



Chelsea Kretz

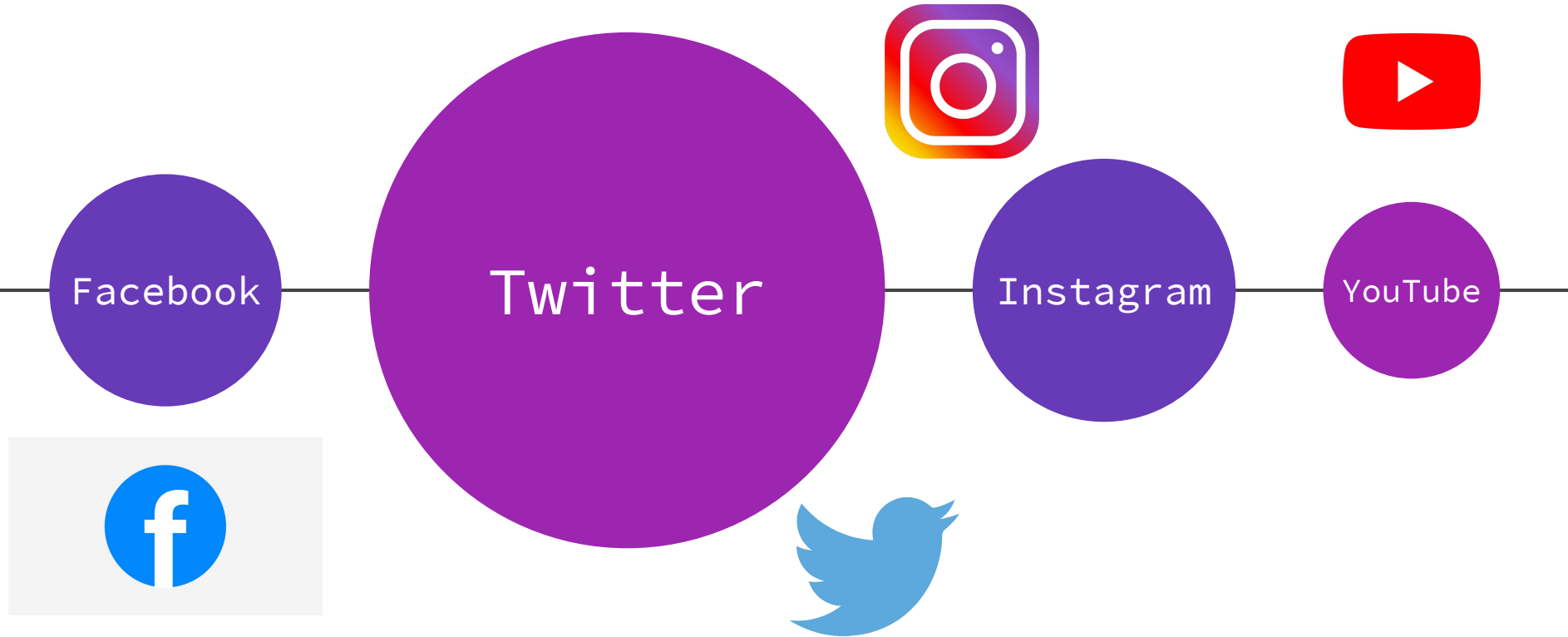
Public Information Officer
Grand Prairie Police Department
Texas

About me

I'm passionate about Public Relations, Social Media, and being the Chief Storyteller at the Grand Prairie Police Dept. I have over 10 years of experience in journalism, PR, videography, and photography. I grew up in Fort Worth Texas, love sports and music, and love being active with friends, family, and my Siberian Husky!



