



National Dog Day 2020

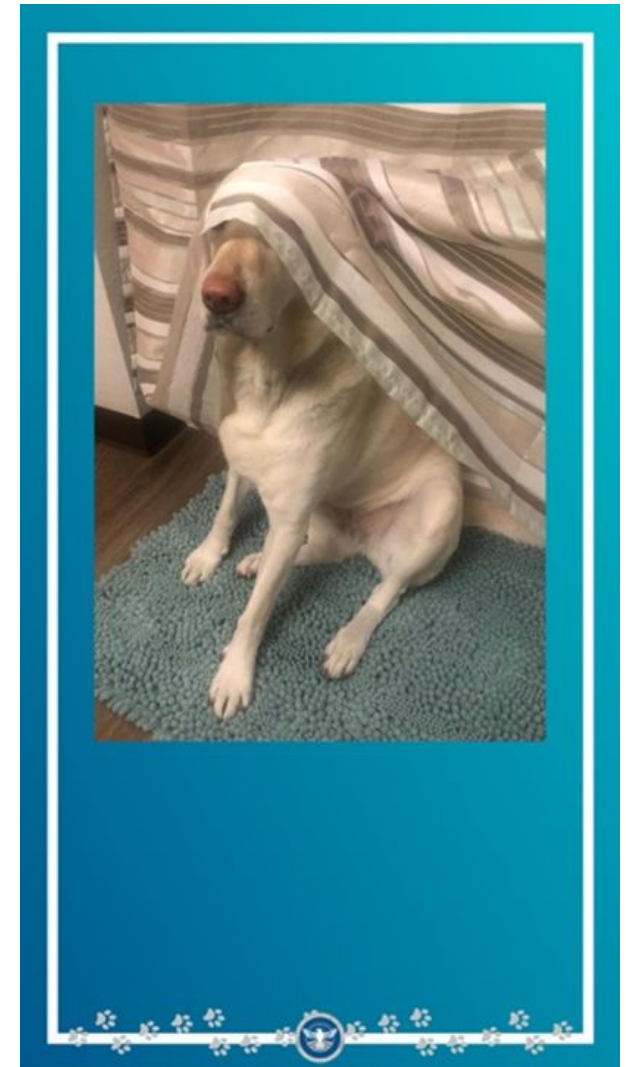
Get ready for cute dogs!

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

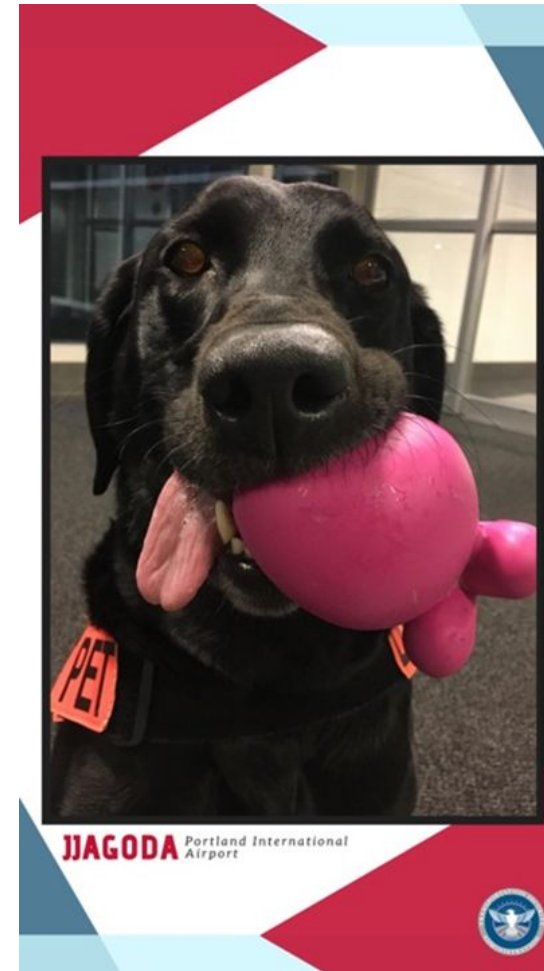
Coordination

- Involved coordination across TSA
 - EDCP team
 - SCPA (Public Affairs)
 - Web and Apps Team
 - Media Team
 - Airports
- Constant Communication
- Uniform Policy Branding



