

**CAPSTONE RESEARCH:**

**ONEIDA POLICE  
DEPARTMENT**

THE ONE PR

Zoe Jurmann, Grace Guido, Peri Friedman, Ashley Broderick & Erin Mayk

*The One*  
**PR**



# MEET THE TEAM



**Grace Guido**



**Ashley Broderick**



**Peri Friedman**



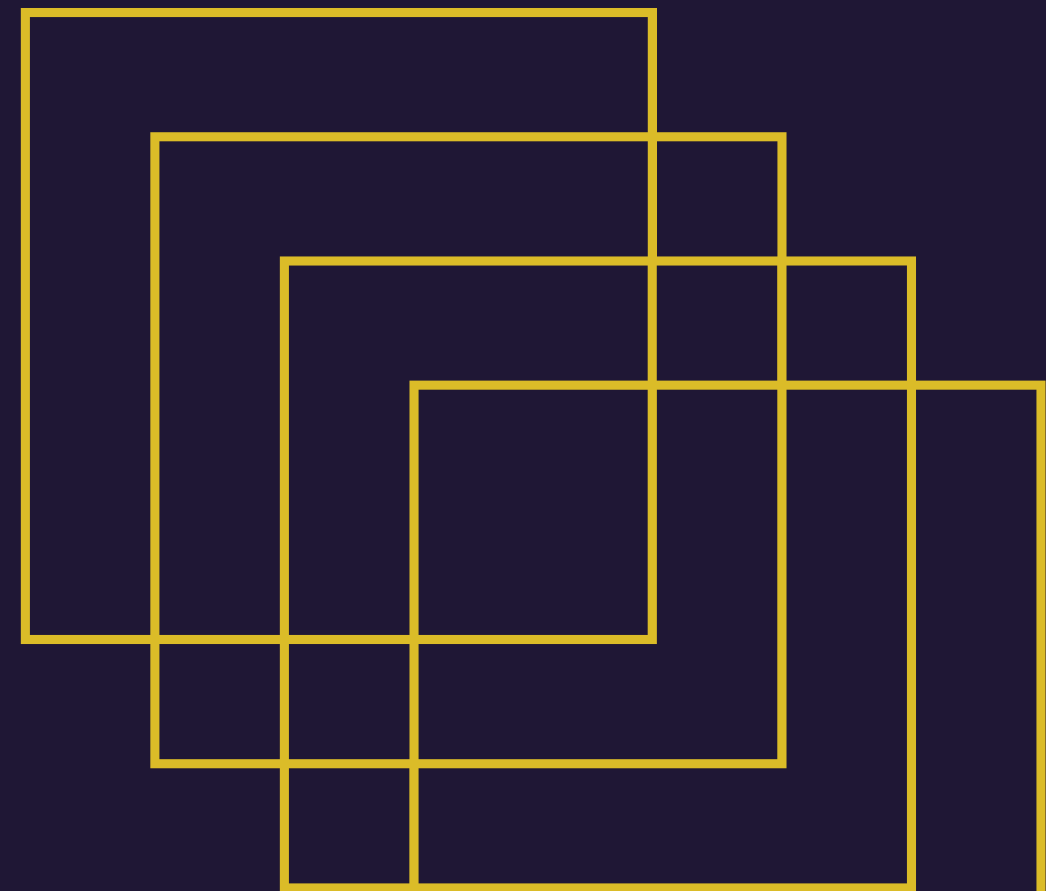
**Zoe Jurmann**



**Erin Mayk**

# TABLE OF CONTENTS

1. ORGANIZATIONAL BACKGROUND
2. SWOT ANALYSIS & DESCRIPTION
3. AUDIENCE PERSONAS
4. GOALS & OBJECTIVES
5. STRATEGIES & TACTICS
6. BUDGET
7. SPEC CREATIVE
8. EVALUATION
9. CONCLUSION