Social Media Platforms - Recommended

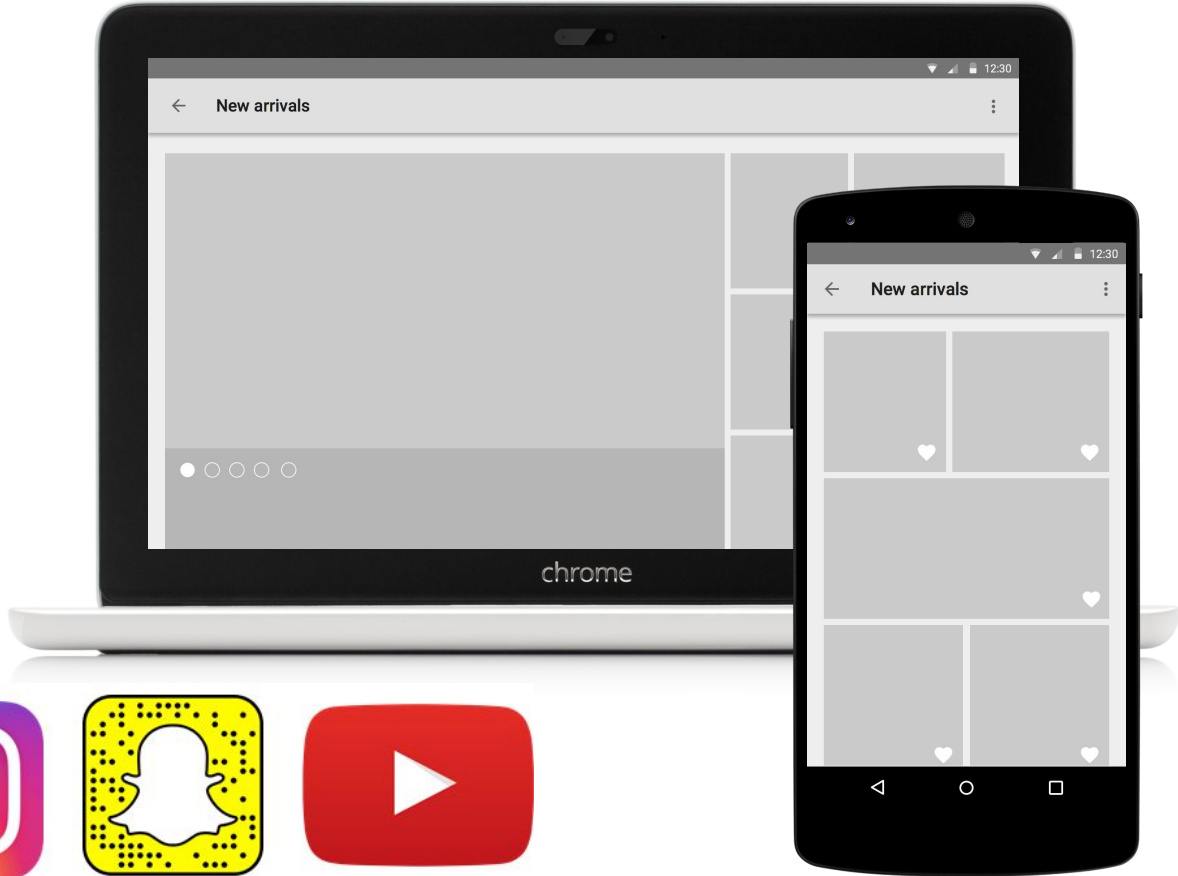


Social Media Analytics and Engagement

Digital Usage

— — —

**Humans will spend
420M years on
social media in 2021**



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

JAN
2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



THE UNITED STATES OF
AMERICA

VISITED OR USED A SOCIAL
NETWORK OR A MESSAGING
SERVICE IN THE PAST MONTH



97.8%

ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



GWI.

83.9%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



we
are
social

2H 07M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



GWI.

7.1

PERCENTAGE OF INTERNET
USERS THAT USES SOCIAL
MEDIA FOR WORK PURPOSES*



28.6%

Facebook Algorithm

The Facebook algorithm decides which posts people see every time they check their Facebook feed, and in what order those posts show up.

Recency

Newer posts shown first

Popularity

How many likes/engagements the post gets

Content Type

Type of media in post (video, picture, link, etc.)

Relationship

Who a user typically interacts with

— — —

- **People matter more than organizations.**

Users will get higher priority on the news feed than Pages. The goal is for users to see messages from the people who are important in their lives over brands that they follow.

Facebook Algorithm

people
matter

- Communication is king.**

Facebook envisions its platform as a means for users to communicate with one another. Content that garners more comments will weigh higher in its algorithm.

