

Personalized Social Media Public Service Announcement Videos

Produced through the Interaction Insight Corporation Sponsorship of the NJSACOP and Subsidized by Interaction Insight Corporation

What they are

In today's fast paced digital world, dialoging with the people you serve using social media is as necessary as communicating by telephone has always been. The eternal challenge this presents, however, is in developing relevant, useful content on an ongoing basis. Personalized PSAs are monthly, ultra-high quality, custom-produced videos that deliver safety tips and other important information to your community and fan base. Featuring department personnel on camera and branded to your agency, these videos not only keep your viewers in the know, but **keep you and your department front and center, active in the social media conversation** in a way you simply cannot be otherwise.



Topics covered

Our career video producers constantly have their ear to the ground when it comes to developing impactful and relevant messages for you to personally deliver in these videos. The following are only a few of the topics currently in the production pipeline:

PREPARING YOUR HOME FOR A STORM • PROTECTING YOUR CHILDREN WHILE SURFING THE INTERNET • PROTECTING YOURSELF FROM IDENTITY THEFT • HAZARDOUS MATERIALS IN YOUR HOME • PROPER INSTALLATION AND USE OF A CAR SEAT • WHAT CONSTITUTES AN EMERGENCY / WHEN TO CALL 911 • TELEPHONE SCAM AWARENESS • ONLINE PHISHING AND SCAM AWARENESS • BURGLAR-PROOFING YOUR HOME • PROPERLY VETTING A BABYSITTER YOU ARE CONSIDERING • SECURING YOUR HOME WHILE TRAVELING • HOME GUN SAFETY • PROTECTING YOURSELF AGAINST PUBLIC SERVICE IMPOSTORS • BASIC STRANGER DANGER FOR KIDS • SUMMER SAFETY TIPS - SWIMMING, BOATING, PLAYGROUND • PARENTS RESPONSIBILITIES FOR UNDERAGE DRINKING • WHAT TO DO IN CASE OF A CAR ACCIDENT • DEALING WITH BULLYING • HOW TO HANDLE YOURSELF WHEN YOU GET PULLED OVER • TRICK OR TREATING SAFETY • HOLIDAY TRAVEL SAFETY • HOLIDAY DECORATIONS SAFETY

Where to post/show your videos

While the possibilities for exposure on the Internet are unlimited, here are just a few suggestions on what to do with your videos once produced: Post on your department website • Post on your standard blog or video blog • Post on your YouTube Channel • Post on your LinkedIn profile • Send out via SMS text • Tweet them out • SwiftReach/Nixle/Reverse 911 them out • Post on Chamber website • Post on other local websites, like Patch • Embed in the signature of every PD Officer/Employee/Municipal employee • Show in all town schools • Post on all town schools' websites • Show in the lobby of the Mayor's office • Show in the lobby of the PD • Show in the Community Center • Broadcast on local cable

Pricing

Thanks to the group purchasing power of the NJSACOP and separate subsidies made by Interaction Insight Corporation in exchange for a mention at the end of each video, these videos are priced at a fraction of what it would cost to produce these on your own. The fees listed are based on recording the video at the monthly NJSACOP meetings - a separate charge may apply for on location shoots.

7 + months	\$275 each
4 to 6 months	\$300 each
3 months or less	\$375 each

Getting started

To start getting your agency into the social media conversation using these personalized PSAs, simply speak with the representative who supplied you with this sheet, or call Video Marketing Group directly at 201.424.5168. Sample videos can be viewed on www.PersonalizedPSAs.com.

Group Rates through



The NJ State Association
of Chiefs of Police
www.njsacop.org

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GETTING YOU CLOSER TO YOUR CUSTOMERS
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800.285-2950 ext. 113
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