

# From Security Guard to Security Expert

**How to Become Your Community's  
Foremost Security Expert in 30 Minutes  
Per Day**

## SECURITY



*A Special eCourse From [SecurityOfficerHQ.com](http://SecurityOfficerHQ.com)*



# **From Security Guard to Security Expert**

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Foremost Security Expert in 30 Minutes  
Per Day**

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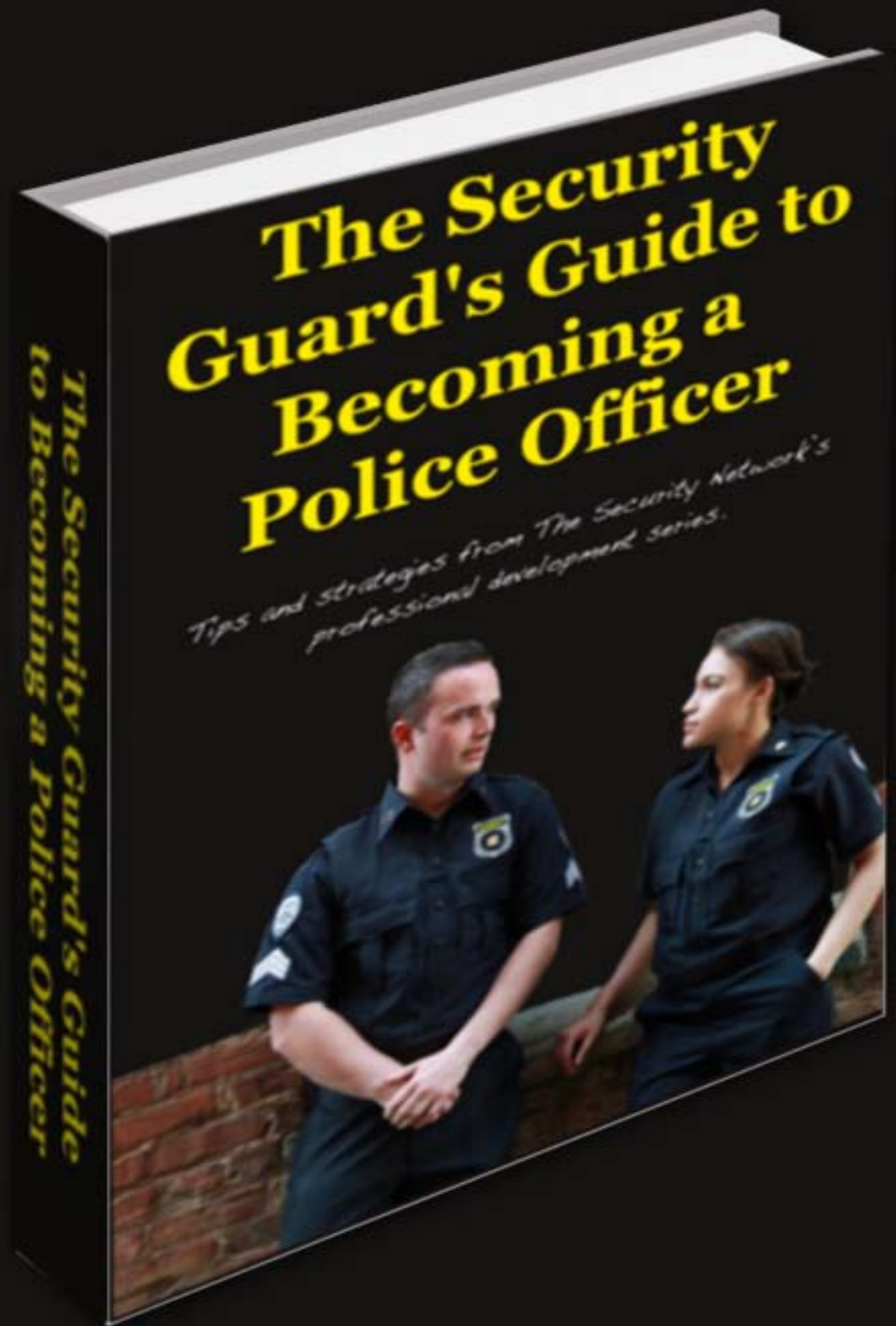
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For more security industry resources like this one, visit  
[securityofficerhq.com](http://securityofficerhq.com).



**Get It HERE!**

<https://securityofficerhq.com/ebook/guard-to-police>



# Resources

You may click on the title to view that resource in your web browser.

## [Broadcastify](#)

**FREE** - Broadcastify is the radio communications industry's largest platform for streaming live audio for public safety, aircraft, rail, and marine related communications.

## [Buffer App](#)

**FREE** - Buffer is the best way to drive traffic, increase fan engagement and save time on social media.

## [Domain Name Checker](#)

**FREE** - SecurityOfficerHQ.com's free domain name availability tool. Try it now, enter your first and last name followed by "SO" , e.g. "JohnSmithSO.com".

## [Free Domain Name](#)

**FREE** - Reserve your professional security domain for free with the purchase of the \$3.95 Bluehost blog hosting plan.

## [WordPress Hosting](#)

**\$3.95** - WordPress hosting from BlueHost, \$3.95 per month for the first year.

## [@OfficerHQ on Twitter](#)

**FREE** - The latest security industry news and a source for finding out information about security officers from accross the nation.

