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Public Information Officer
Wilson County Sheriff’s Office (TN)

Breaking Down Barriers
Are you accessible?

- A recent study found that an accessible PIO was the most important factor in creating a positive image in the eyes of the media.
Tendencies of the media

- Their existence relies on uncovering information.
- Their mission is to broadcast facts.
- One entity may rely on secrecies.
- Another entity may seek to reveal the truth.
Accessibility = Control
Accessibility = Control
Control the Narrative

- Establish a strong social media presence.
- Put out fires quickly.
- Be transparent.
- Understand the media and what their job entails.
- Strategically control what is known and what is asked.
Humanize Your Agency
Breaking Down Barriers

- Who has a reporter that is constantly causing trouble?
- What can you do to get that reporter on your side?
- Let him/her break a news story for you.
Use of Twitter During a Crisis

- Is unique because it limits postings to 280 characters.
- Information must be short and to the point.
- Very useful in times of crisis communication.
- Let media know this is your source of communication during crisis.

- Be sure to use a thread so that everyone can connect the information.
- Use for media staging and setting up a press conference.
- Also beneficial for road closures, inclement weather, shelter in place, etc.
How do you handle a situation when someone starts trolling your pages?
Always remember– If you can build the trust and respect from your community, they will fight for you.
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