

Police Moms

Social Media Guide

Police Moms Social Media Guide

How to: Share the Love

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How to: Share the Love

Welcome

From now to Mother's Day, we're asking the moms of civilian and uniformed police members to share the love for their children on Facebook and Twitter.

Why it's important to share

As a police mom, you have a priceless perspective on what the police do. It's a positive statement about all Ontario officers. It needs to be shared.

When you post (or your son or daughter posts for you), it's important that you ask people to like and share your post. If you post on Twitter, it's important that you ask everyone to follow you and retweet your tweet.

Tell all your friends. Let's make Ontario Police Moms heard!

It's easier than you think

Technology should not be a barrier here. We have included an easy step-by-step guide to posting on social media. We've covered all the bases.

If you're not comfortable using Facebook or Twitter, ask someone for help. What you post is the important part.

The more everyone posts, the more positive momentum we'll build for police members across Ontario.

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How to: Share the Love



Step 1: Write your story

Hey Mom, all you have to do is post a photo – of you and your son/ daughter – and write a heartwarming story about why you're proud to be a police mom. Sign off with #MoreThanABadge.



Thought starters

- What does your son/ daughter do?
 - Do you ever worry about them on job?
 - How do they contribute to the community?
 - What's the best part of your son/daughter's job?
 - What was your son/ daughter like growing up?
 - What does your son/daughter do outside of the job?
 - Why did they become a police officer?
 - What do you love most about your son/ daughter?
 - What's it like being a Police Mom?
 - What's the hardest part of your son/daughter's job?
 - Can you tell us some of the stories they've shared with you?
-



Step 2: Take a photo

Use the camera on your smartphone. If you run into trouble, ask a millennial.



Or make a video

The camera on your smartphone can also take videos. Just point, and shoot. If you run into trouble, ask a millennial.

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How to: Facebook

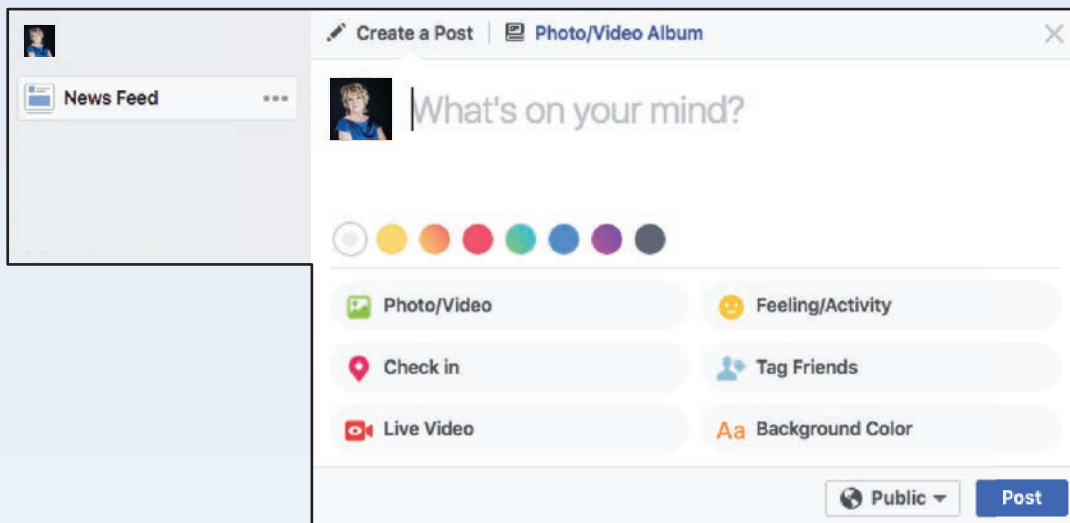


How to: Post your message on Facebook

Step 1: Login to your Facebook

Step 2: Go to the top of your News Feed.

Step 3: Click within the area that says, “What’s on your mind?”



Step 4: Write a brief message

Step 5: Sign off with #MoreThanABadge

Step 6: Click “Post”

A note about hashtags:

When you post using a hashtag #, all the posts using that hashtag can be easily gathered together. It's a quick way to see all comments at once. It's really important you use the hashtag.