## Introduction

# A Police Officer or a Security Professional?

**To which profession do you most aspire? That of police officer or private security professional?**

Here's a statement you might find a bit strange at first glance:

*"Too many security officers aspire to become police officers! Instead they should first focus on evolving into a knowledgeable security professional. As a security professional, they will eventually make more money than the police, the politics are less and the job is far less stressful."*

**This explains why many police officers retire and become security experts.**

They find freedom in no longer being held back by the politics of law enforcement; they don't go to court on a frequent basis; they no longer worry about accidentally ticketing the Mayor's biggest financial donor; and certainly do not miss taking orders from a politician who

doesn't understand the dangers of police work.

Add to all of this: a police officer can only make so much money while the earning potential of a security professional has no ceiling. And, the circumstances of the future will handsomely reward the security professional.

Large American cities will continue to incur debt; become poorly positioned to fund law enforcement as they struggle to fund their police pension plans; and engage in the social justice politics which tie the hands of the police and turn entire neighborhoods into gangland war zones.

Desperate to protect their properties and employees, business owners will increasingly depend on the security industry consultants and providers.

Those security officers who wish to become law enforcement should carefully consider these factors. Wouldn't it be better to own a security firm, perhaps work as a freelance security contractor or a security consultant?

Regardless of the officer's long-term goals, he should immediately start down the path of establishing his public persona as a security professional.

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Welcome to SecurityOfficerHQ.com's eCourse, *"How to Become Your Community's Foremost Security Expert in 30 Minutes per Day."*

Over the next five days, you will receive five emails, each containing helpful hints and tips on how to create your public persona as a knowledgeable security professional and as a leading security expert within your community.

**This course is for the ambitious security officer who wants to work as an independent security contractor; plans to become a security consultant; will start his own security agency at some point in the future; or already owns a security agency but needs to attract more clients.**

The content may also prove helpful to the security officer who does not want to branch out on his own but does plan on moving up within his employer's security firm. As an employee of another man's business, it's a bit trickier to market yourself as a security expert; therefore, this course will walk you through potential pitfalls and provide notes of caution to those still working for others.

This course is not tailored to the security guard who is content to remain a cog within one of the large security companies; moving from post to post with no real plan or desire for advancement.



Additionally, this course doesn't speak to certifications and training. Because you are interested in creating a public persona of professionalism, this course assumes that you are already dedicated to taking classes and achieving each certification. Possible certifications range from the easy such as CPR; to the basic unarmed, handcuffing, OC spray and baton certifications; or the more advanced armed and transition. As such, this course will not focus on how to get certifications and training but on how you may bring public attention to the knowledge learned in these classes.

Upon completion of this eCourse, you will have the information necessary to immediately create your professional security persona. In fact, as you will see, this course stresses the importance of getting started right away, even if you are still in the process of getting a security license and lining up the various certifications.

**Part One:** ["A Day in the Life of a Jacksonville Security Expert"](#) walks the reader through a hypothetical day in the life of a security officer as he establishes his public persona as a security professional. It's a fascinating story which you won't want to miss. It shows how a security officer from Jacksonville Florida markets himself as a security professional within the Jacksonville community with just one thoughtful, well-timed action.

**Part Two:** “[The Seven Essential Tools to Create Your Security Persona](#),” describes the tools to gain insights into the security situation of your community and to act on this knowledge.

**Part Three:** “[Becoming a Security Professional in 30 Minutes a Day](#),” demonstrates the methodical process by which you will use the seven tools (in two, daily, 15-minute increments) to create your public persona as a security professional.

**Part Four:** “[Doing Even More to Build Your Security Persona](#),” contains some additional, but non-essential, suggestions. These steps are for those who want to go above and beyond.

**Part Five:** “[Best Practices and Notes of Caution](#),” the final component of this eCourse, provides helpful hints and cautions the reader on mistakes which must be avoided.

Let's get started.

Follow for the Latest Security Industry News

**@OfficerHQ on Twitter**



Security Officer HQ @OfficerHQ · 1h

Woman bites security guard who stopped her from shoplifting, deputies say - TBO  
[bit.ly/1NZ33OR](https://bit.ly/1NZ33OR) #securityguard

## Part One

# A Day in the Life of a Jacksonville Security Expert

**Let's take a look** at a day in the life of a hypothetical security professional as he successfully markets himself as the ultimate security expert within the Jacksonville Florida community.

John Angier recently quit his job as the post supervisor for 4GS where he had supervised a staff of five officers at a post on the Jacksonville waterfront. It had been a frustrating assignment. Invariably officers would call in sick or simply quit with little or no notice. As the only supervisor, Angier had to personally fill the open shifts and after awhile burnout took hold and Angier gave notice.

Initially Angier intended to work for one of the other large security providers; however, he soon realized that circumstances would be little different no matter where he went to work.

Instead, he struck out on his own and started his own security agency. As long as he was going to work countless hours, shouldn't he do it building up an agency of his own?

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He quickly found his first client, his father in-law, who owned a small manufacturing plant and payed Angier \$15 an hour for an eight-hour nighttime post.

Despite this one small success, Angier could not find any other paying clients. Each morning after Angier got off work, he cold called other manufacturing facilities: it didn't go well! Most bid out their security at a certain time each year and Angier had to wait until the right time to bid. Angier's lack of references also hurt. No one knew John Angier and they had never heard of his company.