# ORGANIZATIONAL BACKGROUND



- Oneida Police Department serves Madison County
  - Roughly 10,329 citizens in a 22-square-mile radius
- Mission: “to protect life and property through the enforcement of laws and the providing of service to the community”
- Indicator crimes (domestic violence and theft) are the issues most commonly reported
- 28 sworn-in officers split between: support services, criminal investigations, and protocol divisions
- Received funding from the Department of Justice in 2021 as part of the Rural Violent Crime Reduction Initiative
  - Funding has been in effect since May 2023
  - Able to make a hot-spot map Central New York with 5 years of data





# SWOT ANALYSIS

## STRENGTHS

- **Passionate about the community you serve**
- **Have a larger force than they have had in the past**
  - **Went from 25-28 agents**
- **Received funding from the DOJ in 2021**

## WEAKNESSES

- **Budget for community outreach is only \$1,500**
- **Don't have an already established relationship with the youth you are trying to reach**
- **Outdated social media presence**

## OPPORTUNITIES

- **Facilitate updated youth programming**
- **Educate the public as to how to be self-sufficient crime reporters and where to find important information/pamphlets**

## THREATS

- **The FOIL Act and its impact on Department social media comment sections**
- **The evolving perception of police officers throughout the country**

# AUDIENCE PERSONAS

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## OUR AUDIENCES:

MOTHERS  
BUSINESS OWNERS  
HIGH SCHOOLERS

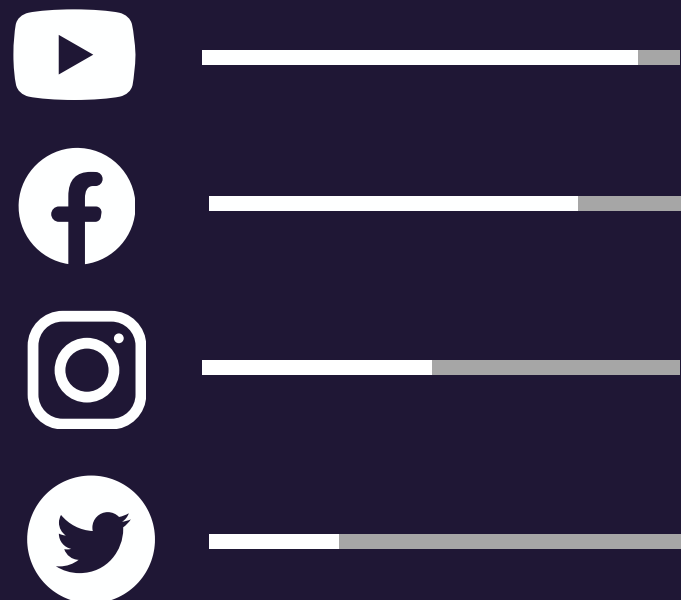


# Charlotte Smith

## DEMOGRAPHICS

Age: 45  
Gender: Female  
Race: White  
Household Income: 78,000  
Location: Oneida City, NY  
Occupation: Stay at Home Mom

## Media Usage



## PSYCHOGRAPHICS

- Not likely to trust large corporations or institutions
- Have children in generations Z and Alpha
- Cynical and easily swayed
- 67% of Gen X Americans trust the police

## INFLUENTIALS

- Helicopter parenting styles
- Motivated to protect her children and home



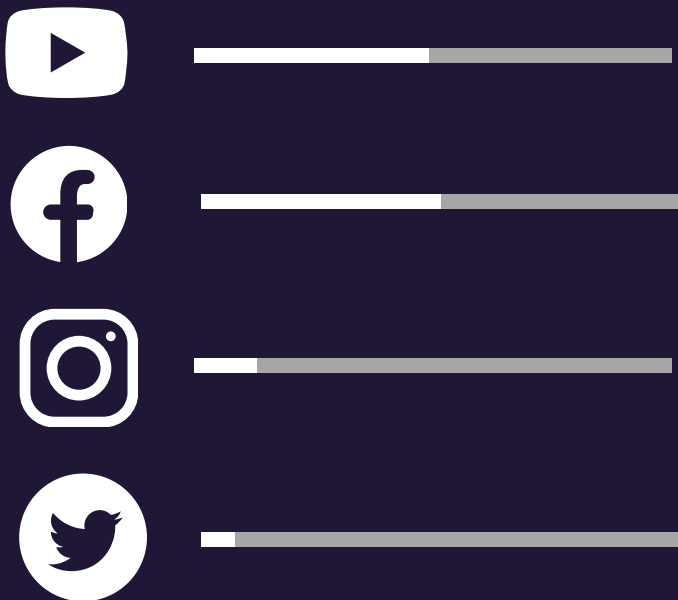


# Scott King

## DEMOGRAPHICS

Age: 75  
Gender: Male  
Race: White  
Salary: 49,000  
Location: Oneida City, NY  
Occupation: Small Business Owner