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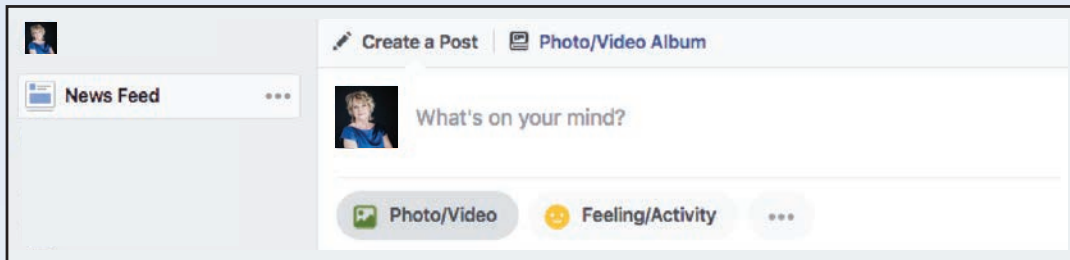
How to: Facebook



How to: Post your photo or video

Step 1: Login to your Facebook

Step 2: Go to the top of your News Feed and click Photo/Video



Step 3: Select the photo or video you'd like to share

Step 4: Click, "Open"

Step 5: Write a brief message to go with your photo or video

Step 6: Sign off with #MoreThanABadge

Step 7: Click "Post"

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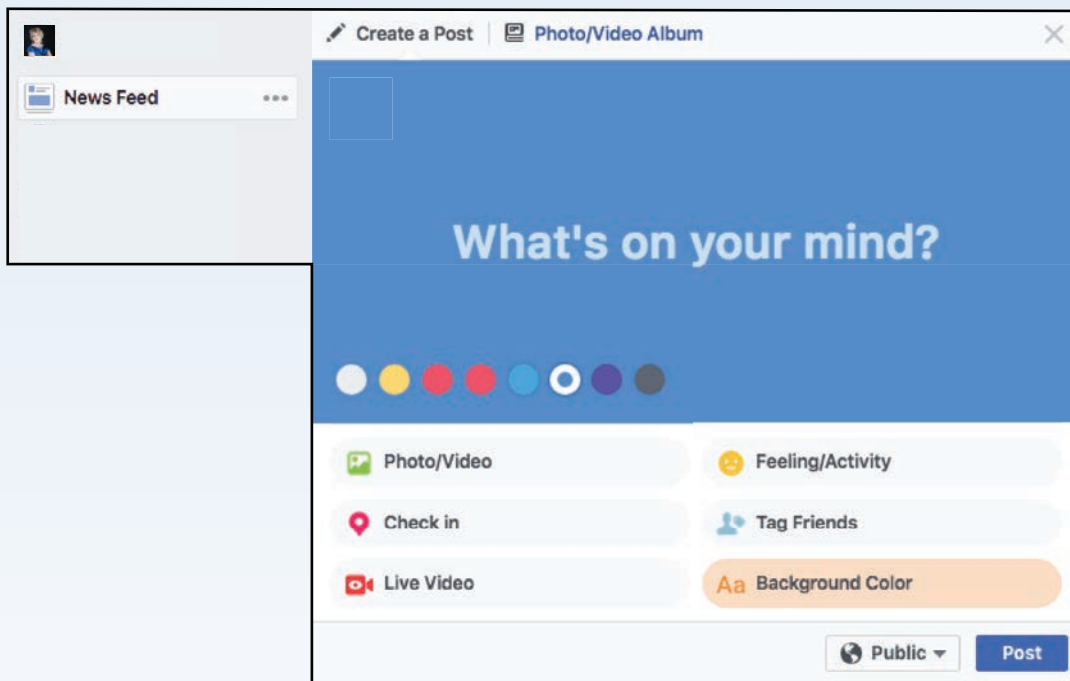
How to: Facebook



How to: Add background colours to your posts

Adding background colours to your post are a great way to make your message stand out.

