

NEVADA HIGHWAY PATROL
PUBLIC INFORMATION OFFICERS

TROOPER JEREMIE ELLIOTT
TROOPER LOY HIXSON
4615 W. SUNSET ROAD
LAS VEGAS, NEVADA 89118
(702) 486-4100

TROOPER CHUCK ALLEN
357 HAMMILL LANE
RENO, NEVADA 89511
(775) 688-2500

TROOPER JIM STEWART
3920 E. IDAHO STREET
ELKO, NEVADA 89801
(775) 753-1111



BRIAN SANDOVAL
GOVERNOR

CHRISTOPHER PERRY
DIRECTOR

JAMES WRIGHT
DEPUTY DIRECTOR

HEADQUARTERS
555 WRIGHT WAY
CARSON CITY, NEVADA
89711-0525
(775) 684-4901

MEDIA ADVISORY

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Nevada Highway Patrol Traffic Advisories Now Available Through Social Media

After months of preparation, the Nevada Highway Patrol will be implementing an alert system using Facebook, Twitter and Nixle. Although Facebook and Twitter are common place in today's social media world, Nixle is an equally, if not more powerful social media tool for public service entities.

“In looking for ways to better serve the citizen’s of, and visitors to Nevada, it was only natural to gravitate toward social media” stated Nevada Department of Public Safety Director Chris Perry. “The Highway Patrol will be our first Division to actively engage the public through what has become the norm for our society. We have high hopes for its success.”

Currently, Law Enforcement Agencies have embraced the idea of utilizing social media to improve the distribution of pertinent information or requests in real time. Nevada DPS has selected to begin with Nixle which is a social media outlet that provides communities throughout the country with news and information that is both proximate and personally relevant. This technology has proven critical for increasing transparency and access to public agency information and advisories. It makes valuable public and traffic safety information instantaneously available over, SMS, mobile applications, email, and the web.

Nixle’s technology has been referred to as the “best of breed” for authorized users and ensures credibility of information delivered to the residents and visitors to our state. With the implementation of social media access, the Nevada Highway Patrol will be able to give the public current and valuable information in a more efficient and timely manner, including updates on traffic related incidents, community safety events and traffic advisories.

However, Director Perry is quick to add that in no way should this be looked upon as encouragement to violate your safety or that of others. “We currently have distracted driving laws for a reason. Although we want our public to be informed, we in no way want to make this appear that public safety is contradicting the law. To the contrary; we encourage safe and responsible motoring. Use common sense and follow the law in accessing your cell phone or multi-media devices” Perry concluded.

To sign up for Nevada Highway Patrol alerts using Nixle, visit the DPS sign up page at http://nhp.nv.gov/widget_Alerts.shtml.

