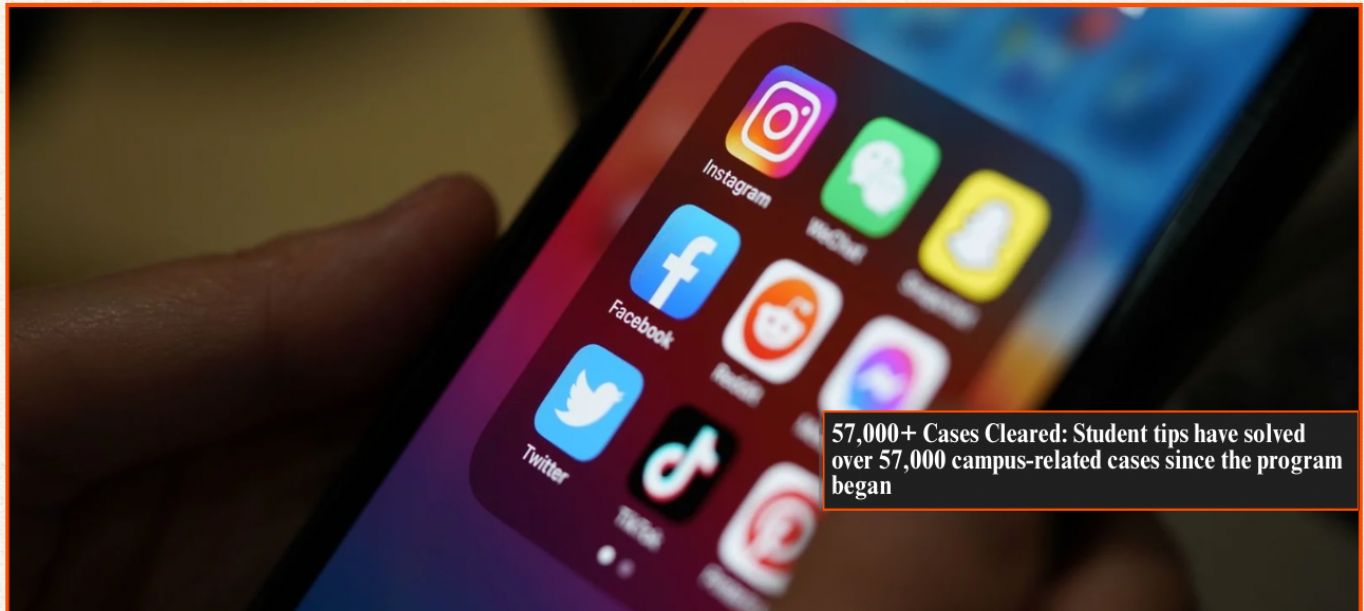


THE ANONYMOUS ALLY

Making social media into a shield for community safety

MARCH NEWSLETTER



Social Media: How it works

A silent anonymous tool

Many people still think of social media as a place where teens and adults can do trend and post personal updates. What we are seeing now is a evolution of social media platforms becoming a source of new and information somewhat of a **digital megaphone**. The primary issue in crimes is that they are overlooked not because people don't know it but, rather don't know how to report it. We can break that gap by building a bridge of solution. When people's feeds show them a organization willing to help them and even rewards them they **will report**. By spreading our message across social media platform we can be relatable to the viewer and our peers which in turn will encourage them to see us as friends rather than foes. We can highlight how easy it is to use the **P3 app** and in under 60 seconds we have explained how and when to use it. A direct result will be an increase in tips, awareness , and community outreach. Everyone has a smartphone so lets take advantage of it.



What our peers think ?

I think it's a good way to get the word out about the organization. When more people know it exists and that it's easy to access, they are more likely to report crimes, therefore creating a safer environment.

— Cooper Sykes , Dumas HS Student

How to report/tip How to send a tip

First: Use the app or web and visit P3Tips.com/1066 or use the P3 Tips app.




Second: Call the Hotline or Text 806-935-TIPS(8477)

Third: Submit Details & share what you know (Photos/Videos are welcomed)

Fourth: Get Paid: Save your ID & Password, Use them to collect your cash reward if your tip helps



Quick Facts

-  **Fact 1:** Tips are 100% Anonymous. No one will know you helped us.
-  **Fact 2:** \$7 million recovered (\$5M worth of Property and \$2M of drugs)
-  **Email:** 28abraham.garcia@disd.me