- Step 1: Login to your Facebook
- Step 2: Go to the top of your News Feed
- Step 3: Click, “What’s on your mind?”
- Step 4: Click, “Background Color”
- Step 5: Click, the blue circle



- Step 6: Write a brief message
- Step 7: Sign off with #MoreThanABadge
- Step 8: Click “Post”

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How to: How to Facebook



How to: Add a “Frame” to your Profile Picture

Facebook Frames allow you to apply a “Frame” overtop your profile picture in support for a cause. For our Police Moms campaign, we created two special frames for you to add to your profile picture.

Step 1: Visit www.facebook.com/profilepicframes

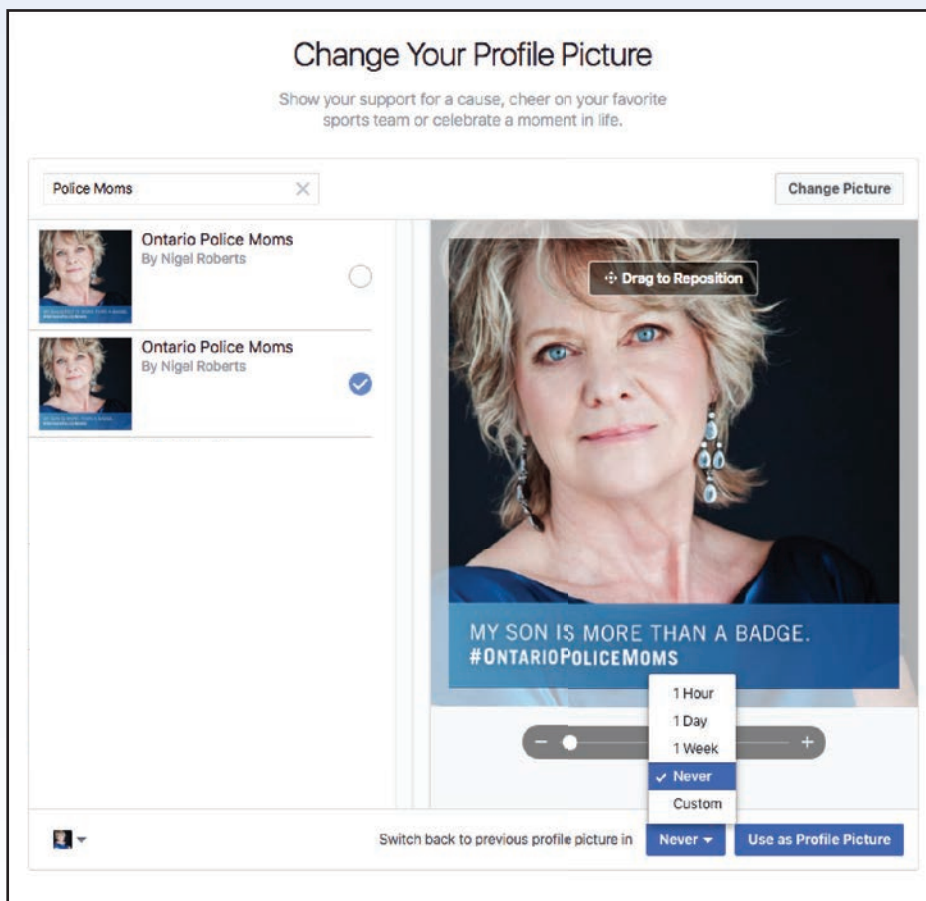
Step 2: In the search bar, type “Police Moms”

Step 3: Select your Frame

Step 4: Set “Switch back to previous profile picture in” to “Never”

Step 4: Click, “Use as profile picture”

Now all your Facebook friends will be able to see your support for your son/ daughter.



