



SOLANO COUNTY SHERIFF'S OFFICE
Thomas A. Ferrara, Sheriff-Coroner

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INFORMATION RELEASE

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SOLANO COUNTY SHERIFF'S OFFICE ENTERS INTO SOCIAL MEDIA

The Solano County Sheriff's Office has recently completed the process of activating several social media sites to assist in getting information out to the community as part of our Community Outreach Program. The three social media sites will allow citizens to stay informed on the day-to-day operations of the Solano County Sheriff's Office.

The Sheriff's Office will utilize social media to disseminate press releases, public service announcements and notifications, as well as to allow citizens to interact with Sheriff's Office personnel. The Sheriff's Office is taking these steps to open up communication with the public we serve and to promote community involvement with law enforcement. Citizens will also be able to leave tips related to crimes on the sites regarding crimes or information they believe the Sheriff's Office can utilize.

The Sheriff's Office currently has three initial sites that are up and running and accessible to the public for use. The three social media sites currently being used are **Nixle, Facebook, and Twitter**. All three outlets are free and require each user to log on and create an account before utilizing the site.

Nixle- The Nixle Community Information Service allows us to create and publish messages to be delivered to subscribed residents instantly via cell phone text message and/or e-mail. The messages can be sent specifically to residents registered within a ¼ mile radius of a designated geographical area, giving them the opportunity to receive trustworthy information relevant only to their neighborhood. Residents chose which local agencies they want to receive information. Subscribers can also choose the way in which alerts are received, whether it is by e-mail, text message, or over the web. Notifications can also be accessed online at Nixle's website at www.nixle.com. Find the Sheriff's Office on Nixle by signing on and searching for Solano County Sheriff's Office.

Facebook- Facebook is an online social networking service and can be located at www.facebook.com. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile. Once logged on, users can locate the Solano County Sheriff's Office by conducting a search or at:

<https://www.facebook.com/pages/Solano-County-Sheriffs-Office/348438128626923>

Dedicated to Community Service

Twitter- Twitter is an online social networking and micro blogging service that enables users to send and read "tweets," which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device application. Twitter can be located at www.twitter.com and the Sheriff's Office can be followed @SolanoSheriff.

Sheriff Thomas A. Ferrara is excited about utilizing social media to increase collaboration with the community. Social media will provide an enhanced level of service to the community by expanding the Sheriff's Office ability to communicate with the public, address community issues, and work together to prevent and solve crimes.

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