Facebook Algorithm



Twitter Algorithm

Twitter's algorithm is all about personalization. Optimize your tweets to make sure they are picked up by the algorithm and seen by the right people.

Recency

Newer posts shown first

Relevance

Keywords used in a Tweet, and how often users engage with tweets that use similar keywords

Engagement

How many retweets, clicks, favorites, and impressions a tweet gets

Rich Media

Image, video, GIF, and poll

— — —

- **Consistency is key.**

Commit to posting often. A Pew Research Center finds that the most active accounts on Twitter have 70X as many favorites and 20X as many followers on average.

Twitter Algorithm



- Posting time matters.**

It's critical to tweet during peak engagement hours since the life of a tweet is short.

****Best time to tweet is between 9 a.m. and 4 p.m. Monday or Thursday, with 11 a.m. - 1 p.m. being the best (according to Hootsuite). That said, track your accounts own analytics to see when your followers tend to engage with you the most.**



Twitter Algorithm

•Use photos, videos, GIFS

It's well known that tweets with these types of media tend to get more attention in the algorithm feed and boost your tweet's ranking

Twitter Algorithm

Impressions	6,989
Total engagements	542
Media engagements	381
Likes	61
Detail expands	59
Profile clicks	21
Retweets	18
Hashtag clicks	2

Mar 2021 • 25 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 6,971 impressions

Today we remember Officer Lyndon King –
End of Watch: Monday, March 1st, 1982.

Officer King was struck and killed by a drunk driver while working an accident scene on I-30 near the 7th Avenue overpass.

#NeverForget pic.twitter.com/JSBLYifQe



16 61

Instagram Algorithm

Instagram's algorithm is based on machine learning, so the way it ranks your posts is constantly evolving.

Relationship

Interaction history

Interest

Post type (videos, images)

Timeliness

Publishing recency

— — —

- Share the love. Communicate!**

Don't be afraid to talk to your followers. The algorithm moves posts higher from accounts that a user habitually interacts with. Focusing on community engagement is key. Have conversations, send DMs, tag posts, leave comments, etc.

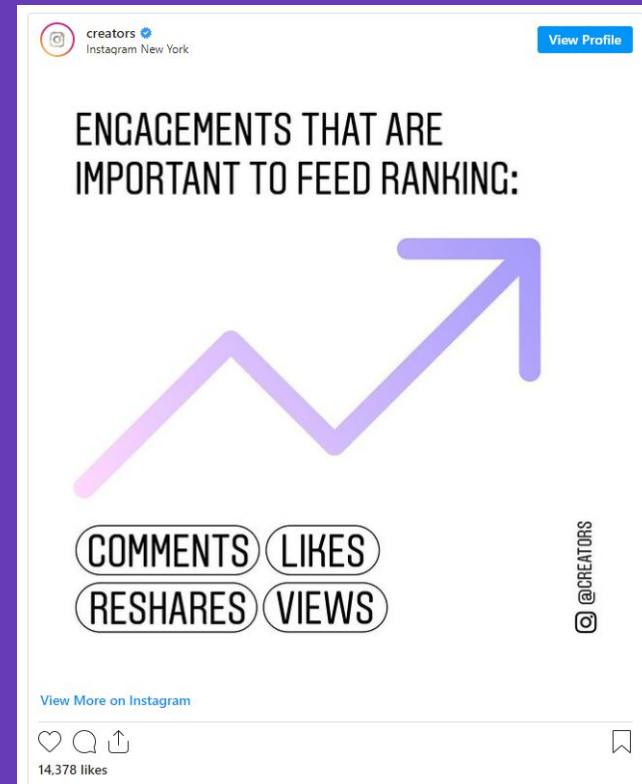
Instagram Algorithm



- Interesting? LIKE IT!**

Instagram will feed people more posts similar to what they “heart”.

