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Montco Sheriff's Office adds social media strategy to capture deadbeats

Norristown, Pa., (July 21, 2014) – The Montgomery County Sheriff's Office has added social media tools to its arsenal to help find deadbeat parents. MCSO Warrants Division Sgt. Joanne Plasterer announced the plans during a press conference on Monday, July 21, 2014, to feature defendants wanted for non-payment of child support on the MCSO Facebook and Twitter pages.

"We rely heavily on the public's help in providing tips to help our deputies find these deadbeat parents," said Plasterer. "A lot of people are on social media. So, we have to be out there too."

Adding a social media strategy allows the MCSO to reach a wider audience at a faster pace, an idea that was inspired by an increased focus by Sheriff Bono to track down deadbeat parents for the sake of their children.

The MCSO's social media accounts have been up for about three weeks and there have already been several tips coming in from the sites.

"We plan to update our Facebook and Twitter pages every week with five new defendants," said Plasterer.

MCSO Civil Division Sgt. Adam Berry said that these efforts are also meant to strongly encourage deadbeat parents to turn themselves in to avoid the embarrassment of continued media coverage.

Anonymous tips regarding wanted individuals may be reported by either calling the MCSO **TIP LINE** at **610-278-3340** or, by filling out the online "**Submit a Tip**" form on the MCSO webpage at www.montcopa.org/sheriff, or by sending an email to sheriffwarrant@montcopa.org. The "**Domestic Relations Most Wanted for Child Support**" list is available at www.montcopa.org/sheriff by clicking on the link "Wanted Persons."

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PHOTO: Montgomery County Sheriff's Office Sgt. Adam Berry and Sgt. Joanne Plasterer answer questions during a press conference about the MCSO's new social media strategy for capturing deadbeat parents.

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