Angier needed to get his name and reputation in front of the community.

**Here's how he did it:** each night, as he worked his shift at his father-in-law's facility, he took his iPad to work with him, and in between foot patrols, he built his online security persona step by step.

Though not tech-savy, he easily created a personalized WordPress blog at the domain JohnAngierSO.com and a corresponding Twitter account @JohnAngierSO. The personalized domain cost him less than \$4 per month using an inexpensive hosting account [from BlueHost and its free WordPress installation](#).

Each night after his first foot patrol, he used his iPad to visit the free Google News Service at news.google.com and searched for various

terms including *"Jacksonville security guard," "Florida security guard," "Jacksonville crime," "Jacksonville police"* and others.

He found a dozen or so recent news stories all of which he carefully read. He tweeted two or three of the most interesting stories. While his Twitter account is open, he follows a handful of prominent Jacksonville business leaders, including a couple of potential clients, and re-tweets one or two of their more interesting tweets.

Later that night, during a down-time between foot patrols, Angier composes a blog post in response to a news story from a couple of nights previous.

A security officer at EverBank Field had been violently knocked to the ground by Jacksonville Jaguars wide receiver Justin Blackmon. The footage from the incident had gone viral.

Upon reading the story, Angier had realized his opportunity. He had resisted the temptation to immediately create a spur-of-the-moment blog post, instead over the next 48 hours, he had carefully considered how to make an exceptional, "foundation post" which could also go viral and catch the eye of local business leaders.

Throughout his shift on the previous night Angier had carefully drafted and redrafted a 600 word post which he titled, "Jacksonville Security Officer Sets Great Example - Too Bad Blackmon Didn't Do the



Same!”

Angier started his post on a positive note with a strong complement to the security officer for his professionalism. Ever the sharp-eyed security professional, Angier had taken note of how the officer recovered from this hit. After jumping to his feet, the officer had tapped Blackmon on the back as if to say, “Everything is okay.”

Angier opined: “As the owner of a security agency, let me say that this is the type of officer I want working for my company. This quick-thinking professional managed to immediately recover his dignity and with a single, quick-witted gesture he demonstrated to the world that he was in fact a true professional!”

Having established a positive tone within the start of the article, and most importantly, having informed the reader that he owned a security agency, Angier then tempted fate by describing Blackmon’s actions as decidedly concerning.

“The security officer did the city of Jacksonville right and exemplifies Jacksonville values. I wish I could say the same for Blackmon. I cringed when I saw Blackmon triumphantly gloating over the prone body of a fellow security professional. While perhaps the gravity of the situation hadn’t yet sunk in on Blackmon, I must ask, ‘What kind of example does it set for the youth of Jacksonville when one of their football heroes knocks over a security officer and doesn’t extend a

hand to help him up?’ Security officers face a tough job already and Blackmon’s example doesn’t help.”

Angier knew he incurred risk by criticizing a football player but he believed in what he had written and he also knew that sports fans would take his post viral.

He was right!

Angier posted his post on his blog at JohnAngierSO.com. He then went back into his Twitter account, where he posted the link to his post and accompanied the tweet with the #jaguars hashtag.

A few months earlier Angier had registered on the jungle.jaguars.com and jacksonville.com forums and had occasionally posted since that time. These posts built his credibility within those communities. Now, it was time for Angier to cash in on his credibility by promoting his blog post. He posted part of his blog post on both forums and included a link to the full blog.

Within hours Angier’s tweet had been retweeted several dozen times and his forum posts had garnered hundreds of responses. Many of the responses were defensive of Blackmon but Angier had expected this. Angier counted on his post being better received amongst the business community and he was right. Over the course of the next two months, as he solicited businesses, Angier encountered three

business owners who had seen his post and who brought it up without any prompting from Angier. One individual even thanked Angier for saying what needed to be said in such a classy manner.

Angier and that business owner quickly bonded over this subject and the business owner would later award Angier's company a significant security contract which included 624 monthly man hours. This new client became Angier's foremost word-of-mouth reference and to this day Angier credits this one client for jump-starting Angier's security business.

Angier would continue to look for and successfully find opportunities to get his name out there through other social media and blog posts. He methodically built his reputation as one of Jacksonville's leading security industry commentators. He no longer has to personally work shifts at night and lives a comfortable lifestyle as the owner of a mid-sized security company; nonetheless, he still always fondly recalls that long third-shift on a night in the fall of 2013 when he dared compliment a security professional even though it was at the expense of one of Jacksonville's football heroes.

### **Are you ready to follow John Angier's example?**

The next part of this course provides the roadmap by which you will immediately start on your path to becoming one of your community's leading security experts.

## Part Two

# The Seven Essential Tools for Creating Your Public Security Persona

**Let's review the seven** essential tools for creating your public security persona.

**You will use these tools to find the latest local security industry—police and crime news; let others know about this news; and, analyze and add your own observations and resources.**

**1. Google News:** located at the URL [news.google.com](https://news.google.com), this essential service provides real-time access to the latest news stories from your community and state. It's a prime tool for monitoring the public safety happenings within your community.

**2. Twitter:** your Twitter account remains the foremost method for delivering local security industry—police and crime news to hashtags of relevance within your community; it allows you to follow and interact with the accounts of the city's leading businessmen and

companies. Using Twitter, you will create a perception of expertise upon which your community's leading citizens will come to rely. You will become their official curator of security and public safety news.

