



Police Department News Release
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Roanoke County Police Tweet Along

(Roanoke County, VA) – Across the nation law enforcement agencies are utilizing social media sites as a way of outreach with the communities in which they serve. We at the Roanoke County Police Department have also been utilizing social media sites for many years. Last year, we started a Twitter account and have been utilizing it in various ways to continue our outreach. One of the most popular trends out there in social media today is that of a "tweet along". A tweet along is a virtual ride-along with a police officer during their shift. By hosting our own "tweet along" we hope to increase our community engagement, our public education efforts, and show the community what a day is like for a police officer in their community.

Our "tweet along" will be Thursday June 25 from 2pm - 11pm and the tweets will come from the @RoCoPD twitter account with the hash tag #RoCoPDTweets. However, leading up to the ride-along we want to interact with our followers and allow them to have a hand in some of the things that will happen that day. First, from Wednesday June 3rd - Sunday June 7th they can choose what the officer brings to the daily briefing. The officer will be bringing doughnuts and followers can vote for Dunkin Donuts or Krispy Kreme. Second, we will let the followers vote between Monday June 8th and Sunday June 14th what type of police car the officer drives - a Ford or Dodge. Lastly, Between Monday June 15th and June 21st we will let them choose which side of the county they want the officer to work - North or South. That will all lead up to the tweet along itself again on June 25 from 2pm - 11pm. During the tweet along itself followers can ask questions and engage with the officer throughout their shift. The police department is excited about this opportunity to further its community policing efforts and maintain the high level of support it already receives from the community.

If you have any questions about the tweet along contact Sgt. Jeffrey Johnson at (540) 777-8689 or JJOHNSON@roanokecountyva.gov.

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