Instagram Algorithm



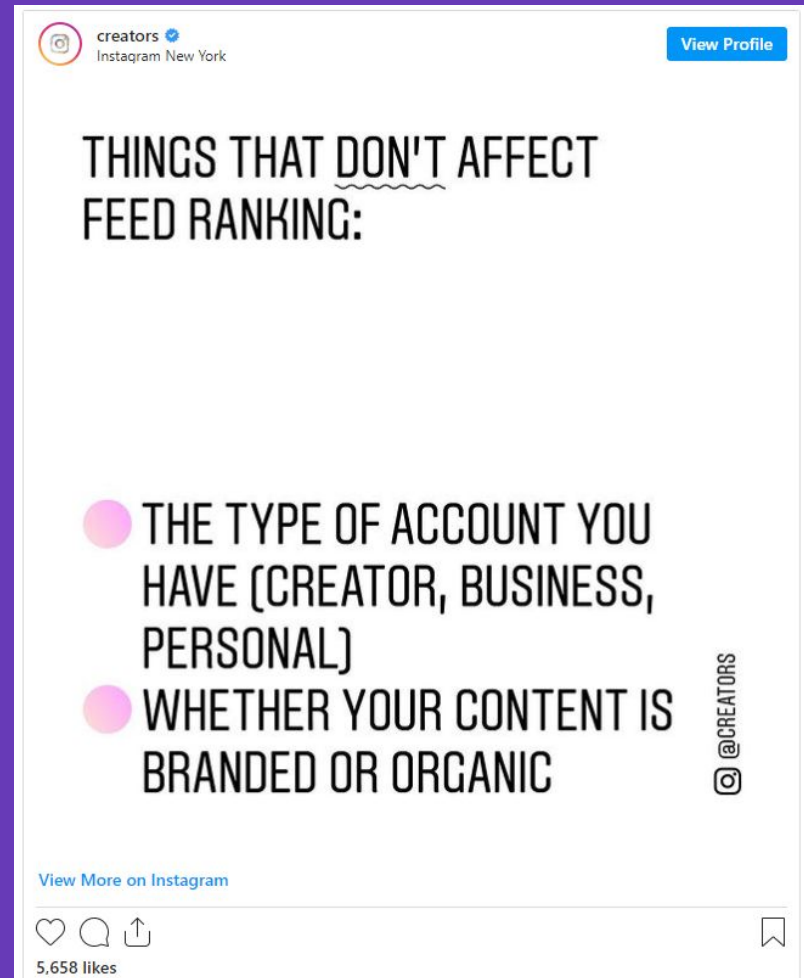
•Timeliness Matters

Recent posts are more likely to be boosted to the top of users feeds.

Best and most popular posts since the last time a user opened the app will appear first.

Post consistently!

Instagram Algorithm

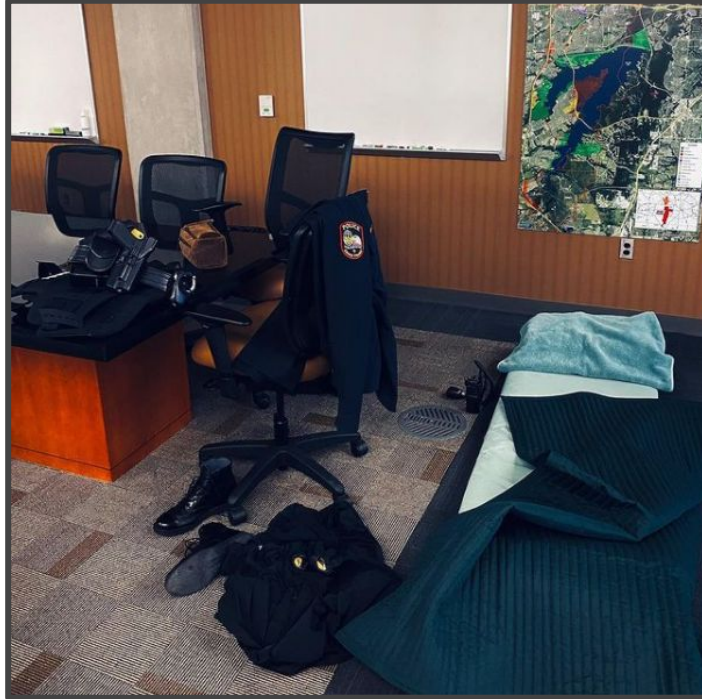
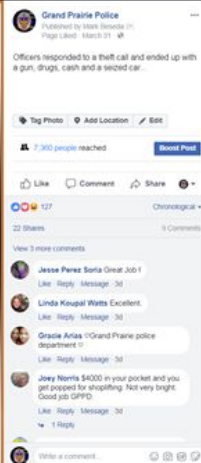


GPPD AT WORK...

