

Disaster Recovery Information Exchange (DRIE)

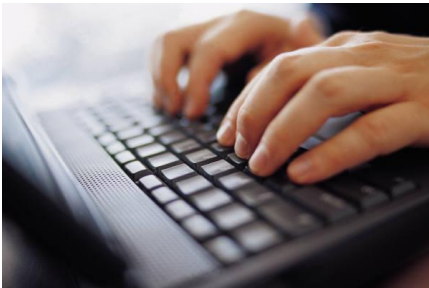
Lunch and Learn Presentation Series

Date: March 19, 2014

Time: 11:30 to 12:00 lunch
12:00 to 1:00 presentation

Location: Fort Gibraltar (Partners Room, 2nd floor of the La Maison Du Bourgeois), 866 St. Joseph Street in St. Boniface. St. Joseph runs north off Provencher Blvd between Taché Avenue and Langevin Street. For a MAP to Fort Gibraltar, please click [HERE](#).

Social Media use in Crisis Communications



The use of social media in crisis/emergency communications offers opportunities to instantly connect with your organization's internal and external stakeholders and facilitate situational awareness during response and recovery. Natalie Aitken, Detective Sergeant of Winnipeg Police Service's Public Information Unit will share the impact social media use has had for the Winnipeg Police Service, their use of different social media platforms (website, Twitter and YouTube) and analytics software and discuss the resources required to sustain and manage an effective social media presence.



About the Presenter

Detective Sergeant **Natalie Aitken** joined the Winnipeg Police Service in 1998 and is currently in her 15th year of service. For the first four years of her career Natalie worked as a Uniform Officer in Division 11 and eventually acted in the role of a Field Training Officer. Natalie was fortunate later to have been given the opportunity to work in a number of different units including; Domestic Violence, School Education and Crime Prevention. In April 2009, Natalie was selected to the Training Division

where she worked as an instructor and the Field Training Program Manager for the Service. In May 2010, Natalie was selected into the Public Information Unit where she worked until she was promoted in April 2012, returning to Division 11 as a street supervisor. In May 2013, Natalie returned to the Public Information Unit and manages a team of four police and staff members. She has been instrumental in the Service's adoption of social media and broader efforts to improve the manner in which the Service shares its stories/story and engages the community.

James Ham, Communications Coordinator with Winnipeg Police Service will also attend the presentation and be available to answer questions attendees may have. James manages the Service's internal and external web properties and is an integral cog in the organization's social media efforts. He has researched best practices and policy while planning for the services' social media launch. James has been with Winnipeg Police Service for the last 11 years. Prior to joining the Service, he was employed as a Communications Manager at Assante Asset Management, Senior Communications Specialist at Great-West Life and Online Editor at Farm Business Communications (a Division of United Grain Growers) where he led the creation of one of Canada's first online news services: <http://www.agcanada.com/>. In addition to many local and national writing credits, he has also produced award-winning creative as a freelancer working for such organizations as Investor's Group, National Leasing and the Construction Safety Association of Manitoba. He specializes in brand management, online communications, social media and speech writing.



For more information, connect with Winnipeg Police Service:

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