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**PRESS RELEASE**

**USE OF SOCIAL MEDIA AT THE SIOUX COUNTY SHERIFF'S OFFICE**

For quite some time now the Sioux County Sheriff's Office has been using social media; Sheriff Altena believes they're good, free tools that his office can make use of to inform the public and promote the activities and programs of the sheriff's office.

The sheriff's office has now created its own Facebook page and Twitter account. Up until now they were sharing a Facebook page and Twitter account with all Sioux County officials. This will now allow the sheriff's office to make their page a little more unique to their services and programs.

The following are the social media programs in use at the sheriff's office along with a brief description on how they're used:

- **NIXLE** - This program was put in place in 2009. The sheriff's office sends out public safety messages that the registered user can receive by going to a website, in their email or by text message. The messages include weather alerts, road closures due to accidents, etc., suspects law enforcement officials are looking for, etc. The sheriff's office website has buttons that the public can click on to register.
- **FACEBOOK** - The sheriff's office uses this for a variety of things. Followers will know when the sheriff's office website has been updated, (this helps news media know the minute a new press release is issued). The sheriff's office also posts pictures, videos and upcoming events here. Now that they have their own Facebook page they expect to do even more to update the public and let them know what is going on at the sheriff's office. There is a button on the Home Page of the sheriff's office website that the public can click on; clicking the "Like" button will allow users to receive sheriff's office messages in their Facebook accounts. You must already have a Facebook account to do this.
- **TWITTER** - The sheriff's office has also created a new Twitter account. They will be using this more in the near future for short general update information. The public can get these messages in a variety of ways – going to the Twitter website, email messages to the follower's account and/or text messages to the follower's cell phone. There is a button on the Home Page of the sheriff's office website that the public can click on to follow by Twitter. You must already have a Twitter account to do this.