

Captain Scott Moore
Public Information Officer
Wilson County Sheriff's Office (TN)

Breaking Down Barriers

Capt. Moore vs. Capt. Plotzer



Ask yourself one question.....



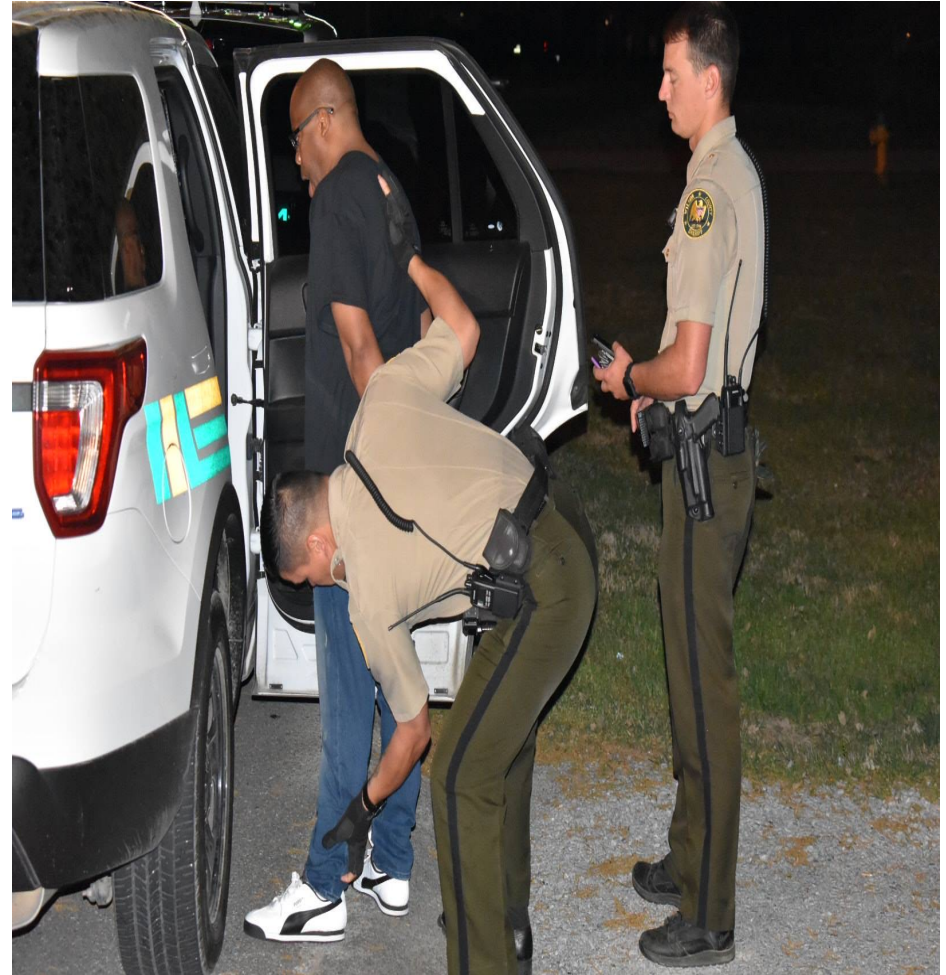
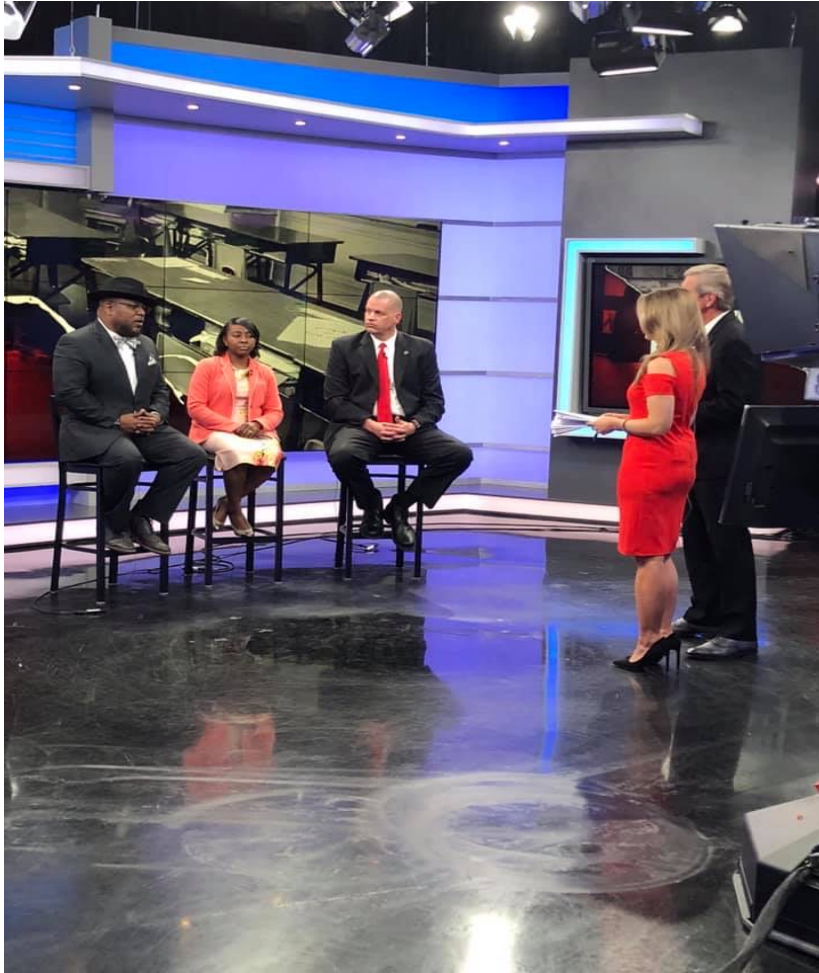
- Are you accessible?
- - A recent study found that an accessible PIO was the most important factor in creating a positive image in the eyes of the media.

