From: Kyle Demmin
To: Claudia Ortega
Subject: Re: Template Comment Responses
Date: Friday, April 26, 2019 3:33:04 PM
Attachments: Safety Tip #16.png

Not a problem!

I know you just posted for the event, but I wanted to share a new social media post that my team put together called 'Safety Tip'. This is part of larger series of 'Safety Tips' that our Agencies are sharing directly with their communities through Social Media platforms and Neighbors Portal. I've attached the graphic to this email and below is some suggested copy that you can pair with the post. Please feel free to customize the copy however you'd like. Let me know if you have any thoughts or even suggestions for future Safety Tips.

"There are many ways to protect your property. Security cameras can be a great first line of defense to both deter crime and capture suspicious activity.
Join us on the Neighbors App to receive real-time crime and safety alerts directly from us and your neighbors. Text lamesapd to 555888 to download the free app today!"

Would this be something you would be interested in posting on Facebook/Portal next week to continue to drive engagement/value on Portal?

On Fri, Apr 26, 2019 at 3:26 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Awesome! Thank you for the break down.
>
> **From:** Kyle Demmin [mailto:kyle.demmin@ring.com]
> **Sent:** Friday, April 26, 2019 3:25 PM
> **To:** Claudia Ortega
> **Subject:** Re: Template Comment Responses
>
> Hi Claudia,
>
> Happy Friday to you as well!
>
> Just saw the prescription event post go out, thank you for posting that. When the post goes out, on your end it'll be tagged as "crime" but this then goes through our moderation process before it goes live to the users. Therefore that post won't be seen by the public until it's passed through moderation and has been categorized correctly.
>
> Does that help? Please let me know :)

Thanks!

On Fri, Apr 26, 2019 at 3:13 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Kyle,
>
> Happy Friday!
>
> Question, is there a way to post an event without it going out as a Crime Alert? I noticed it goes out as a crime alert first then changes to safety. But if there was an option we could select before posting would be nice. Let me know your thoughts.
>
> Thank!
>
> Claudia
>
> **From:** Kyle Demmin [mailto:kyle.demmin@ring.com]
> **Sent:** Friday, April 19, 2019 9:06 AM
> **To:** Claudia Ortega
> **Subject:** Re: Template Comment Responses
>
> Hi Claudia,
>
> Happy Friday! So far La Mesa PD has generated 79 downloads with the text code. That's a great start. Did you end up picking a winner from the contest?
>
> I was looking at the La Mesa PD facebook page this morning and noticed that you guys are having an Prescription Drug Take Back Day on April 27th. That post is a great example of an upcoming event that you should post on to the Neighbors Portal as well! We've seen a lot of our agencies posting upcoming events on Portal and that has increased the engagement levels and ultimately increases the attendance of those events.

On Fri, Apr 19, 2019 at 7:20 AM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

Hi Kyle,

Thank you for this. I think we have been able to get info out to more residents who may not use our other platforms.

Were you able to see how our giveaway did, in regards to downloads?

Best Regards,

Claudia

From: Kyle Demmin [mailto:kyle.demmin@ring.com]
Sent: Thursday, April 18, 2019 2:52 PM
To: Claudia Ortega
Subject: Template Comment Responses

Afternoon Claudia!

Hope you're having a great week. I wanted to reach out and send over an excel spreadsheet that has a list of comments that we developed with PIO's across the country. Agencies have stated a need for this and I wanted to make sure I sent this over.

Please see attached for the excel sheet. Do you think this will be helpful for La Mesa?

You've done a great job over the last few weeks with the Posts. Have you found those to be effective?

Thanks!

--

Kyle Demmin

Partner Success Manager
kyle.demmin@ring.com
714-381-6291

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www.ring.com

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Neighbors Portal Resource Center

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