

Social interaction went from grunting in the caves, to today sadly with limited sound and even no human conversation, just using your fingers and thumbs to communicate electronically. Visual interaction of reading and the viewing of strong graphics that garner the attention of all is all too common.



This method of social interactions leaves a trail of bread crumbs of text chatter, tears and hatred, all in the palm of our hands on a Smartphone, a computer screen or tablet. Bringing happiness, fear and depression, a mixture from today's communication hell!

Social media, Twitter, Facebook, and Instagram etc. are here to stay in one form or another and usage is growing hourly and daily. Law enforcement must see this as a two-way communications highway, both utilizing as a technology tool for interaction for events, situations, concerns, with calls for action, advice and asking for direct assistance from the public.



It is much more than that! It has the capabilities of finer interaction and far better than a telephone call or residual voicemail. It is in black and white, so to speak, a record is kept of this communication transaction for historical reference.

Imagine if Sir Robert Peel had these tools back in 1829! (The father of Modern Policing)

Peel's Nine Peelian Principles are stronger today than ever, even stronger when ***Digital Policing Technology*** is added and utilized. Peel made the Peellers wear top hats for visibility and carry a whistle to gain attention, just like social media now being visible with an incoming tweet or Facebook sound of that new message.

It is the other side of the coin that Peel wanted the public to ***'snitch'*** on their friends who were on a criminal trend. Social media has this direct usage as well. I wonder what Peel's fingers and thumbs would be telling us today.

CommSmart Global Group, a LexisNexis Risk Solutions Partner, understands social media and is the heart and soul today's individual communications. There is a 31% global use of social media with the most usage in South Korea where 76% of the population use social media constantly. The UAE is next on the list with 68% and both the USA & UK follow with 59% each.

There is a full list attached to this document.

The understanding of how social media works, both the ability to communicate with each other and usage as a driving force for interaction is key. As coaches and mentors, *CommSmart Global Group* will enact your accounts, create all summaries for all Law Enforcement Officer's and management, showing the exacting methodology and reasoning for individual accounts and the main agency or department account. The usage on a daily basis to entice the community to interact and becoming your social ears and eyes for communications, reporting and working closely with you, without having to leave their environment. This is a 5-day symposium on-site, to coach and mentor all management and supervisory staff, who in turn teach the rest of the agency. This will include videos which can be accessible by all for reference and reminders.

Couple this with our abilities with **Community Crime Mapping, Crime Analysis, Predictive Analytics and Compliant Social Media Monitoring** (*the archeological scrapping of social media account usage, photographs, video, GPS locations, followers with Geo-Fencing and complete text verbiage.*)

Social interaction is the *Art of the Possible*, the ability to be one step ahead in this technological age of the criminal scoffers who are using these platforms to circumvent your supposed abilities to understand what they are planning, engaged in and once they have accomplished, bragging about!

Getting your agency to understand the value of social media and using as a community integration source is of immense value. It is not going away and without these skills, you are out of the digital loop! Our capabilities, which are global, will bring immediate results after and during our initial coaching and mentor period. Thereafter, we are with you every six months to refresh and enhance your staff's abilities.

We also have monthly consultation plans to assist you in your community awareness planning.

Communications is an art form and we pride ourselves in being exceptional communicators that believe in conversational coaching and mentoring. Our style, accents, and knowledge are imparted in a professional manner, we all were members of law enforcement and fully understand the requirements for today's' age.

For more information, please converse with us via telephone an email, you can even use our Twitter (@posiqr)!

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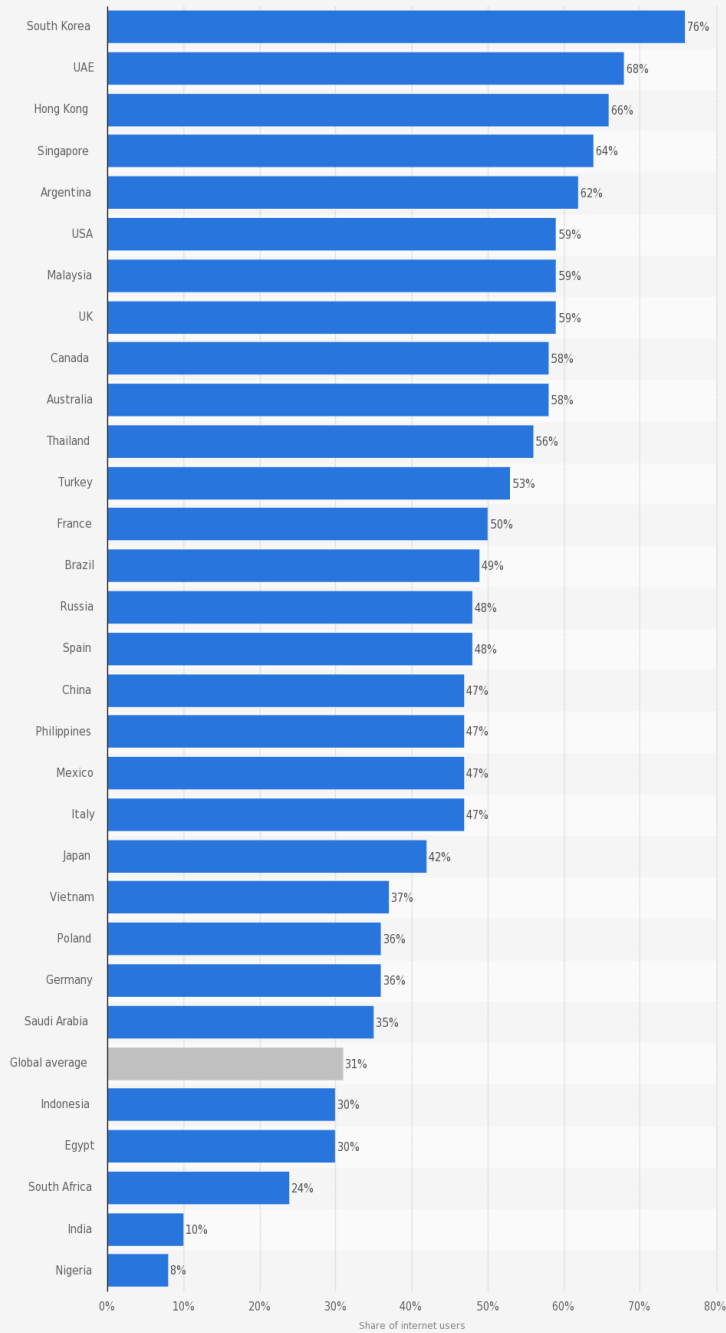


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Active social network penetration in selected countries as of January 2016



Source:
© Statista 2016

Additional Information:
Worldwide, January 2016; Active accounts on the top social network in each country compared to population



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