



New Social Media Service Enhances Dayton's Public Safety Communications

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A new social media service now in use by the City of Dayton offers a different approach to notifying citizens of community announcements, especially public safety advisories.

The free service, called Nixle, is similar to social media outlets like Twitter that provide subscribers with information via web, e-mail, and cell phone text messages. However, Nixle also offers the capability to direct messages to users in geographically targeted areas of the city, down to specific neighborhoods – a feature the Dayton Police Department says will be helpful in its crime prevention efforts.

“We see Nixle as an exciting new tool to inform citizens about public safety issues occurring not only citywide, but in their neighborhood specifically,” said Lt. Larry Faulkner. “For example, if there is a rash of thefts in one particular area of the city, we can target a Nixle message to alert residents in that area to be on the immediate look-out. This way we quickly get important crime prevention information into the hands of citizens, and, by being more engaged and informed, citizens can help officers apprehend suspects sooner. The speed and precision of delivering electronic messages at the grassroots level will be an improvement over more traditional methods, like posting fliers, attending meetings, and word-of-mouth.”

Faulkner said Nixle can also be targeted to notify residents about issues like major traffic accidents, hostage negotiation incidents, hazardous material spills, water boil advisories, and other public safety threats.

“I encourage Dayton residents to register with Nixle so they can be among the first to learn about important issues facing our community,” said Mayor Rhine McLin, who recommended the service after attending a presentation at a recent U.S. Conference of Mayors event. “This is just one more way citizens can stay informed and involved in their city.”

Citizens can sign up to receive the public safety alerts and other general City of Dayton messages by visiting www.nixle.com. Once registered, users can adjust the settings to receive City of Dayton messages by phone, e-mail, or the Nixle website. The service is free for consumers as well as user agencies.

Agencies like the City of Dayton sending messages through Nixle must first complete a registration process with the service operator that validates them as an authentic government entity. Citizens subscribing to the service can then be sure the incoming messages are credible and reliable.

The public can also find the City of Dayton on these social media outlets: [Twitter](https://twitter.com/cityofdayton) (<http://twitter.com/cityofdayton>); [Facebook](https://www.facebook.com/pages/Dayton-OH/City-of-Dayton-Ohio/47806554955) (<http://www.facebook.com/pages/Dayton-OH/City-of-Dayton-Ohio/47806554955>); and [YouTube](http://www.youtube.com/cityofdaytonohio) (<http://www.youtube.com/cityofdaytonohio>)