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How to: Facebook



How to: Like/ Share the Ontario Police Moms Facebook Page

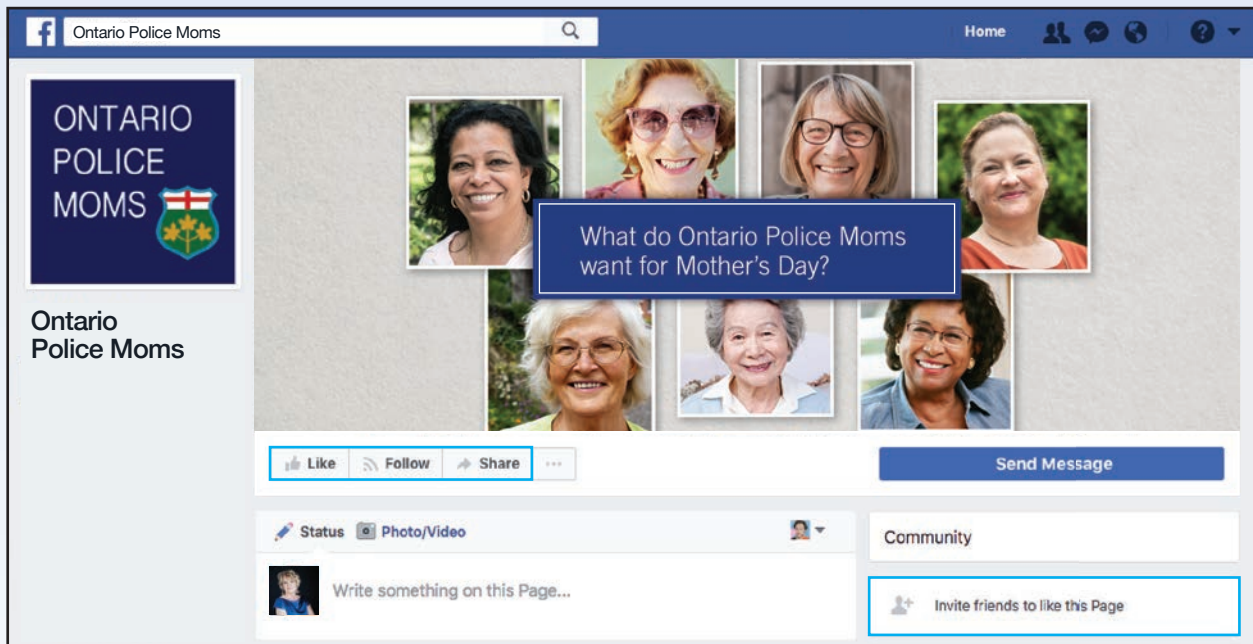
Step 1: Visit www.facebook.com/ontariopolicemoms

Step 2: Click, “Like,” and “Share”

Step 3: Invite your friends to like this page

Step 4: Click, “Invite friends to like this Page”

Now all your friends will be able to see the campaign unfold on Facebook.



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How to: Facebook



How to: Link your Facebook to your Twitter

Step 1: Visit www.facebook.com/twitter

Step 2: Click, "Link My Profile to Twitter"



Step 3: Click, "Authorize app"

Step 4: Click, "Save Changes"

Now everything you post on Facebook will be automatically posted on your Twitter.

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How to: Twitter

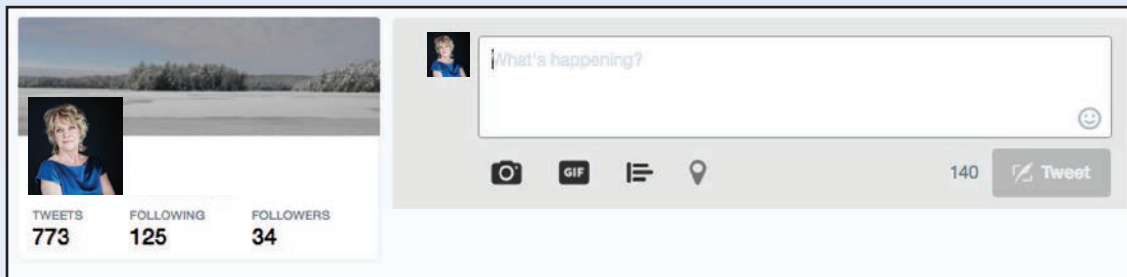


How to: Post your message

Step 1: Login to your Twitter

Step 2: Go to the top of your Twitter Feed

Step 3: Click within the area that says, “What’s happening?”



Step 4: Remember, there’s a 140 character limit per tweet

Step 5: Write a brief message

Step 6: Sign off with #MoreThanABadge

Step 7: Click, “Tweet”

A note about hashtags:

when you tweet using a hashtag #, all the tweets using that hashtag can be gathered together. It's a quick and easy way to see all comments at once.