## Media Usage



## PSYCHOGRAPHICS

- 75% of Baby Boomers trust the police
- Value the workplace
- Emphasis on self-sufficiency
- Strong belief in the American Dream
- Want safety for their shops and homes
- 727 Boomer owned business in Madison County

## INFLUENTIALS

- Strong religious connections
- Continue working long after retirement
- 20.5% of Madison County population
- Strong connection to the community





# Chad Micha

## DEMOGRAPHICS

Age: 16

Gender: Male

Race: White

Salary:

Location: Oneida City, NY

Occupation: High School Student

## Media Usage



## PSYCHOGRAPHICS

- Upbringing strongly influenced by Covid-19
- Resilient and competitive
- 43% of Gen Z trust the police
- Strong focus on getting an education
- Lack a “job-for-life” mentality

## INFLUENTIALS

- Still learning and growing
- Hard working and striving to make a difference in the world
- Believe in the American Dream
- Strive for freedom





# GOALS & OBJECTIVES

## Goal:

Establish a positive, two-way relationship with 16-24 year olds in Oneida



## Objective 1:

Increase engagement with 16-24 year olds on social media by 15% within six months



## Objective 2:

Increase positive public perception of the OPD among 16-24 year olds by 15% within six months





# GOALS & OBJECTIVES

## Goal:

Create brand awareness of the OPD among Oneida citizens



## Objective 1:

Increase awareness of OPD brand elements by generating 5,000 social media impressions within three months



## Objective 2:

Increase positive perception of the OPD's branding by 15% within six months



# STRATEGIES & TACTICS

**Strategy #1:** Increase engagement with young people (16-24 years old) in the community through social media

## Tactic:

Using social media platforms like Instagram and TikTok, the Oneida Police Department can post content that will reach a wider audience.

## Tactic:

Creating content using trending hashtags and trends will help engage young people in the area.

## Tactic:

Social media planning apps will help create a solid plan and less stress for the Oneida Police Department staff. We can plan our content for weeks in advance and only have to worry about posting time-sensitive new content, i.e., the crime report and police blotter

# STRATEGIES & TACTICS

**Strategy #2:** Create and use branded content to follow a cohesive tone for the Oneida Police Department.

## Tactic:

Create brand guidelines to standardize visual and written communications.

## Tactic:

Using the colors and already branded information we have, create a group of templates for our staff to post their content.



# STRATEGIES & TACTICS

**Strategy #3:** Interact with community members in person to reach a more significant percentage of the population of Oneida

## Tactic:

- Self-defense event
- Fall event
- Narcan event

# KEY MESSAGES

**The Oneida Police Department is committed to youth safety and integrating young people into the community. This is achieved when the community comes together to support their local Police Department**

**The OPD's mission is to provide safety and protection to the citizens of Madison County, New York. Our team of officers, detectives, and captains are all community members who understand the importance of public safety.**

**The OPD wants to create an environment within the community where citizens feel comfortable and equipped to self-report crimes, knowing the OPD will help them.**

# BUDGET SUMMARY - \$1500

## Social Media

### Costs

- Scheduling posts
- Social listening tools
- Staff time

### Materials

- Sendible (schedule posts & social listening)

### Total:

\$30/month (Sendible)  
= \$360/year

## Branding

### Costs

- Website updates - Civic Plus
- Labor costs - police staff deciding website information
- Labor costs - brand guideline creation

### Materials

- Civic Plus (website updates)
- Canva (graphic content)

### Total:

\$400/year (estimated Civic plus)  
\$120/year (Canva pro)  
= \$520/year

## Events

### Costs

- Labor costs - planning and event efforts
- Educational materials
- Facility costs
- Advertising costs

### Materials

- Event flyers and signs
- Take-home items:
  - Self-defense alarm key chain, whistle, etc.
  - Narcan samples

### Total:

\$80 (printing)  
\$540 (event take-home items)  
= \$620/year



# CREATIVE OVERVIEW

**Brand tone:** The OPD should maintain an informational tone while also interacting with your residents to have your social media platforms serve as a two-way communication system.

