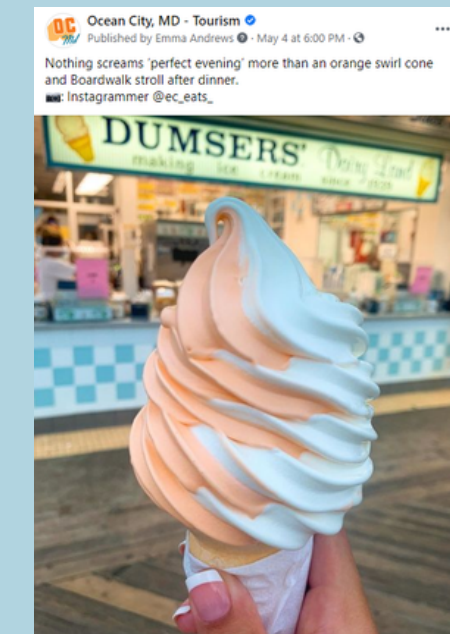
Share Content Often

Your customers want to hear from you! To keep them engaged and informed, make sure you are updating your social media pages often. It helps them stay interested in your business.



Utilize User Generated Content

Visitors love to share their experiences on social media and a lot of times they will tag your businesses along the way. If you're tagged, share those posts so that followers can experience authentic content in real-time.



Keep Controversy Away

There is enough negativity that exists out there, let's not add to it. Be aware of news headlines and refrain from posting content that could spark a negative debate on your social media pages.

Remember,

**JUNE
DOES NOT
DEFINE OCEAN CITY!**

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