**3. WordPress blog with customized domain name and hosting:** this is your foremost tool for promoting your brand and ensuring local business leaders will come to recognize your name and credentials.

WordPress is a blogging platform. It is easy to use and may be set up within five minutes. The WordPress blog allows you to create your "foundation post" which is the cornerstone of the security professionalism program.

The customized domain and WordPress hosting is the only tool for which you must pay; however, **you should never pay more than \$7 per month — at the most.**

You should shop around for the best deal; [this offer](#) from [SecurityOfficerHQ.com and BlueHost](#) includes your free domain name and costs \$3.95 monthly for the first year and meets all three of the prerequisites of the security professionalism program, including a branded domain name; WordPress installation, and email accounts at your branded domain.



The link to SecurityOfficerHQ.com's \$3.95 BlueHost offer is: <http://securityofficerhq.com/domains>

**4. LinkedIn Account** - Many business professionals utilize LinkedIn instead of Twitter. LinkedIn provides a professional environment to link your foundation posts and emphasize your training and certifications.

**5. Buffer App** - Located at [BufferApp.com](http://BufferApp.com), this free service allows users to schedule your tweets and LinkedIn posts for the time of day when they will receive the most attention. This is especially useful to the security professional who works the night shift and sleeps during the day.

**6. Broadcastify.com** - This free service broadcasts various public safety scanner traffic from around your metro area. You can open multiple windows within their system; therefore, you may monitor as many police frequencies as you can keep up with at a single time. Better still, its feed may be heard through a mobile app so you can listen in while working a remote security shift.

**7. Local forums** - These sites are a great venue for posting links to your foundation posts and providing public safety commentary to the public. Public safety posts, when well constructed with an attention-getting title, are great tools for capturing the interest of the

locals.

In tomorrow's lesson, you will read about the suggested system for keeping things simple; it shows how to build a security persona in 30 minute increments, using these seven tools.

This system suggests the following: at the start of each day, take 15 minutes to review the latest Google News alerts and tweet out the most interesting stories to various hashtags of local relevance and through your LinkedIn profile.

Throughout the remainder of that day, you will think about what you have learned from the public safety news of the day and how you could create a foundation post with a unique take on the news—based on your personal security industry observations and experience.

At the end of the day, spend another 15 minutes to post a brief commentary about the most popular of the tweets; tweet out your commentary, thus driving traffic to your blog; and, spend some time working on your next in-depth "*foundation post*."

The tweets and LinkedIn posts will get your name into the community as a curator of security news while the foundation post will bring them to your branded blog where they will naturally see your thought-provoking commentary and security credentials.

Before we can put this 30-minutes-per-day system into place we must deploy the seven basic tools. Here are suggestions for how to use them.

## Step 1. Choose your Brand.

Before you take any further action, you must establish your brand. Your brand must match the domain name of your blog.

Check for the availability of your domain with the [SecurityOfficerHQ.com domain checker](#). Just type in the various iterations of your proposed domain as listed here.

**This is important:** your domain name (your brand) must appear professional and immediately communicate your credentials even if the viewer doesn't click through to read your commentary.

Unless you have an extremely common name, one of the three following examples will be available: YourNameSO.com, YourNameSP.com, or YourNameSC.com. In these examples, SO represents the term "Security Officer," SP means "Security Professional," and SC stands for "Security Consultant."

From this point on, this name will become your brand. Each time you make a post, give out a business card, provide your email address, or tell someone about your Web site, you will present yourself as a security professional simply through your domain name, i.e. your brand.

### **Step 2. Develop Your a List of Google News Search Terms.**

Go to [news.google.com](http://news.google.com). Type the name of your city into the news search bar followed by terms such as *"Jacksonville Security Guard," "Jacksonville Security Company," "Jacksonville Police," "Jacksonville Crime," "Jacksonville Robbery,"* etc.

The terminology will change depending on the type of security in which you specialize. For example: a late-night, mobile patrol company owner should look for the terms *"break-in," "robbery,"* etc.; the security officer who works at motels/hotels and who wants to establish a profile as a hospitality industry security expert, could include the term *"motel"* in his searches. Fine tune your search to generate the most relevant information to your interests.

These searches should immediately produce a series of recent news stories. It's at this moment that you should realize the great potential of this system. Google News will likely provide you with a series of

news stories, blog posts, and crime data, just like this, each and every day.

Using your social media and WordPress site, you will post and comment on the best of this news and will quickly become your community's foremost curator of public safety content.

Try it out right now. Go to [news.google.com](https://news.google.com) and enter some of the above terms. You will be amazed at what is occurring within your community

### **Step 3. Create your Twitter, LinkedIn and BufferApp accounts.**

Setting up your social media accounts is pretty straightforward; however, check out these suggestions.

If possible, use a profile picture showing yourself in uniform, **but do NOT use a posed uniform photo!** A posed uniform photo could create the impression that you are a Barney Fife-type character. The best photo is one which shows you on the job in some way, perhaps in conversation with someone you are assisting.

Never describe yourself as a "Security Guard" in either of the description lines. You are a "Security Officer," or perhaps, depending



on the circumstance, a “*Security Consultant*,” a “*Security Agency Owner*,” or some other iteration of these **but never a – “Security Guard!”**

If you already have a LinkedIn account, it’s fine to use it for your professional account for this project; however, **do NOT use your personal Twitter account!** Create a separate, professional Twitter account.