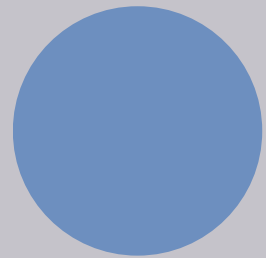
**Voice:** OPD's voice should be authoritative and empathetic to the citizens and the crimes you address.

**Vision:** We hope that by effective messaging and an increased social media presence, you will foster more transparent communication with your citizens while also creating self-reliance in your communities by equipping the citizens with tools and information about self-reporting.

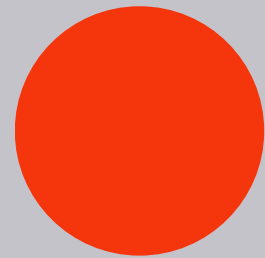
# BRAND GUIDELINES

## Colors:

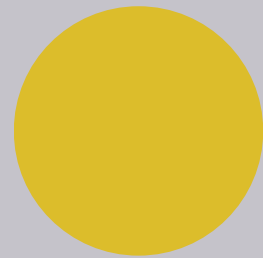
- Primary Colors: Navy, Yellow, White
- Secondly Colors: Light Blue, Red, and Green



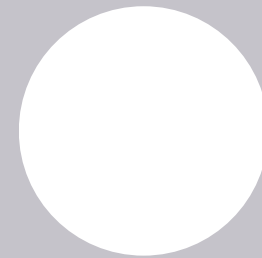
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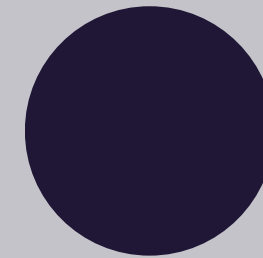
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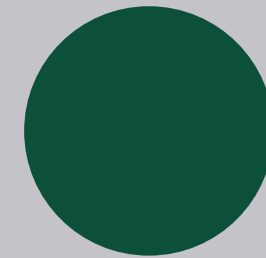
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#FFFFFF



