



Western States Sheriffs Association

President's Letter **September 25**

By: Erin Opsahl,
Grand County Sheriff's Office,
CO

Fall is in the air across many of our counties, and along with it comes excitement and anticipation for events and awareness campaigns that often bring our communities together.

Fall Festivals, trunk or treats, Coffee with a Cop Day, school events, Breast Cancer and Domestic Violence Awareness months, are just a few examples of opportunities for us to engage with those we protect.

Through the power of social media, our agencies are able to share the numerous and often creative ways we serve and support our communities. The photos we use and the verbiage we associate with them can have a lasting impact.

While not without its own issues that inherently come with the territory, the world of social media allows our agencies to build trust, ensure information

accuracy and transparency, and be personal and human with direct access to our audiences.

At times a great darkness looms over our profession, however there is a light shining brightly from many Sheriff's Offices throughout our nation. It can be seen in the often unexpected, unconventional and even simple acts of humanity expressed.

Every day Deputies are making a positive difference and impact on the lives of others. School Resource Officers are beloved mentors; they show up for Homecoming Pep Rallies, dress up with the kids for Halloween and even have their hair cut to support children fighting cancer.

Sheriffs are getting creative offering rides in patrol vehicles as auction items to support important topics like domestic violence prevention.

Our story reaches beyond the laws we have dedicated our lives to uphold. Precious opportunities that offer hope, excitement

and the building blocks of faith in humanity already exist and are present in the moments shared through your social media posts.

WSSA is very eager to see and share your Sheriff's Office highlights on social media. Please share the following information with your Public Information Officers and encourage them to reach out to WSSA with any questions or comments.

We would love to be tagged in all of your photos on your social media platforms.

Connect with WSSA on Social Media:

- Facebook
Western States Sheriffs-
www.facebook.com/profile
- X - @WesternSheriffs
- Instagram
@WesternStatesSheriffs
- Hashtags to Use
#WesternStatesSheriffs
#WesternStatesSheriffs
Association