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# MIDDLETON POLICE DEPARTMENT

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*Brad Keil - Chief of Police*

## **MEDIA RELEASE**

March 7, 2013

### **Middleton Police to participate in first-ever Global Police Tweet-a-Thon**

On Friday, March 22<sup>nd</sup>, the Middleton Police Department will join law enforcement agencies around the world connecting via Twitter to participate in a 24-hour Tweet-a-thon to bring attention to the use of social media by law enforcement. Middleton is one of almost 100 law enforcement agencies participating from the United States, Canada, United Kingdom, Sweden, Iceland and Australia.

"We hope to give community members an opportunity to do a virtual ride-along, similar to the tweet-along that we held locally last year, in hopes of providing a glimpse of the daily activity and behind-the-scenes look at a typical day at the Middleton Police Department," said Social Media Manager Keith Cleasby. "On a larger scale, we hope our participation continues to positively influence the rapidly growing acknowledgement, acceptance and use of social media by public safety agencies around the world."

Middleton Police are planning to tweet all calls between 3pm and 11pm on March 22 and anyone interested in following the Tweet-a-Thon locally can simply follow [@MiddletonPD](#) on Twitter, like our [Facebook](#) page or log onto [www.MiddletonPD.com](http://www.MiddletonPD.com) to follow the Twitter feed there. Additionally, agencies across the world will all tweet using the same hashtag, **#polwt**, to create awareness about police work and issues police face as well as to promote the use of social media in policing.

"We are excited to bring together law enforcement agencies around the world in this first of its kind social media event," said Lauri Stevens, founder of [LAWs Communications](#) and organizer of the Global Police Tweet-a-thon. "We hope it sends the message to community members that their police officers are up to speed with social media and that they should use it as another means of communicating with local authorities."

For a list of participating agencies, please visit <https://twitter.com/ConnectedCOPS/police-tweet-a-thon-2013/members>.

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CF/kc

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