**Never send personal tweets through your professional account.** The Twitter account is only for curation and news, commentary from your blog with just a small mix of details as they relate to your work as a security professional.

Link both of these accounts to a BufferApp account.

You may utilize other social media accounts as well; however, it’s a good idea to confine your initial efforts to Twitter and LinkedIn. Too many accounts could prove overwhelming. First focus on making these two work for you, then later, you might add more.

Use the profile page description to succinctly describe your account: i.e. “*I Am a Jacksonville Security Professional Who Endeavors to Curate the Most Relevant Jacksonville Public Safety News and Commentary.*”

Don't worry too much about not having followers. As you post great content and send that content to relevant hashtags, you will build a following.

### **Step 4. Create Your Blog - YourNameSO.com.**

**This next step, and the most important, requires you to setup an online Web presence in the form of an easy-to-use WordPress blog.** The blog will appear under your domain name, which you selected in step one. It's easy to market and to communicate with those in your community.

**This domain name and blog lie at the center of your brand.**

It will brand everything from your email account, to your business card, to your search engine presence.

This site will establish your own brand as a security professional for years to come.

Here's where the real power lies. It's one thing to build your reputation by providing news and information to the public, but it's much more important to demonstrate your knowledge by providing insights, resources and commentary within a site which carries your

personal brand.

Remember the example of John Angier? Had he just tweeted out the Jacksonville stadium story, few would have remembered his name; instead, he took a little time to share a unique insight through his blog. This boosted his name ID and created a lasting impression within the Jacksonville business community.

Here are some other brief examples of best uses for the blog:

### **1. Provide resources and personalize those resources to the local community.**

John Angier put up a blog post entitled, *"10 Security Tips Jacksonville Industrial Site Owners Should Know."* The post contains a checklist of tips developed by Angier based on his observations over the course of several weeks at his father-in-law's business.

Here's another enticing example: *"7 Ways to Avoid Getting Mugged on the Jacksonville Waterfront."*

This post contains Angier's suggestions based on his experience as a post supervisor on The Waterfront. This one post has proven so popular that Angier re-tweets it out at least once a week.

Each week, Angier tweets out both his most popular and newest posts to various Jacksonville hashtags. Numbered checklists like this have a way of enticing the reader to click on the link and check out the post. It's almost impossible for a Jacksonville resident to avoid the temptation to click on a link such as: *"5 Survival Tips for Driving Through Jax's Northwest Side!"*

Can you think of attention-grabbing headlines for your community? It won't take long. After a short time thinking about this, based on your experience as a security officer, you won't be able to stop coming up with helpful checklists.

You will re-tweet these checklists for years to come. Not only will they build your reputation and gain a social media following, but they will provide your community with a helpful resource that may save lives and property.

## **2. Publish unique, foundation posts on local security, police or crime news stories.**

With his unique take on the Jacksonville stadium incident, John Angier caught the attention of many local readers. This example could be repeated over and over again. Google News will provide an unlimited supply of security industry and crime news about which the security professional can write.

The security professional should endeavor to write one of these foundation posts every two to three weeks. This post will ideally contain between 650 - 900 words and unique insights with a clever take on the local news which the reader will not read anywhere else.

### **3. Provide short commentary with a link to the latest public safety news.**

These short posts contain a paragraph or two about and a link to a brand new news story. The officer can tweet a link to this post and thus route the Twitter traffic through his blog instead of directly to the news page.

### **Setting up Your Blog and Brand.**

Those who have read the eBook, *"How to Start a Security Guard Company"* - it's still free at [SecurityOfficerHQ.com](http://SecurityOfficerHQ.com) - will recall the importance of not committing to long-term expense. It's vital for the entrepreneurial security officer to keep his ongoing expenses as low as possible. This preserves his flexibility in case getting clients proves difficult and cash doesn't pour in right away.

That's why the officer should probably use the [\\$3.95 per month Web hosting offer from Bluehost](#). Bluehost provides a .com domain name



and hosting with WordPress setup for a flat \$3.95 per month for the first year following registration. This keeps costs low while the officer develops his security persona through trial and error.

### **Let's set up the blog using the BlueHost WordPress offer.**

First, register the domain of your choice by typing it into the SecurityOfficerHQ.com [domain search tool](#). Once you find your name, you will be directed to the BlueHost purchase portal where you can buy the \$3.95 per month hosting.

BlueHost provides all of the features you will need such as WordPress and branded email at no additional cost.

Second, sign into your new BlueHost control panel and select the Install WordPress icon. It's located near the top of the control panel under the "website builders" bar.

Third, use the WordPress tool to set up your Blog. This is an easy step as the tool is user friendly and the setup shouldn't take more than about one minute. One important thing: after clicking the Install button, turn on the advanced options viewer as this lets you ensure the title of your blog contains your name and title, e.g. "*John Angier Security Officer*," "*John Angier Security Professional*," or "*John Angier Security Consultant*," instead of the generic "My Site" name

that new WordPress installs put on your site. Once installed, you should experiment with creating posts and becoming familiar with the WordPress platform. Create an “*About Me*” page and list out your security certifications, training and qualification.

Finally, return to the BlueHost control panel. From here you can set up your email account at your domain name.