Remember to use the hashtag.

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How to: Twitter

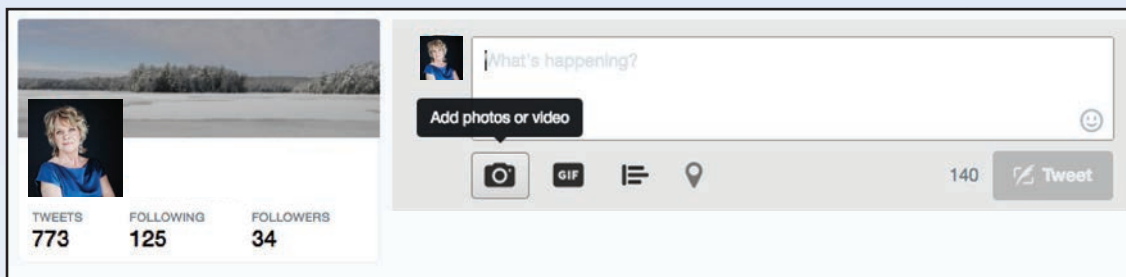


How to: Post your photo or video

Step 1: Login to your Twitter

Step 2: Go to the top of your Twitter Feed

Step 3: Click on the camera icon



Step 4: Select the photo or video you'd like to share

Step 5: Click, "Open"

Step 6: Write a brief message to go with your photo or video

Step 7: Sign off with #MoreThanABadge

Step 8: Click, "Tweet"

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How to: Twitter

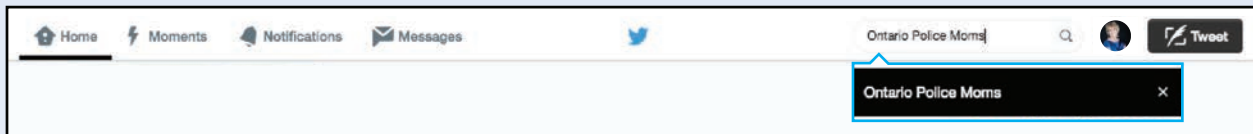


How to: Follow Ontario Police Moms on Twitter

Step 1: Login to your Twitter

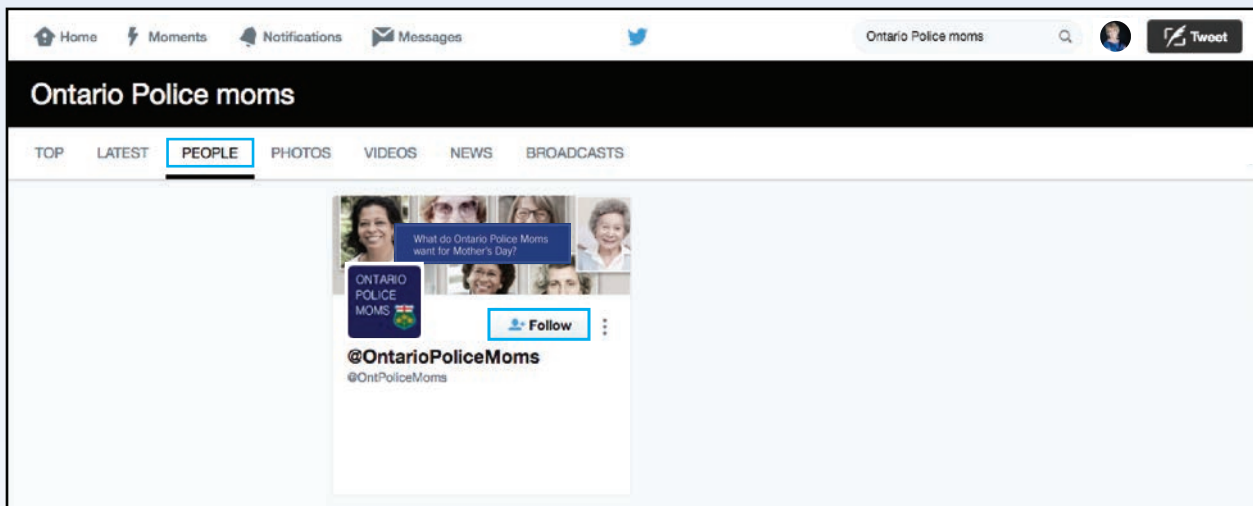
Step 2: Type “Ontario Police Moms” in the search bar

Step 3: Press enter



Step 3: Click, “People”

Step 4: Click, “Follow”



Now you'll be able to see the entire campaign unfold in your Twitter Feed.

