

The Power of  
Social Media Intelligence  
for Public Safety

# Colophon

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*“Through social media intelligence, public safety agencies can identify and track evolving risks, detect misinformation, and engage with the public in a more targeted and timely manner.”*

International Association of Chiefs of Police (IACP)

*“By analyzing social media data, public safety agencies can gain real-time situational awareness, identify patterns, and make informed decisions to mitigate risks and enhance public safety.”*

Police Executive Research Forum (PERF)

*“Social media monitoring allows public safety agencies to proactively detect potential threats, monitor public sentiment, and engage with the community, enhancing their ability to prevent and respond to emergencies.”*

Federal Emergency Management Agency (FEMA)



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