Officers responded to a theft of clothing items from a store in the 500 block of S. Carrier. The suspects fled the store before officers arrived, but were located by another officer in the 400 block of E. Palace Parkway. Officers arrested all three occupants for theft. The driver was in possession of a handgun and several thousand dollars. Officers also found baggies of methamphetamine, marijuana and paraphernalia in the vehicle. The occupants were also charged with the drugs and the vehicle was seized.



www.GrandPrairiePolice.org



grandprairiepd



grandprairiepd Rest when we can. Our jobs aren't always easy. Police officers, dispatchers, & support staff have all sacrificed to ensure we are available to protect and serve. No continental breakfast or pillow mints at Hotel de GPPD but MANY have it far worse! PROUD of our team. We stand with ALL of you.

#txwx #freeze #winterstormwarning #grandprairie #texas

5w



thedallasheat Love you guys! ❤️

5w 1 like Reply



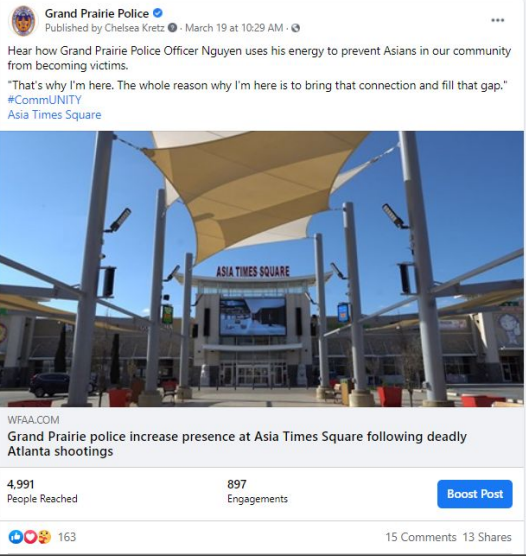
Liked by tarrantcounty911 and 416 others

FEBRUARY 17

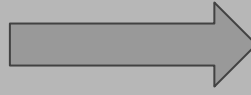


Add a comment...

Post



AFTER



YouTube

Search

#FurryFanFavorite

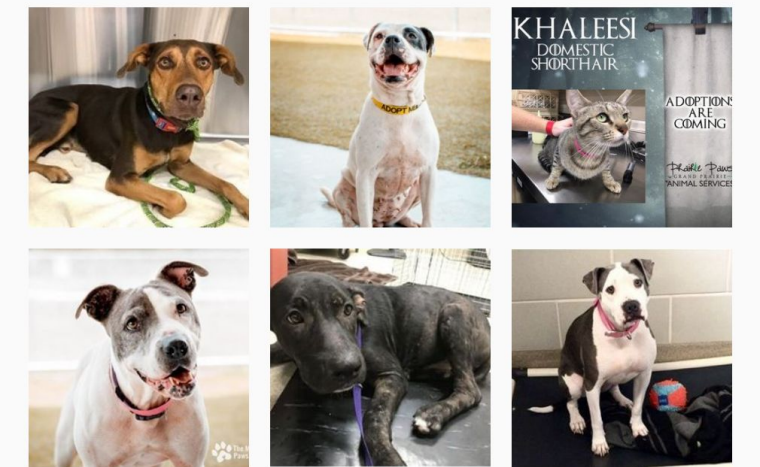
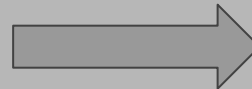
ADOPTION

#FurryFanFavorite with Ofc. Frazier and Raider

22 views • Mar 26, 2021

3 0 SHARE SAVE ...

BEFORE



Contact

— — —

Chelsea Kretz

ckretz@gptx.org

469-354-4703

@GrandPrairiePD

@ChelseaKretz13

