



# SMC4 - Emergency Services

Emergency Services Social Media Capture, Control, Communication & Compliance



## AT A GLANCE

SMC4 enables Emergency Services to securely manage Social Media communications. SMC4 protects community relationships by offering a safe forum which is instantly scalable in time of need and emergency. SMC4 enables Emergency Services to share information and respond efficiently where seconds count.

## SMC4 Enables Emergency Services to harness the power of Social Media for public relations, crime prevention and criminal investigation

### Control

- Provides a secure platform to control all inward and outward Facebook and Twitter comments
- Automatically deletes profanity and other inappropriate communications ensuring brand control
- Provides public information and monitoring out of manned hours
- Listens, monitors and records activity from groups or users of interest
- Builds relationships with hard to reach members of the community

### Speed

- Scales instantly in times of emergency and need
- Instantly shares public safety messages
- Instantly identifies, prioritises, routes important Facebook and Twitter messages to the correct owner enabling faster and controlled responses

### Compliance

- Easily search and find old social media messages  
Automatically remove all inappropriate Facebook and Twitter communication
- Automatically delete inappropriate and offensive comments, providing a forum that is safe for all

### Business Key Benefits

- Adheres to Local and National guidelines on Social media
- Ensures good PR
- Regulates sensitive information shared with the public and their public responses, e.g.) profanity and harmful images
- With limited budgets, improves time to solve crimes by working effectively with communities to identify suspects

### Technical Key Benefits

- Scalable
- Straight through processing
- Automated workflow drives efficiency across the organisation
- Integration with existing CRM & ERP

## Reference: Regina Police Department – Reputation Protection

### More Information

[www.smcapture.com](http://www.smcapture.com)

### Contact

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