Tendencies of the media

- Their existence relies on uncovering information.
- Is it their mission to broadcast facts?
- One entity may rely on secrets.
- 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.

Use of Twitter During a Crisis

 **Wilson Co Sheriff**
@wilsonsheriff

#HAPPENINGNOW Multiple agencies are executing search warrants around the 800 block of Young Road which runs off Sparta Pike. All of Young Road is completely shut down at the moment. Please avoid the area.



 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff

MEDIA: We will give updates via Twitter as soon as we receive more information. PIOs are now on scene and will give periodic updates.

  2  2  

 [Add another Tweet](#)

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff

Search warrants are a result of a lengthy investigation of Phillip Wayne Foster who has threatened multiple public servants and private citizens in the Middle TN area over a period of time.

  5  6  

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff

MEDIA: Staging will occur at the Shop Springs Baptist Church, located at 3022 Sparta Pike.

  1  1  

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff

MEDIA: Upon arrival, you will be given handouts at staging area to brief you on the current investigation.

   1  

Use of Twitter During a Crisis

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff
The investigation involves letters of threats sent to multiple elected officials, including numerous judges that currently and historically have served the State of Tennessee.


 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff
Phillip Wayne Foster has been charged with distribution of any substance as an act of terrorism or as a hoax, false report x3, and harassment x4.

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff
Letters included threats of bodily injury and/or death, bomb threats and threats of distribution or delivery of chemical agents.

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff
Victims from the investigation include: (2) Circuit Court Judges, (2) General Sessions Court Judges, former Sheriff, current Sheriff, private businesses, and private citizens. Below, is the booking photo of Phillip Wayne Foster.

 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
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Victims from the investigation include: (2) Circuit Court Judges, (2) General Sessions Court Judges, former Sheriff, current Sheriff, private businesses, and private citizens. Below, is the booking photo of Phillip Wayne Foster.



 **Wilson Co Sheriff** @wilsons... · 2/19/20 ···
Replying to @wilsonsheriff
Young Road has reopened for regular travel. This investigation is ongoing and the public is urged to contact our CID at 615-444-1459, or contact Crime Stoppers at 615-444-5245 for any additional info re: threatening letters they may have received.

Social Media Trolls

- 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.



Contact Information

- Captain Scott Moore, Public Information Officer (Wilson County Sheriff's Office-TN)
- Email: smoore@wcsog5.org
- Twitter: @CaptScottMoore
- Agency Twitter: @wilsonsheriff
- Agency Facebook: @wilsoncosheriff
- Agency Instagram: @wilson_co_sheriff_tn