The email accounts and webmail icons are at the top of the control panel. A branded email is a prime way to maintain your professional image. Create an email address using your name, e.g. “*Angier@JohnAngierSO.com*” or “*JAngier@JohnAngierSO.com*”.

### Frequently Asked Questions

**Can I just use a generic blog site such as Google Blogger or Tumblr instead of a self-hosted WordPress domain?**

Consider the appearance of your Web address to the average person: look at a Tumblr web address, <http://johnsmithso.tumblr.com>, and compare to a BlueHost address, <http://www.JohnSmithSO.com>. Notice how much better the BlueHost URL appears? It’s easy to remember and establishes the officer’s brand.

Your self-hosted, BlueHost domain also brands your email accounts with your domain as the address. Members of the public will associate this professional email address with you each time you exchange emails or give out a business card. It's certainly more professional to send email from John.Angier@JohnAngierSO.com instead of John.Angier@hotmail.com.

These three reasons alone justify using a self-hosted WordPress website: **you have more control, it looks more professional, and it provides you with an asset you can truly call your own.**

## **How should my domain name be structured?**

Your professional site domain name must meet the following easy-to-remember criteria: it's short and memorable, it's a .com domain, it sets a professional tone, and it contains your name—as after all you are attempting to market yourself.

The ideal name contains a name first and a title second: i.e. JohnAngierSO.com, JohnAngierSC.com or JohnAngierSP.com.

Placing an acronym of a title after the name strikes a strong professional tone as opposed to the risk of creating a caricature which SecurityOfficerJohnAngier.com or even SOJohnAngier.com might establish. As you can see, when dealing with the security topic, an

officer must walk a fine line between professionalism and becoming the next Barney Fife.

The use of .com makes the URL memorable and is a prerequisite to any domain name choice. The use of any other domain such as .org or .net should be avoided as the public will have difficulty remembering the difference. Worse, a competitor might get the .com version and steal your Web traffic.

### **When should I get started?**

Perhaps you see value in having a strong public security persona but are hesitant to start your blog now. Maybe you are just getting your security license and are not yet comfortable talking about security in public.

That's fine, and wise, but it's still a good idea to get started now. You can still tweet the best news stories. By tweeting news stories now, instead of later, you will start building a list of followers which will come in handy for that day when you are ready to strike out on your own with your own security company or just move up in the agency for which you already work.

It's also a good idea to start your blog ASAP. Even if you are just making one brief blog post a month, you are already establishing a

presence within the Google search listings. This creates an authority ranking for your site. Over the upcoming months, this authority will boost your site in the search engine rankings and make it more likely for others to find it. Also, there's nothing wrong with chronicling some of your experiences in getting training and licensing as an officer.

By starting now, you are laying the foundation for a robust Web presence for that time when you are comfortable with a public, security professional persona.

### **Some Quick Hints**

When listing your domain, whether on your business card, in writing, or online, remember to capitalize each component on the domain. The viewer will better remember the domain JohnAngierSP.com than johnangiersp.com.

Here's another hint: when buying from BlueHost or another provider, ensure that they allow you to keep your registration details private. BlueHost offers this feature for nominal costs of less than a dollar a month.

One final hint: those who have already started a security agency and developed a site for the agency should keep the agency site separate from the professional site. Don't try to merge them!

Your professional site will do much more to market you as a professional with whom the public can trust. The agency site attempts to sell a product—security services. It's much easier to build a bond with the public while providing them with the services of free commentary and resources.

It's harder to build that bond when attempting to sell something. That said, it's probably acceptable to put a link on the security site to your most recent blog posts from the professional site. This could drive viewers to the professional site who would otherwise never find it.

### **Developing your public persona** as a security





## Part Three

# Build Your Security Personna in Just 30 Minutes Per Day

professional requires just 30 minutes of investment per day.

It's best to separate this time into two 15-minute segments.

Set aside 15 minutes at the start of the day to read the latest local security news and tweet links to the best stories.

Use hashtags of local relevance at the end of the tweet. This allows local residents to see your tweets even if they do not follow you, e.g. #Jacksonville.

Schedule the tweets using the BufferApp. This places the tweets on both your Twitter and LinkedIn accounts at a time when you are most likely to have your tweet seen. Foundation posts should be scheduled for broadcast several times during the week, at various times of day, and BufferApp automates the timing so you don't need to manually send tweets throughout the day; the night-shift officer, who sleeps during the day, is the prime beneficiary of this feature.

That's it! In 15 minutes time, you have scanned the relevant news, picked two or three of the best stories, and put them on Twitter. Those who are interested in the community now know they can follow your social media to keep informed about local crime news.

### **But, your work isn't done.**

Throughout the day think about the news stories you read at the start of that day. Ask yourself, "What relevant commentary can I add to this story? Is there something in my experience which will allow me to weigh in on this issue in a unique way? Can I both capture the attention of a reader by providing them with a unique take on the story which no one has thought about and still impress them with my public safety knowledge?"

This thought process will naturally lead to a great foundation post.

There's no hurry. You only need to publish one foundation post every couple of weeks or so, if that.

Recall John Angier's foundation post. Upon reading the story about the stadium security officer, he didn't immediately throw something together. He took his time, thought about what had happened, and came up with his own unique take on the matter.