TSA's Cutest Canine Contest

- 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)

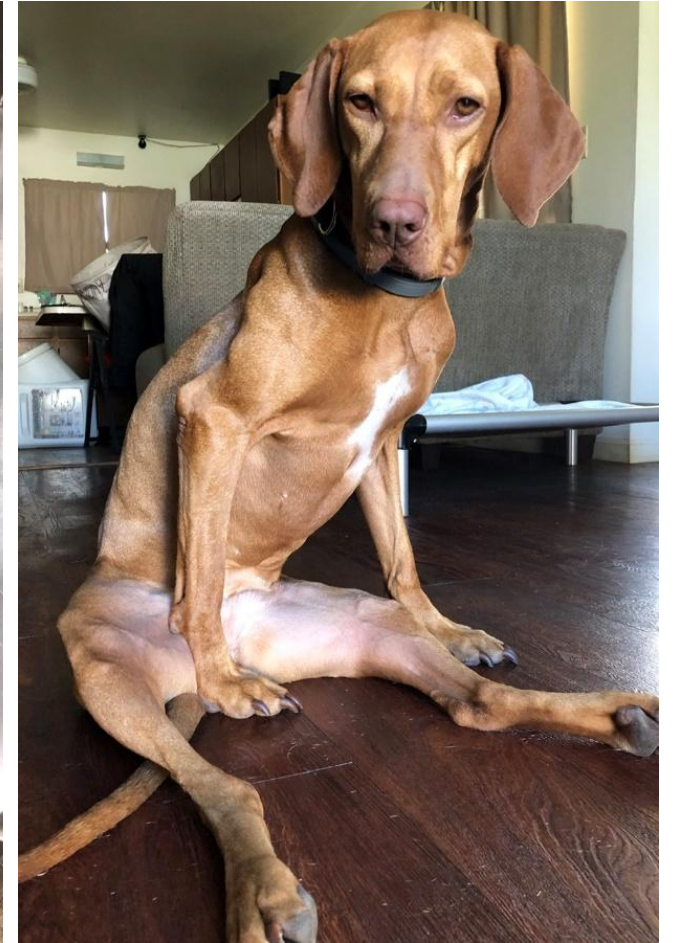


TSA's Cutest Canine Contest

- 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)

Explosive Detection Canine Program

- Focus on the EDCP for the entire week
- Different topic for each day
- IG stories quiz
- Wallpaper Wednesday



