

**FINGERS & THUMBS ARE MORE
IMPORTANT THAN EVER.**

**YOUR COMMUNICATION DIGITS
MAKE A RADICAL DIFFERENCE**

S M I A
SOCIAL MEDIA INTERACTION & ANALYTICS
IS YOUR SOCIAL MEDIA MISSING IN ACTION?
WWW.COMMSMARTGLOBALGROUP.COM
A LexisNexis Risk Solutions Partner

COMMSMART GLOBAL GROUP
A LEXISNEXIS RISK SOLUTIONS PARTNER

IS YOUR SOCIAL MEDIA 'MISSING IN ACTION?'

IT IS ALL ABOUT FINGERS & THUMBS!

Societal Communications

Social Media Interaction & Analytics is an 'Art Form'!

CommSmart Global Group's team imparts the skill sets in a unique and conversational manner. Coaching and Mentoring in this manner have been proven to us over and over again.

SMIA SYMPOSIUM Includes:

- C-Suite Executives/Chief Constable/Police Commissioner
- HR Department
- Administration
- Management
- Supervisors
- Selected Department Heads
- Soft Skill Communicators



Our symposium varies depending on the size of the organization, 2 day minimum with our ability to work continuously with you, every six months we keep you ahead of the curve.

You select management and staff who have Soft Skill Sets in communications to attend.

Your social media interaction symposium investment depends on the size of the company and with law enforcement agencies, how many sworn/warranted officers in your employ or amount of employees.

MISSION

Concise, competent and calculated for tailored success, this is our cornerstone and key to our mission accomplishment.

"Social media enacts the way for all to directly communicate with the communities they serve."

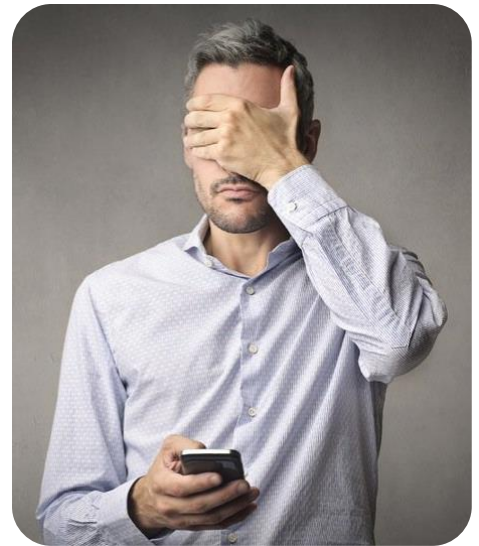
CommSmart Global Group, a LexisNexis Risk Solutions Partner coaches and mentors law enforcement, fire, EMS, public safety connected personnel, government organizations and corporations on the effective and professional use of social media, for the purpose of community policing, crime analytics, predictive analysis, reputation management, investigations, public relations and customer interaction.

Social Media is new to many of you and you have avoided it like the plague! *Stop it, we will assist you to love it!*

The other day a good acquaintance in law enforcement mentioned that his children helped him with every aspect of social media and the apps on his *Stone Age mobile phone*.

I imagine that picture is close to some of your ventures with Twitter, Facebook Instagram etc.?

The Smartphone is not a phone, it's a powerful computer that is the major global communication tool for us all. I know, you don't think it is for you, but it is, really!



The utilization of social media will change your agency, management, and staff in a matter of days. No one is going to get addicted or get angry behind the screen with their fingers and thumbs going berserk.

Over the years we have refined our coaching and mentoring as more people are using social media. *Facebook* is like your solid basis for larger pieces of information. It is your link to your *Twitter* account in a manner that all you Tweet is also appreciated on Facebook and for business, your *Linked In* account.

Getting the picture?

That is why we converse, coach and mentor!

Our unique approach to imparting our working knowledge is to first, understand your agency, department or company. Communicating with staff to get a full background before we arrive.

Our first evening and next day are exploratory in knowing your streets, communities, staffing and business practices. They will all assist us in creating the landscape of your needs, concerns, tailoring the symposium for an easier coaching and mentoring experience.

Your Investment depends on the size of your sworn/warranted staff & officers or corporation/business.

Sworn/Warranted Officer/Corporation Coaching/Mentoring Modules

| | | | | | |
|-----------|--------------------|--|-----------|--------------------|---|
| 1 - 49 | 2 day Symposium | \$4,000 Department Investment ((\$81 Per Sworn Warranted staff/officer) | 200 - 299 | 5 day Symposium | \$11,000 Department Investment ((\$36 Per Sworn Warranted staff/officer) |
| 50 - 99 | 3 day Symposium | \$7,000 Department Investment ((\$70 Per Sworn Warranted staff/officer) | 300 - 499 | 5 day Symposium | \$14,000 Department Investment ((\$28 Per Sworn Warranted staff/officer) |
| 100 - 199 | 3 day Symposium | \$9,200 Department Investment ((\$46 Per Sworn Warranted staff/officer) | +500 | 5 day Symposium | \$19,500 ((\$ Per Sworn Warranted staff/officer) |

Symposium Content

Business, Public & Government Centers of Influence

Setting up department accounts:

- **Linked In**
- **Twitter**
- **Facebook**
- **Do's, Don'ts & No, No's**
- **Cleaning up existing accounts**

Setting up personal accounts (as above) with disclaimer information

Types of communications to maximize effectiveness

- **Grammar & Spelling**
- **Graphics**
- **Video segments**
- **Producing video segments in the field and headquarters**
- **Establishing administrators of content and overseers.**
- **Major event communications protocols**
- **Media Interactions via all social media**
- **'Live' Event Postings**
- **Executing the Community Crime Map & Anonymous Reporting**

Some Background on Our Digital Policing Services

Our team's global expertise goes back to the Irish Republican Army (IRA) days, murders, bombing both in Northern Ireland and on the U.K. mainland. European terrorism and the Iraq issues with an increase with further global terror groups has been our focus.

Having either served in the London Metropolitan Police, the British Army and or American Law Enforcement, we have frontline experience of terrorism with Street Smart understanding and use that hard and soft skill sets daily that are demanded! It is also our IT cyber capabilities since 1976 that allow us to understand the computer working environment.

Total Communicators!

Since the birth of social media, there has been a dearth of fanatical posting by terrorists who are about to attack the Western World. These are posted prior to attacks, can we know that these posts occur? Only when you understand the culture and ideology of society.

Yes, **CommSmart Global Group's Virtual Center** which includes Social Media Analytics/Interaction looks deeply at social media, including *Facebook, Twitter, Instagram* and videos posted to *YouTube*. It has to have the ability to be analyzed with credible means.

It is not just looking it is examining all words, locations and with perfected algorithms informing us in 'real time' of issues and concerns, even down to the GPS location and includes the ability to Geo-Fence for tight drilling down on social or anti-social sources.

Our crime analytics, predictive analysis and down to earth capabilities with the largest public data storage globally that will stop or quell these attacks and has enabled our social skills.

There is no one who else that can achieve this.

Technology on its own will not work, it has to be the side by side capabilities of **street smart experience** and **digital policing** working and attracting a new type of officer to have the digital tools to work productively and as with all be a far better communicator.

Communicators Extraordinaire with a social expertise from business, law enforcement, and the streets, yes communities and customers.

Our *Hard Skills* were learned in law enforcement, the **London Metropolitan Police** within highly visible sections, counter-terrorism, major crimes, fraud and local community policing.

Our *Soft Skill Sets* are even more important as individuals who all work in different, but cohesive ways

Listeners, Coaches and Mentors

WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

A LexisNexis Risk Solutions Partner

Contact Us

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