At the end of the day, set aside another 15 minutes to review your social media activity; see if your tweets have been retweeted by others or have generated comments; and write down your thoughts from that day. You may use the Google Docs service to create a first draft of your thoughts. This draft may eventually evolve into your next foundation post. During subsequent end-of-the-day 15 minute segments, edit your draft as necessary. You may conclude that this draft isn't worth publishing, and that's just fine. There will be plenty of other news stories and you can start the process all over again on the next day.

Having reached the point of satisfaction with your draft, place the post on the WordPress blog. Tweet a link to the new foundation post and using the BufferApp schedule several additional tweets using various hashtags over the course of the next two weeks.

Congratulations, you are now officially a source for unique insight and commentary. Over the next few weeks, your commentary will improve as you learn what works and what does not. Sooner than later, if you keep at it, you will likely become your community's leading purveyor of security news and commentary.

## **Two Notes of Advice**

### **A. Consistency is the key.**

The road to a professional security persona is paved in 15 minute increments. While this may sound simple, remember that consistency is the key. At the end of a long day it's very easy to skip those last 15 minutes. Eventually this becomes a habit and the officer reverts back his pre-professionalism stance.

### **B. Keep it simple.**

Perhaps you don't have confidence in your writing and grammar skills. In this instance, keep your writing as simple as possible. Use short, direct sentences and read and re-read your draft to ensure that your thoughts are effectively communicated. Ask a friend or family member to read your draft and then verbally repeat and sum up your point. Did they understand what you were trying to say? If not, don't publish! Instead, re-draft your article.

That's it for this step. Our next lesson: *"Doing Even More to Build Your Security Persona."*

**Let's go over some** of the other non-essential but still helpful activities by which you can build a professional security persona.

## Part Four

# Doing Even More to Build Your Security Persona

Building a persona may take place in more than the virtual world. Area social and industry groups such as security/private investigation associations and clubs—ranging from Chamber of Commerce, to Kiwanis, Lions, and Rotary—offer an opportunity to make real-world contacts.

### **A. The Security Association and Civic Groups**

Your community may not contain a security company association; however, it almost certainly has a private investigation association or two. There are many freelance private investigators who depend on each other for information and job trade-offs. These are great contacts and you will learn vital information from your new investigator friends. This information will substantially grow your knowledge of local public safety happenings and better position you as the local security expert.

Other community clubs and groups will provide much-needed contacts but are not as beneficial in enhancing your knowledge. Visit several of these groups and gauge the vibrancy and energy of each. Avoid any significant commitments or obligations at low energy clubs. It isn't much benefit to serve as the President of a dying social club. It's a time drain! It's much more beneficial to be the regular attendee at a vibrant club where you can make many contacts.

As you make contacts, give out your business card. **This card will prominently feature your branded domain, email and social media accounts.**

### **B. Local Online Platforms Including the Newspaper**

There are many other areas of online interaction by which you can bring attention to your social media and blog platform. These include local forums. You might recall how John Angier effectively used the local Jacksonville sports forum to get the word out about his blog post. He knew that local sports' fans would take his post viral and he was right.

You should make a few posts on these forums before ever including a link to a blog post or promoting your brand; then, later on, you should update your signature line to include links to your branded sites.



These online interactions are a potential first contact with other local professionals and will become a prime venue for getting the word out about your posts.

Many local newspaper stories contain comment threads through which you may post your thoughts on their story. These comment threads are a great venue for posting links to your related blog posts. Those who read these stories may have a vested interest in the subject matter and are very likely to click through to your post. For instance: perhaps a business owner reads a newspaper story of a crime which has occurred near his business. He's understandably worried about this turn of events and wants to know all of the details about what happened. **He will see your comment and the link to your foundation post which references this story.** He's now aware of your security expertise and may reach out to you to provide security or security consulting for his business. You have reached him just at the right time when security is his number one need and pain point.

Don't hesitate to use other forms of social media. Use Facebook to follow and like the posts of area businesses. When a crime happens in close proximity to their business, shoot them a direct message and perhaps a link to your blog post. You don't have to sell to them, just help them. The word of mouth will naturally come about later.

**There are downsides to having** a public security profile

## Part Five

# Some Notes of Caution

and with the power of the Internet an easy-to-make mistake may haunt you for the rest of your security career.

**Here are some quick notes of caution.** Read them carefully. Keep this list on file and check back with it from time to time to ensure you are following these best practices.

### **1. Avoid becoming a caricature.**

Your online profile should emphasize the gravitas of a security professional. It mustn't lead the reader to think you are the modern-day reincarnation of Barney Fife.

First and foremost your profile picture should avoid the "security guard" caricature. Avoid the cartoon handcuffs, tough-looking security guard profile pic of yourself or any image which may create any doubt or fear in the viewer's mind. The best profile photo shows the officer doing his job, preferably helping the public in some way. For example: a profile picture may show the officer in uniform, pointing as if giving directions, with the back of the person receiving the help partially

framed in the foreground.

Secondly, the text of each tweet and post must remain free of militant or aggressive language which may lead the reader to doubt the thoughtfulness of the officer. For instance: A post to a news story of a security-officer-involved shooting should never appear to celebrate the harm to the perpetrator no matter the conduct of that individual. A much more appropriate comment would bring attention to the good judgment and training of the deserving security officer who responded well under pressure.

## **2. Separate your professional accounts from your personal accounts and do not post personal details on your professional accounts.**

Don't provide too much personal information on your security profile account. Save that for your personal social media accounts.

