

**ALERT DEVELOPMENT  
BOARD MEMBER  
NOTICE**



**RE: Does your Police  
Force have an active Social Media presence?**

FAO: Caroline Jones

Organisation: Cheshire Fire & Rescue

Email: [cjones@cheshirefire.gov.uk](mailto:cjones@cheshirefire.gov.uk)

*(You are receiving this email circular because you are listed as a key contact involved with your organisations Neighbourhood Alert system including senior administrators and members of the Practitioners Group. If you feel you should not be on this list, please contact [mike@visav.net](mailto:mike@visav.net) and I will remove you.)*

Dear Caroline,

I am writing to let you know about our exciting new Social Media Monitoring, Management and Analysis tool; Social Sense.

Social Sense launched on the 1st July and has already caught the attention of many emergency service organisations, with Hampshire Constabulary, Thames Valley Police and Bedfordshire Fire & Rescue Service being our first customers.

Built specifically for the UK public sector environment, Social Sense can be accessed via the Alert [Rapport mobile tool](#) (integrated with your Alert system), as well as via the custom built Social Sense mobile and desktop screen. The cost effective pricing model enables you to benefit from plugging in all your social feeds and users.

We have a large number of potential customers currently enjoying our 30 day free trial. We would be delighted to offer you the opportunity to trial and test the tool we believe is the answer to monitoring, managing and analysing Social Media.

If it is not your role directly, could you please share this email with your Heads of Comms / Digital Leads.

If you would like more information please let me know, follow us on Twitter @uksocialsense or visit our Social Sense webpage - <http://www.uksocialsense.co.uk>

I look forward to hearing from you and thank you as ever for your support.

**Mike Douglas**

*Director: Neighbourhood Alert Project*

**VISAV Ltd.**

Sherwood Business Centre  
616a-618a Mansfield Road  
Sherwood  
Nottingham

---

NG5 2GA  
Company No: 04511143  
Data Protection Registration: Z8862537

Web: [www.neighbourhoodalert.co.uk](http://www.neighbourhoodalert.co.uk)  
Brochure: [www.neighbourhoodalert.co.uk/brochure](http://www.neighbourhoodalert.co.uk/brochure)  
Email: [mike@visav.net](mailto:mike@visav.net)  
Tel: 0115 9245517 Extn. 224  
Mobile: 07771 557788

This message may contain information which is confidential or private in nature, some or all of which may be subject to legal privilege. If you are not the intended recipient, you may not peruse, use, disseminate, distribute or copy this message or any file which is attached to this message. If you have received this message in error, please notify the sender immediately by e-mail, facsimile or telephone and thereafter return and/or destroy the message.