

MADE FOR LAW ENFORCEMENT

AFFORDABLE SOCIAL MEDIA MANAGEMENT,
MONITORING and ENGAGEMENT



Using MusterPoint to triage social media

You can use MusterPoint to ensure that your incoming enquiries comments and any searches are managed appropriately.

It's possible to assign route information such as intelligence and reports to the appropriate department or offices involved.

There are a number of functions that will ensure you have a full audit trail of all social media and media activity within MusterPoint.

You can assign mentions, search results and media inquiries to individual users and teams within the system.

Once you assign any of these in pieces of information there will be an audit trail that date and time stamps every item on the dashboard. An email will be sent to the other user to inform them that they have been assigned a message to deal with this then shows up on the dashboard and making deal with it appropriately.

If you need to send copies of information such as particular tweets you can use the emailing function which will email out a full copy of the tweet to anyone who is not in the system.

You can also tag any item social media on the dashboard which then indicates per category of your choosing. This is then visible to all users within the dashboard.

You can then produce reports that show which items have been tagged accordingly.

- Filter intelligence to officers
- Freedom of information requests assigned to the appropriate department
- Responses to appeals for missing or wanted persons sent to investigating officer
- Logged media inquiries assigned and archived

Our team comprises of crisis and emergency communication professionals. Our background is in the effective management of emergency and crisis situations in law enforcement and public safety



Royal Canadian Mounted Police

Gendarmerie royale du Canada



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