**Initial Public Announcement - Social Media Templates**

**What:** Initial Neighbors App Announcement via LEA’s social media

**When:** Usually in the first few weeks following Onboarding *(once Dept. has implemented trainings and some experience using the portal to comment, post and send requests)*

**Purpose**: Build initial public awareness & excitement in conjunction with Onboarding

**Success Metrics:** New users joining the app with increased response rates and engagement from existing users

**Initial Announcement Templates Included Below;**

1. **Facebook**
2. **Nextdoor**
3. **Twitter (2 versions)**

**Additional Info & Materials;**

**\*\*Be sure to include your Department’s custom link + text code info (provided by your PSM)** where highlighted below

**\*\*Initial PR Dropbox contains** official Neighbors app [social graphics](https://www.dropbox.com/sh/oh3p5sv85lqmxl3/AADvpp_u39lCNj_1teLM-ocBa?dl=0) & [hi-res images](https://www.dropbox.com/sh/yk0iagqte896uqg/AAAOiqf_xJYWAJ1hoffhVue_a?dl=0) to use with templates below

**#1: Facebook Template**

*We’re excited to announce that the [Agency Name] has joined the Neighbors app by Ring! Neighbors is a free app where community members can stay up to date on local crime and safety situations by signing up for real-time alerts and sharing anonymous tips directly from their smartphone*

*[Agency Acronym] has partnered with the Neighbors app and can now post incident updates, helpful safety tips and requests for investigative information to residents using the app in communities we serve.*

*Text ‘[TEXTCODE]’ to 555888 or click here: [CUSTOM LINK] from your smartphone in order to download Neighbors for free on iOS/Android and join the conversation*

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

**#2: Nextdoor Template**

**Subject:** *[Agency Acronym] has joined Neighbors by Ring*

*We’re excited to announce that the [Agency Name] has joined Neighbors by Ring! The ‘Neighbors’ app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.*

*[Agency Acronym] will be using ‘Neighbors’ to view posts in your area and provide updates on crime and safety incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.*

*Text ‘[TEXTCODE]’ to 555888 or click here: [CUSTOM LINK] from your smartphone to download the app for free on iOS/Android and see what’s happening in your neighborhood.*

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

**#3: Twitter Templates**

**Sample Tweet Version #1:**

*The [Agency Name] is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @[AgencyHandle]. Text ‘‘[TEXTCODE]’ to 555888 or click here: [CUSTOM LINK] to download the app for free & see what’s happening in your neighborhood.*

**Sample Tweet Version #2:**

*By working together, we can make #[City/County/Hashtag] communities safer. That’s why [Agency Name] is excited to join Neighbors by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @[AgencyHandle]. Text ‘[TEXTCODE]’ to 555888 or click here: [CUSTOM LINK] to download the app for free on iOS/Android.*

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

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