National Dog Day 2020
Get ready for cute dogs!
Process

• Getting Leadership Support
  • K9 Office
  • Specification of Request – Quality of Photo

• Benefits to the Agency
  • Elevate TSA’s Explosive Detection Canine Program
  • Increase Engagement and Followers
  • Increases Reach for Agency Topics
  • Generate Positive Press
Coordination

• Involved coordination across TSA
  • EDCP team
  • SCPA (Public Affairs)
    • Web and Apps Team
    • Media Team
  • Airports

• Constant Communication

• Uniform Policy Branding
• Goal: Identify the cutest explosive detection canine for 2020

• Three steps:
  • Collection of photos and information from handlers
  • Internal voting (IdeaFactory)
  • Public voting (Social Media Platforms)
TSA’s Cutest Canine Contest

• Across 4 platforms (TW, FB, IG, LI)
• Voting
  • 24 hours for each voting period
  • Could only vote on TW and IG
    • FB/LI poll issues – could comment
• Three rounds
  • 2 semifinalist rounds; 1 final round
  • Engaged spokespeople and other DHS components to promote voting
CONGRATS KAJLA

Daniel K. Inouye International Airport (HNL)
• Focus on the EDCP for the entire week
• Different topic for each day
• IG stories quiz
• Wallpaper Wednesday
Examples – Instagram

We’re un-leashing a few honorable mentions. Uddi-mutt-ly these adorable hard working pups didn’t make the finals in this year’s Cutest Canine competition, but we wanted to make sure to give a round of a-paws for Shadow-Shaw (SJU), Lexi (DFW), Mirko (GRD), Jace Jade (PDX), HhIlbert (DFW), Bob (ATL), Figor (MDW), Nirvana-Alona (LAS), Tyson (DFW).

These pups have a lot of pet-tential and never miss an op-paw-tunity to put forth their best effort. TSA’s explosive detection canines are trained to detect a variety of explosives based on intelligence data and emerging threats. Cargo

Liked by ausairport and 4,943 others

AUGUST 25

Add a comment...
Examples – Instagram Stories

1. Tap
2. Hold
3. Screenshot
4. Enjoy!
Examples – Twitter

While you may be used to seeing our K9 teams at the airport, they are also deployed to work with cargo, trains, maritime security, and more! In these situations, we rely on our incredible partners across the transportation sphere to ensure the safety of the traveling public.

Bella-Bell is a 4yr-old German Short-Haired Pointer, named after Nina Bell, who tragically perished on 9/11/2001. Bella-Bell works alongside her fellow K9s like:
- Addo (Belgian Malinois)
- Rasl (Labrador Retriever)
- Rudo (German Shepherd)
- Kuba (German Short-Haired Pointer)
Examples – Facebook

**Transportation Security Administration**

*August 25 - *

**VIDEO:** Learn what it is like to be an explosives detection canine handler providing security for travelers at airports and being on the frontline of protecting our nation’s transportation systems.

https://youtu.be/80yCRE9P4Gw

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**Transportation Security Administration**

*August 26 - *

Roll out the red carpet. Gather the fanfare. It’s time to announce the winner of the 2020 TSA’s Cutest Canine Contest.

Congratulations Kajla from Hawaii Department of Transportation Daniel K. Inouye International Airport.

Kajla is a 5-year-old Vizsla, who works with her handler Penny in Honolulu! She has been a TSA K9 for 4 years, and is planning many more working years before she retires. Kajla LOVES to play with her squeaking tennis ball and rope toy. The only thing better? When she gets to retire and get as much attention from as many people as possible, all at the same time! But for now, please remember to not pet TSA K9s while they are working.

#NationalDogDay
• Throw back to success of National Dog Day
• Release a calendar of TSA’s canines in December
  • Common question we receive when we do K9 posts
Results & Lessons Learned

• >4.8 million impressions
• >100K engagements
• 2.4% engagement rate

• Early planning is key!
• Inclusive involvement
Web and Social Media

Twitter: @TSA and @AskTSA
Facebook: TSA and AskTSA
Instagram: TSA
YouTube: youtube.com/tsa
LinkedIn: Transportation Security Administration
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