TSA
@TSA

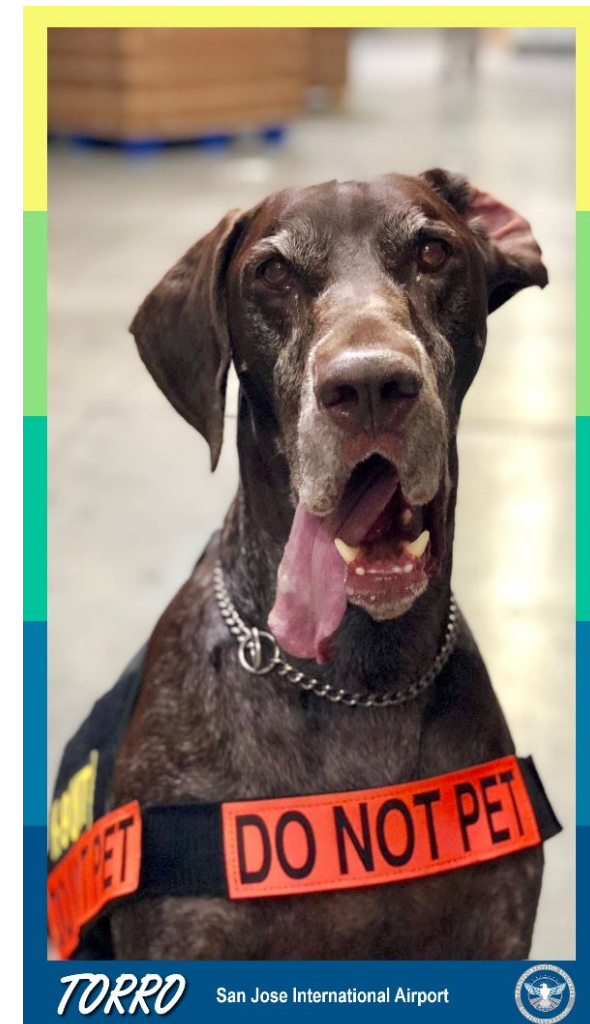
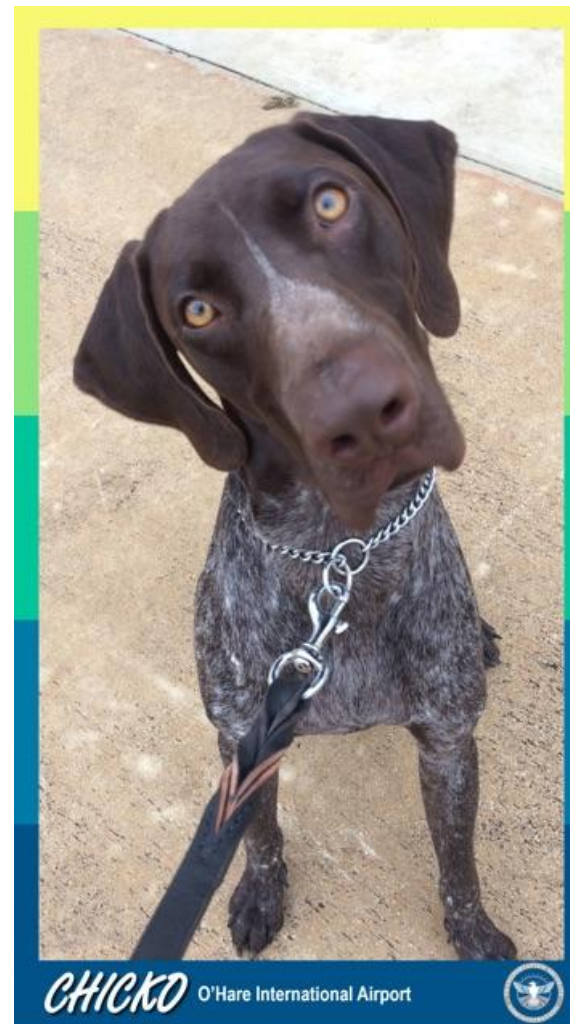
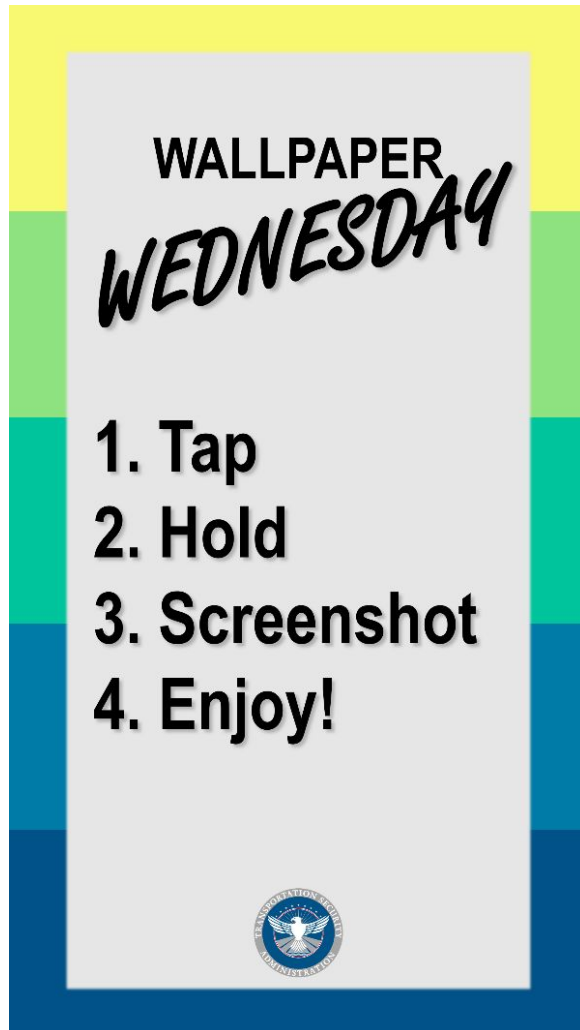
Tomorrow is National Dog Day! Join us in recognizing the 1000+ TSA dogs (and their handlers) who work as Explosive Detection Canines in airports across the country. #NDD