#1F1735



#0D5039

## Fonts:

- Canva: League Spartan, PT Serif
- Word/Powerpoint: Times New Roman

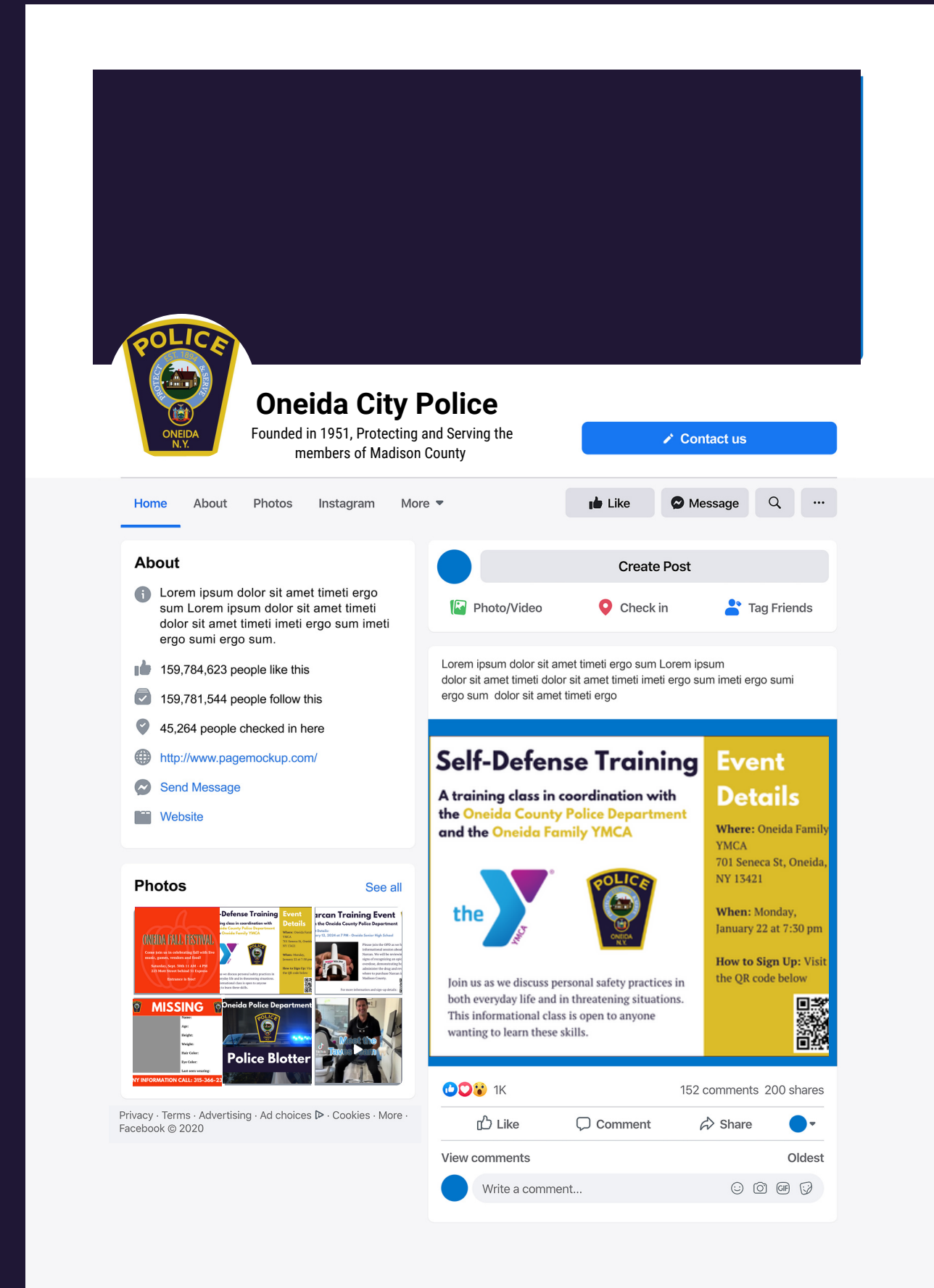
**Logo:** Badge

**Image Guidelines:** Images should be of good quality, not blurry. Free images can be sourced on websites such as Unsplash. Sites such as remove.bg can take the background out of any photo. Images used for social platforms should also not be graphic or offensive to a reasonable person.

# SOCIAL MEDIA PROFILE MOCK-UPS



Instagram



Facebook

# UPDATES TO THE WEBSITE HOMEPAGE

2023 UNOFFICIAL ELECTION RESULTS



City of Oneida, NY

The official website of the City of Oneida, NY

Home

Contact Us

Search

Government

Departments

Our Community

Resources

Police Department

Welcome to the City of Oneida Police Department

Oneida City Police Department Mission Statement:

The Mission of the Oneida City Police Department is to protect life and property through the enforcement of laws and the providing of service to the community. The department is responsible to maintain order, address quality of life issues and to promote a community partnership that works together in the prevention and investigation of illegal activity and the safety to neighborhoods and businesses. The department recognizes the importance of treating each person in a fair and impartial manner and to treat each person with respect.



Staff Contacts

<a href="#">Steven Lowell</a>	Chief of Police	315-363-9111	<a href="mailto:slowell@oneidacityny.gov">slowell@oneidacityny.gov</a>
<a href="#">Matthew Colella</a>	Assistant Chief of Police	(315) 363-9111 Ext. 111	<a href="mailto:mcolella@oneidacityny.gov">mcolella@oneidacityny.gov</a>

Police

Forms and Information

NYS Court System / Justice Center

Overnight Parking Information

Police Blotters

Find Us Online



Contact Information

Address:

Oneida Police Department

108 Main Street #1630

Oneida, NY 13421



# COMMUNITY EVENTS FLYERS

## Self-Defense Training

A training class in coordination with the **Oneida County Police Department** and the **Oneida Family YMCA**



Join us as we discuss personal safety practices in both everyday life and in threatening situations. This informational class is open to anyone wanting to learn these skills.

