

# THE MAN BEHIND BANGOR POLICE DEPARTMENT'S VIRAL FACEBOOK PAGE SHARES 4 TIPS FOR GAINING FOLLOWERS

Credit for concepts to Lieutenant Tim Cotton of the Bangor Police Department



## IGNORE THE SOCIAL MEDIA PROS; LISTEN TO YOUR FOLLOWERS

When Tim started posting on Facebook, he received advice from social media professionals. Oh, your posts are too long, they'd say. You don't use enough pictures. But he didn't change his strategy. The page likes and post engagement numbers continued to climb.

## SURPRISE AND DELIGHT (WITH A TAXIDERMY DUCK)

The Duck of Justice is somewhat of a Bangor legend.

Years ago, the duck was killed illegally by hunters. The perpetrators were caught, and the duck, a victim of the crime, was stuffed. Through a series of transactions, Tim acquired the taxidermied duck, and he slowly started featuring it on the Facebook page.



## WIELD THE WEAPON OF SNARK RESPONSIBLY

When Tim started posting on Facebook, he had to determine the Bangor Police Department's voice.

Initially, he found people really responded to humor, but he didn't want to make fun of people or post silly videos all the time. He eventually determined how to strike a balance between snarkiness and kindness.

## READ EVERY COMMENT AND FOSTER A GENUINE COMMUNITY

Many social media experts will tell you not to get stuck in the comment weeds — take them with a grain of salt — but Tim scrolls through every single comment.

When he sees someone asking for help, he'll send them a quick message, or sometimes people will report crimes through the comments, and he'll follow up.



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