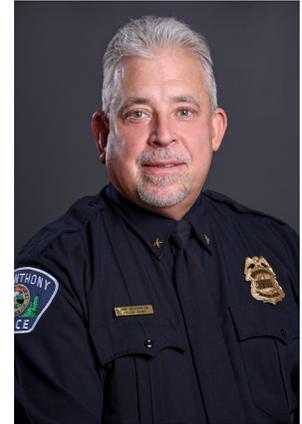


# PUBLIC SAFETY

## Update from Police Chief Mangseth

At the St. Anthony Police Department (SAPD), we hold a philosophy that our officers are community engagement officers— every interaction with the public is an opportunity to build trust and legitimacy with our community. We have the responsibility to identify the needs of our residents at an individual level, offering programs and services they may need.

Yet, we have found that community engagement can be rather challenging for police departments. Traditional efforts, such as crime prevention articles, educational seminars and booths at community events are useful, but not as impactful. Many entities offer various opportunities and activities that compete for the attention of our community members. And, with COVID-19, engagement initiatives have been further impacted. As a result, we've had to redirect our efforts in reaching our audiences where they spend most of their time— on social media.



### Social media

Social media has grown to become a major component of our community engagement program. It allows us to reach a large segment of the community in a timely manner. Since our work with the Collaborative Reform for Technical Assistance, we have established our Community Engagement Team (CET), made up of a dedicated group of officers that focus their time on furthering our community engagement initiatives. Our CET manages the SAPD's social media accounts on Facebook, Twitter and Instagram. We use these accounts to:

- Inform the public of crime information.
- Public safety announcements.
- Weather alerts.
- Education on police work.
- Requests for public assistance to help resolve crimes under investigation.
- Seek input from community members.
- Publishing data of interest to the community.



**St. Anthony Police Department**

@StAnthonyPolice · Government Organization

All content posted to our social media platforms is accessible and viewable to the public— even if you don't have a social media account. Every account is verified (blue check mark), so you can trust the information and content being shared. You can easily search for our social media accounts online, or find them via the following social media handles:

- Facebook: @StAnthonyPoliceDepartment
- Twitter: @StAnthonyPolice
- Instagram: @stanthonypolice

### Use of video

We've been focusing on creating high-quality content for the public in more interesting (and sometimes more entertaining) ways. Video is a popular and easy way to share quick and helpful information. All of our CET Officers are developing video skills and are expected to contribute content for the community. We've made some small investments in technology and gear (such as phone apps and a tablet) to help officers collaborate more easily and produce material more quickly and efficiently. —Continued on page 8

*Update from Police Chief Mangseth, continued—*

We recently launched a new series of videos via social media that focus on our continuous Collaborative Reform work that began with the Department of Justice in 2017. The videos were released at the end of 2020, and will continue throughout 2021. Topics covered are body worn cameras, traffic stops, partnership with the Northeast Youth and Family Services Community Advocate program, and de-escalation and crisis intervention team techniques.



### Collaboration with **NineNorth**

The SAPD has recently revitalized a relationship with digital media production partner NineNorth (formerly CTV North Suburbs). Our video content will be streamed over NineNorth's platforms, which include their website, cable channels, and social media accounts— in addition to the SAPD's social media accounts and department news page at [savmn.com/PDNews](http://savmn.com/PDNews).

Our goal is to reach more community members and make information from the SAPD even more accessible. Our work with NineNorth began late in 2020, and content is expected to be available this year— stay tuned! ■

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