



Los Angeles County
Sheriff's Department

SANTA CLARITA VALLEY STATION

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www.lasd.org

News Release

Leroy D. Baca, Sheriff

On 03/27/2009 at 1:59pm the Santa Clarita Valley Sheriff's Station posted its first tweet, "@SCVSHERIFF: The Santa Clarita Valley Sheriff's Station is now on Twitter #SantaClarita." Since that day, the station has gained nearly 2400 followers on Twitter.

The Santa Clarita Valley Sheriff's Station and the Los Angeles County Sheriff's Department has remained on the cutting edge of law enforcement technology in order to better serve the residents of Los Angeles County.

You may remember having read that last year, after months of planning and development, the Santa Clarita Valley Sheriff's Station launched the first phase of the new Crime Prevention Unit (CPU). The unit was formed in direct collaboration with the city of Santa Clarita and the County of Los Angeles under the leadership and direction of Santa Clarita Sheriff's Captain Paul Becker.

Through the Crime Prevention Unit (CPU), we have recognized the extraordinary benefits in reducing crime by partnering with the community and keeping the public informed on how they can get involved with our crime prevention efforts. No one cares more about a specific area than the residents who live there. We have also recognized the fact that different people receive their information in different ways. For many people one of the best ways to receive information is via social media (i.e. Facebook, Twitter, Nixle, or the World Wide Web).

Currently the Santa Clarita Valley Sheriff's Station offers numerous methods for you to receive public safety and crime prevention information in a timely and reliable way. Armed with this information, you as a resident of the Santa Clarita Valley will be able to better protect yourself and your family. As the motto of the Crime Prevention Unit (CPU) states, "Knowledge Is Power." Technology is now allowing us as a Sheriff's Station to broadcast information directly to the news media and the residents we serve.

Twitter @SCVSheriff

Santa Clarita Valley Sheriff's Station's Twitter account is managed by the Crime Prevention Unit (CPU) who "tweets" information relevant to the Santa Clarita Valley several times a week. Our goal is to eventually expand so that crime prevention zone leaders will have their own Twitter feeds and will be broadcasting (tweeting) daily information.

www.Nixle.com (register for free)

Receive crime alerts and public safety information from Santa Clarita Sheriff's Station and local government agencies via your cell phone or email. This service is particularly helpful during an emergency situation. Visit the Nixle website to sign up for free. Encourage your friends and family to also sign up. Select Santa Clarita Valley Sheriff's Station community messages under options, and deselect any undesired defaults in order to only receive local messages.

Facebook

LASD's fan page has thousands of "friends" and is growing daily (www.facebook.com/LosAngelesCountySheriffsDepartment). Through the Crime Prevention Unit (CPU), Santa Clarita Valley Station plans to launch a station Facebook page in the future. Residents will then be able to receive important news and connect directly with Santa Clarita Valley Sheriff's Station.

www.santaclarita.lasd.org

In the beginning of June 2012, Santa Clarita Valley Sheriff's Station unveiled our new website. This new community-based website mirrors the look and feel of the Department's at www.lasd.org but is geographically and topic specific to the area in which Santa Clarita Valley Sheriff's Station serves. This website will be consistently updated with current information via the Crime Prevention Unit (CPU).

Another important aspect of partnering with the community is hearing what the community has to say. The Santa Clarita Valley Sheriff's Station encourages residents to immediately report any suspicious activity to the station at 661-255-1121, or for crimes in progress dial 9-1-1.

Our station has also had great success with residents utilizing the Los Angeles Regional Crime Stoppers program. By dialing 1-800-222-TIPS (8477), texting the letters TIPLA plus your tip to CRIMES (274637), or using the website <http://lacrimestoppers.org> you are able to report non-emergency criminal activity anonymously. Some of the most common tips we see involve locations where suspected narcotic activity is taking place, upcoming parties/gatherings where drug use and underage drinking will be taking place, or tips regarding unsolved crimes.

Staying informed helps keep our community safe. By partnering with the community and by the use of social media we are able to get this information out to you in a timely manner. Together we will send a loud and clear message to those people who choose to commit criminal acts -- Not in Santa Clarita! --

We ask that you keep this message saved and available, so that you may also utilize these services.

For Additional Information Contact:

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