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How to: Twitter

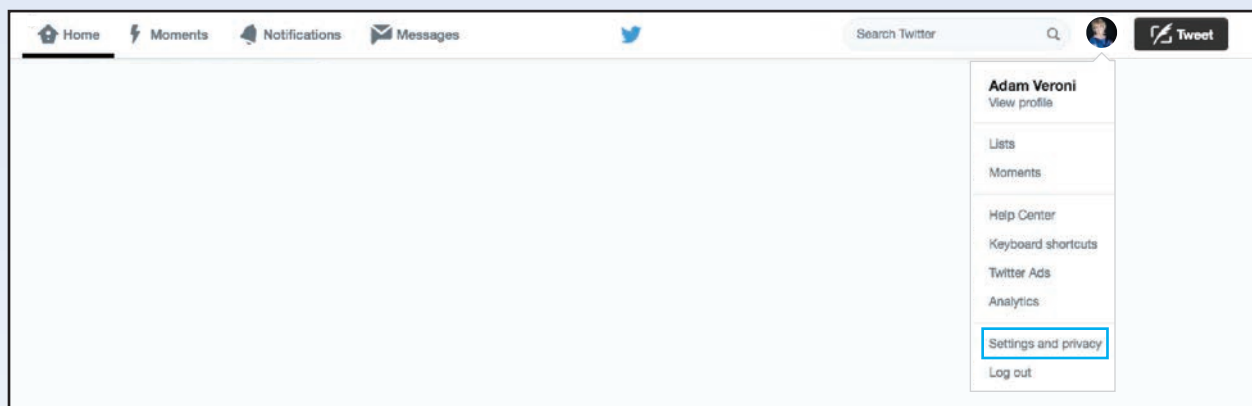


How to: Link your Twitter to your Facebook

Step 1: Login to Twitter

Step 2: Click on your profile picture to the left of the “Tweet” icon

Step 3: Click, “Settings and privacy”

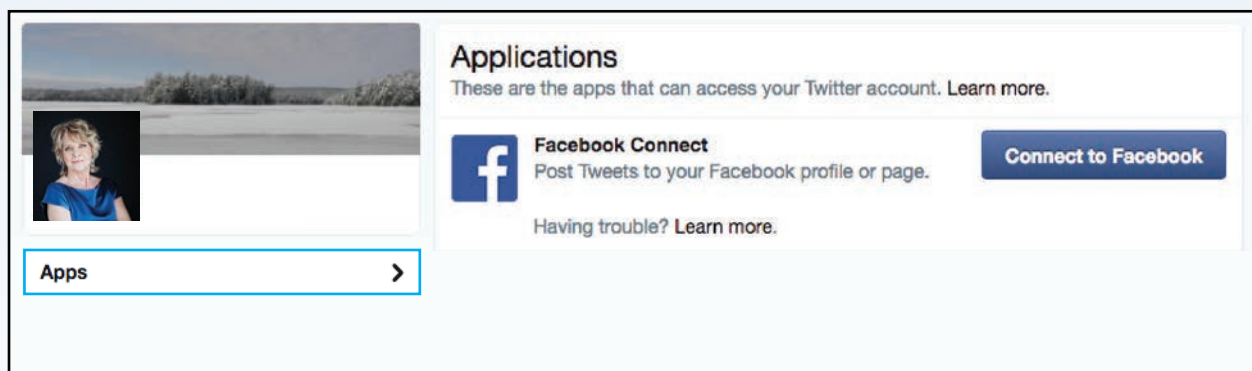


Step 4: Click, “Apps”

Step 5: Click, “Connect to Facebook”

Step 6: Click, “Continue as...”

Step 7: Click, “OK”



Now everything you post on Twitter will be automatically posted on Facebook.