Examples – Instagram



Examples – Instagram Stories



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.



ALT



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)



ALT

ADD0

RASL


RUDO

KUBA

Examples – Facebook

TSA 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/80ycMEbPfGw>



YOUTUBE.COM
TSA on the Job: Explosives Detection Canine Handler
Learn what it is like to be an explosives detection canine handler providin...

TSA 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.

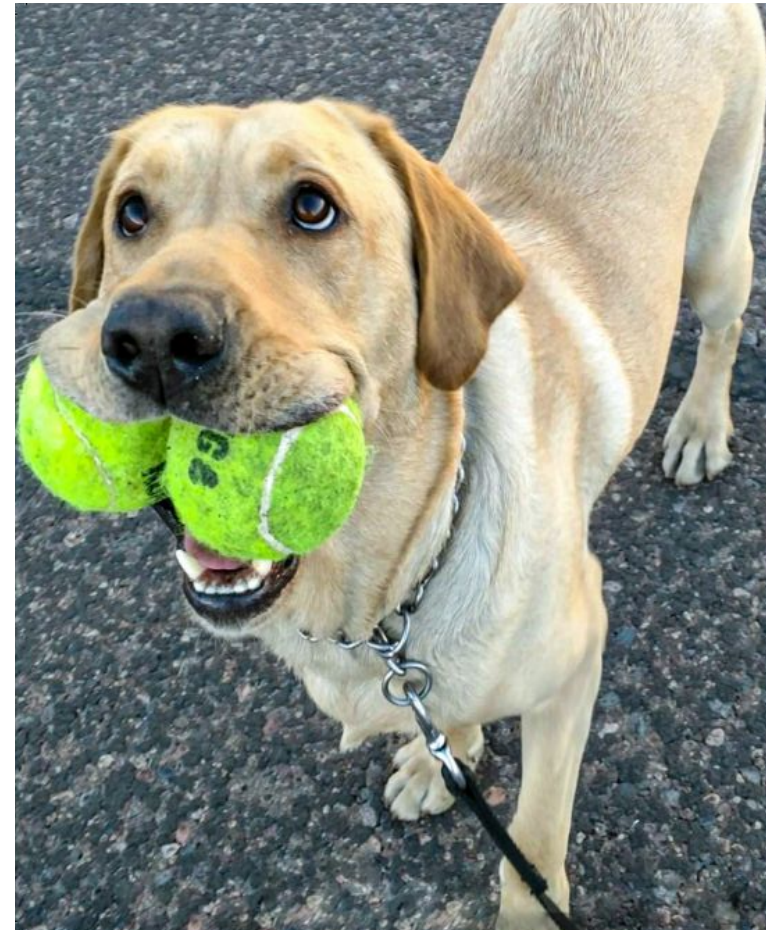
Kajla is a 5-year-old Vizsla, who works with her handler Penny in Honolulu! She has been a TSA K9 for 4 years, and is planning many more working years before she retires. Kajla LOVES to play with her squeaking tennis ball and rope toy. The only thing better? When she gets to retire and get as much attention 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



Canine Calendar

- 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



2020
TSA Canines



Transportation
Security
Administration

Results & Lessons Learned

- >4.8 million impressions
- >100K engagements
- 2.4% engagement rate
- Early planning is key!
- Inclusive involvement



What makes a great TSA K9 Team?

1. The ability to recognize explosives odors
2. The handler's ability to interpret the canine's change of behavior
3. The handler's ability to conduct logical and systematic searches.
4. The team's ability to locate the explosives odor source.

#NationalDogDay



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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