## Event Details

**Where:** Oneida Family YMCA  
701 Seneca St, Oneida,  
NY 13421

**When:** Monday,  
January 22 at 7:30 pm

**How to Sign Up:** Visit  
the QR code below



## ONEIDA FALL FESTIVAL

Come join us in celebrating fall with live music, games, vendors and food!

Saturday, Sept. 30th 11 AM - 4 PM  
223 Mott Street behind 31 Express

Entrance is free!



\*Creating a fall-themed flyer still using colors in the OPD badge

# TEMPLATES FOR SOCIAL POSTS

	<h1>MISSING</h1>	
	Name:	
	Age:	
	Height:	
	Weight:	
	Hair Color:	
	Eye Color:	
	Last seen wearing:	
<b>ANY INFORMATION CALL: 315-366-2311</b>		



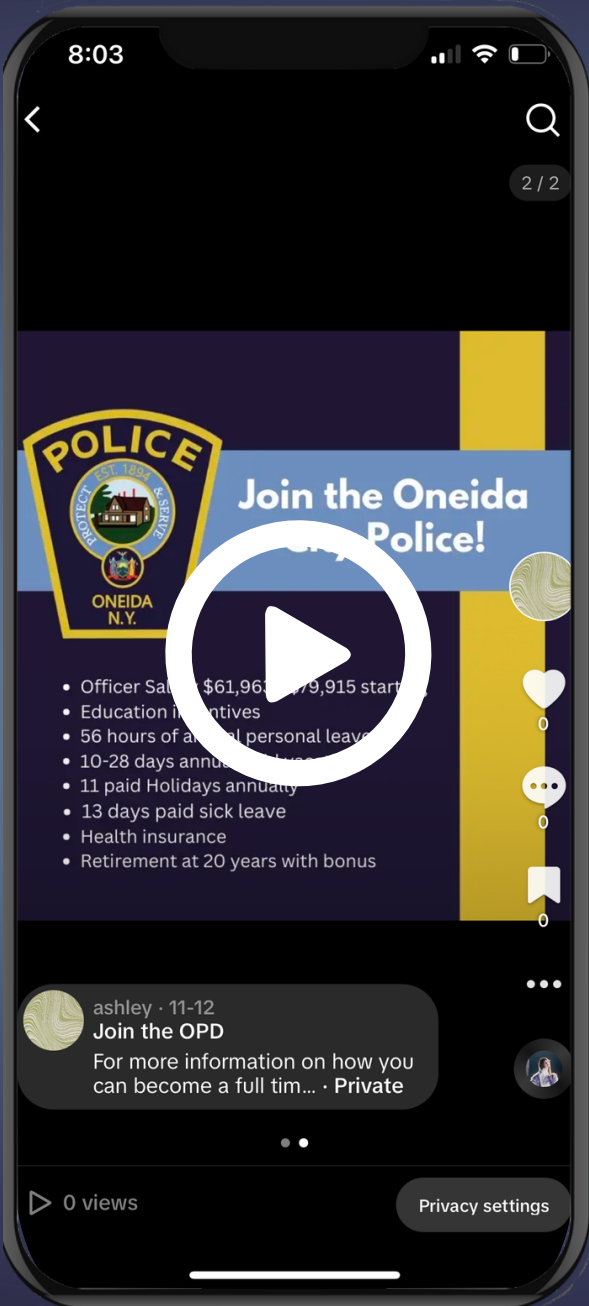


# TIKTOK CONTENT

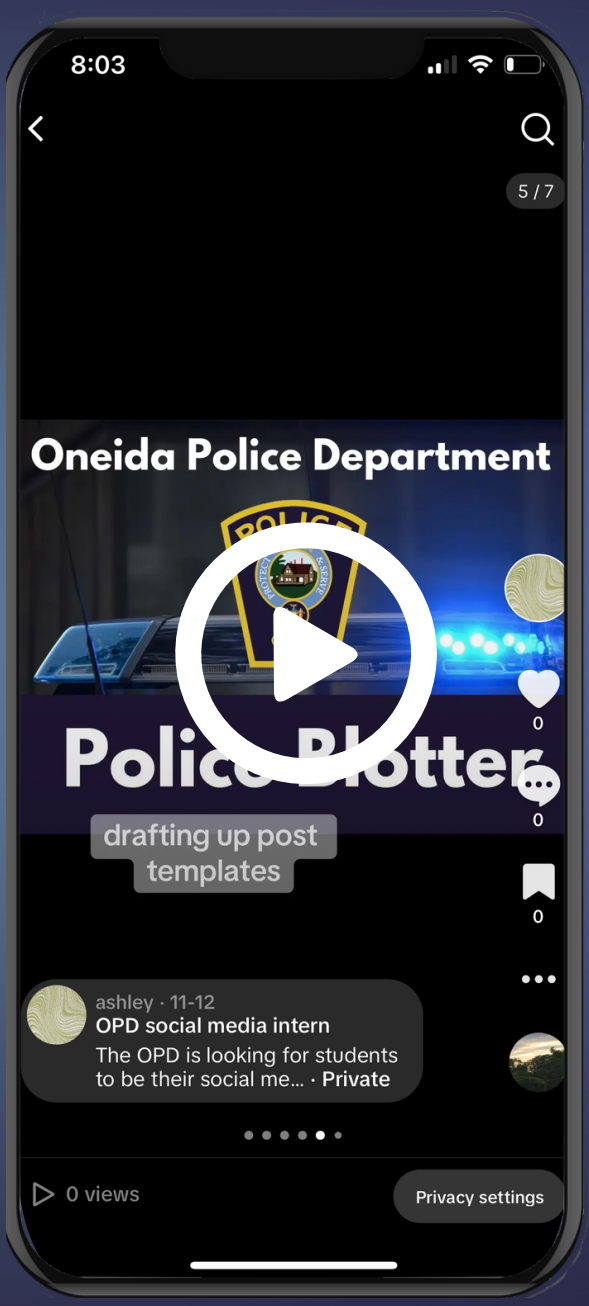
Feature Events



Recruitment Efforts



User Generated Content  
via Intern or Police



Cross-sharing  
educational/safety tips



# EVALUATION - STRATEGY 1

**Tactic:** Post regular content cross-platform

**Eval:** Gain 200 new followers on Instagram and 100 followers on TikTok within three months of implementation.

**Tactic:** Utilize trending hashtags and trends

**Eval:** Calculate the engagement rate per post. An engagement rate between one and two percent will indicate successful engagement.

**Tactic:** Use social media scheduling applications to plan content

**Eval:** Have a built-out content calendar for three months of social content on platforms (Instagram, TikTok, Facebook).



# EVALUATION - STRATEGY 2

**Tactic:** Create brand guidelines to standardize visual and written communications.

**Eval:** Conduct a before and after survey among Oneida citizens to gauge how effective the brand guideline implementation was in creating standardized communication.

**Tactic:** Generate branded templates for consistent and cohesive social media content.

**Eval:** Conduct interviews with Oneida citizens to understand perceptions about cohesiveness and consistency on TikTok, Instagram, and Facebook.



# EVALUATION - STRATEGY 3

**Tactic:** Host a self-defense event, educating the local community on the importance of self-defense and vigilance.

**Eval:** Attract 50 attendees to the event utilizing digital and physical signage of graphics and flyers created.

**Tactic:** Create more publicity around the established Oneida Fall Fest.

**Eval:** Increasing attendance by 100 attendees from the previous year and aligning the promotional information with brand guidelines.

**Tactic:** Narcan Event

**Eval:** Accumulated 25 sign-ups from promotional QR codes and achieved an extended partnership with local high schools through the event. Send out a follow-up survey to attendees with questions measuring event impact: how much attendees learned, OPD brand awareness, and participant's relationship with OPD.

**THANK YOU!**

*The One*  
**PR**