Make the professional account public for all to see and easy to find. Keep your personal account private and away from general purview.

You do not want your friends posting personal details to your professional account. Let them know your rules in this regards. Don't let them get in a habit of posting or responding to the wrong account. A professional account, once full of personal details, completely

defeats the purpose of having a professional account in the first place.

### **3. Carefully consider the long-term implications of each post.**

Ask yourself: *"How will this post appear to my future employers or clients, attorneys, licensing authorities, and even judges and jurors?"*

Your social media activity may remain online forever. Your posts must portray you as a thoughtful and deliberative officer who cares about doing a good job; helping the client, employer and the public; and growing your skill set as a security professional. They should never get the impression or be provided opportunity to portray you as a gunslinging security guard who wants to beat up the bad guys.

Imagine the plight faced by the security officer who hasn't used good judgement in his social media postings. What happens, if later on, he gets into an officer-involved shooting? He must go before state licensing authorities for review. Those authorities might read the social media traffic and become predisposed against the officer before the officer ever shows up to make his case.

### **4. Keep it generic.**

Don't frequently disclose the site specific information which may give away your company's information to competitors. Online postings should speak to security incidents which happen in your city or state but not often to incidents that occur at your post. Too much post-specific content will make your client, security employer, or fellow employees very nervous. Once nervous, employers or clients may quickly disengage your services without telling you of their real reasoning for the change. After all, they won't want to take on the risk that you might put all of the dirty details on social media.

### **5. Never tweet or post your commentary on instinct.**

You will probably be one of the only security officers in your community who actively builds a public security persona so there isn't a rush to get your point of view on the record ASAP. It's fine to immediately tweet a link to a news story; however, after reading a news story let a little time pass before you chime in with your point of view. When you do add commentary to a tweet, or create a foundation post, ensure your commentary is thoughtful and well thought out even if it's just a sentence or two in a tweet. Remember, just one thoughtless social media post can undo all of the work and turn your image from one of a thoughtful security professional into thoughtless security guard.

### **6. Strike a balance between personal content**

### **and public.**

Social media content and blog posts should mostly contain news, information, commentary and resources but little personal content. Occasional personal content is acceptable when in good taste and when providing a positive glimpse into the life of the officer. For example, on a rainy day, perhaps the officer posts a picture of himself on foot patrol. The picture could be accompanied with a caption such as "Neither rain, sleet or snow . . ."

### **7. Avoid appearing superficial - don't overdo the positive.**

It's easy for the frequent social media user to fall into the temptation of constantly hyping the community, business owners, police, other security professionals etc. While posts should generally emphasize the positive, an officer must avoid appearing superficial or less than substantive.

### **8. Triple check spelling and grammar.**

An occasional mistake isn't problematic, but repeated spelling and grammar mistakes will undermine the officer's image of professionalism. The use of Google Docs and its embedded spelling check will help with spelling mistakes; nonetheless, those who are not



confident in their grammar should initially avoid long blog posts while they brush up on their grammar skills. There are plenty of helpful online resources and it's your challenge to improve your writing style and grammar skills as you create each new foundation post.

## **9. Stay consistent!**

It's acceptable to take a day off now and again but don't make a habit of it. The strategies in this course only work when practiced daily. It's the cumulative effect of those 30 minutes per day which makes the difference. An officer should tweet three to five stories per day, post two or three small blog posts per week and one or two long or foundation blog posts each month.

## **10. Use Twitter to discover which stories are popular before posting to your blog.**

As you build Twitter followers and standing within the community, you will have the ability to use Twitter as a barometer for what is interesting and what is not. Retweets, replies, and Twitter conversations indicate the potential for a subsequent foundation post.

## **11. Consider the victims.**

It's easy to post about crime and the need for security but always remember that the victim of the crime might be a reader of your blog post. Ask yourself, "If I were the victim of this crime would I want to see this post?"

### **12. Provide meaningful and localized resources to the community.**

Create posts that contain helpful information to local business owners. Localize each post to the community. Here are some examples posted by John Angier, *"Ten Things Jacksonville Business Owners Should Know Before Hiring a Security Company"* and *"10 Potential Security Problems on the Jacksonville Waterfront."*

Keep the content evergreen and frequently tweet the link to the most popular resources. Just because you posted a resource two years ago doesn't mean it isn't still valuable to the reader.

This concludes this eCourse. It has hopefully provided you with a some great ideas for getting your online presence up and going.

# Resources

You may click on the title to view that resource in your web browser.

## [Broadcastify](#)

**FREE** - Broadcastify is the radio communications industry's largest platform for streaming live audio for public safety, aircraft, rail, and marine related communications.

## [Buffer App](#)

**FREE** - Buffer is the best way to drive traffic, increase fan engagement and save time on social media.

## [Domain Name Checker](#)

**FREE** - SecurityOfficerHQ.com's free domain name availability tool. Try it now, enter your first and last name followed by "SO" , e.g. "JohnSmithSO.com".

## [Free Domain Name](#)

**FREE** - Reserve your professional security domain for free with the purchase of the \$3.95 Bluehost blog hosting plan.

## [WordPress Hosting](#)

**\$3.95** - WordPress hosting from BlueHost, \$3.95 per month for the first year.

## [@OfficerHQ on Twitter](#)

**FREE** - The latest security industry news and a source for finding out information about security officers from accross the nation.

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