

**SOCIAL MEDIA  
COMMUNICATION  
STRATEGY**



**AXON**

**PROPOSED  
BY NICOLE ALLEN**

# SITUATIONAL ANALYSIS

Axon, Enterprises, Inc. is the leader in police technology, working towards the “protection of life” and “making the gun obsolete.”

The company, formerly known as Taser International, changed its name to develop the brand beyond their signature product on April 5, 2017.

Axon's primary customer base consists of rural and metropolitan police departments; however, their civilian product line, Taser Self-Defense, attracts a predominantly female demographic, ranging from ages 18 - 45. Males in this age range, however, are also interested in Axon's civilian line, especially those looking for alternative and less lethal forms of security outside of the home.

Due to the diverse nature of their demographic audience, Axon has split their social media into two accounts: Axon and Taser Self-Defense. Social media accounts under the Axon name include Facebook, Instagram, Twitter, YouTube and LinkedIn, while Taser Self-Defense has social media accounts on Facebook, Instagram and Twitter. CEO Rick Smith also has social media accounts on Twitter and Reddit, which appear to be



specifically used for marketing his business and book.

The current focus of the company's Axon social media accounts is promoting products and news, primarily aimed at Axon employees and current and future police department clientele. Their Taser accounts spotlight product marketing for potential civilian consumers.

# PROBLEM ANALYSIS

Due to the potential political impact non-lethal weapons can have on the perception of police departments and the growing desire civilians have for a less consequential protection from danger, Axon should use their social media accounts to promote their mission and civilian products outside of current consumer bases.

Axon, a multi-million-dollar company, has yet to be verified on any social media platforms; however, CEO Rick Smith is verified on Twitter with approximately 13,000 less followers than his company. The social media accounts under Axon and Taser Self-Defense lack consistency and company feedback to consumer inquiries. Accounts, such as the Axon's YouTube and Instagram, lack updated posts, which would be extremely beneficial to their success if prioritized. Reevaluating Axon's social media audience demographic can increase public support through sharing and follower engagement on both civilian and police service accounts.

The goal of the strategic plan is to develop positive perceptions of Axon's police products, mission and technology by promoting the Axon objective through rich media, statistics and a personable re-branding of the company.



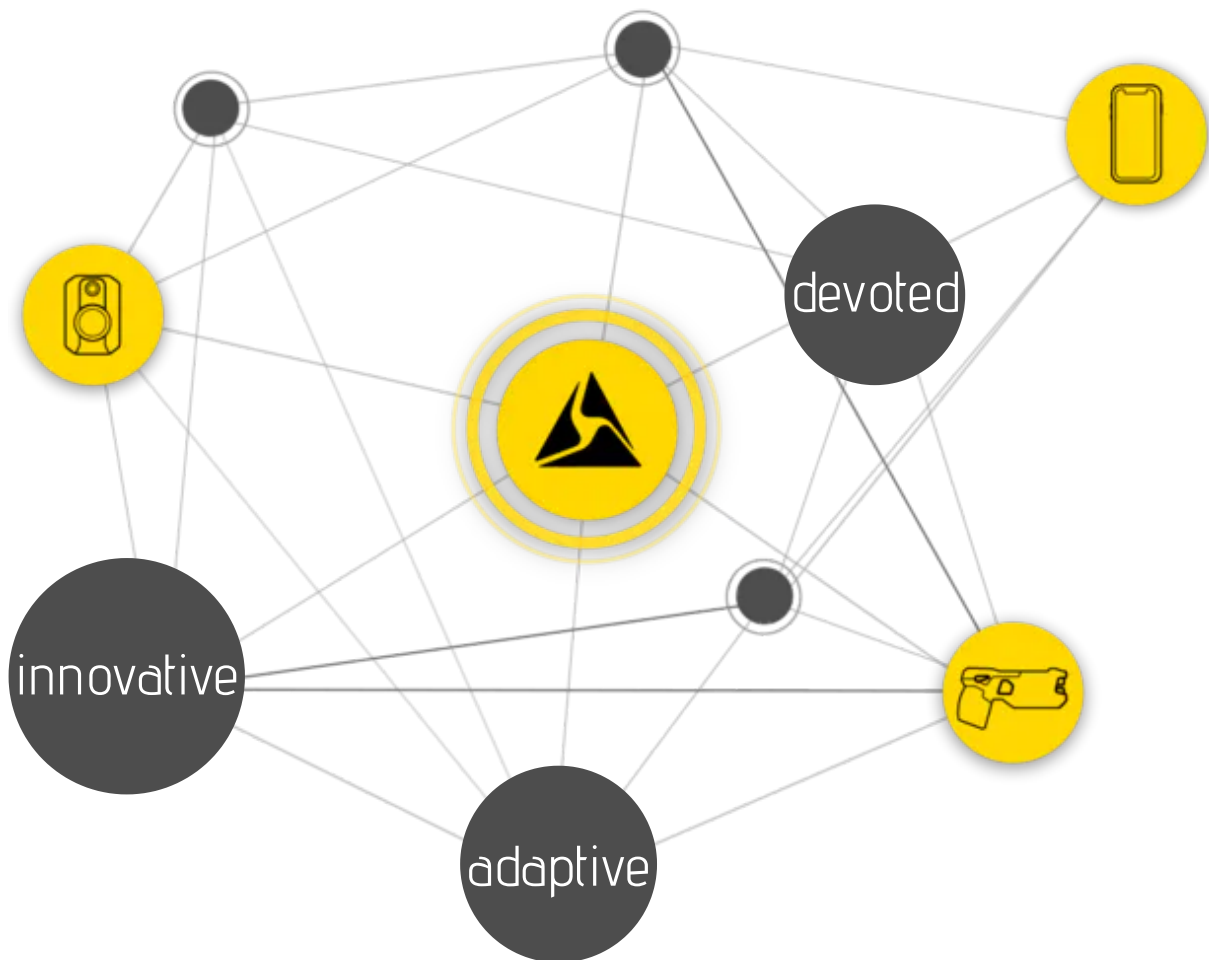
# BRAND VOICE

## HOW SHOULD WE SPEAK?

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With the provided brand descriptors in mind, Axon has a potential to re-brand their social media accounts in a progressive but personable light, providing professional and relatable social media content.

Content re-branding will persuade the public to become more informed about the company's devotion to safety and human life. Audiences will come to know Axon for their innovative technology that constantly adapts to the changing social climate of our nation.



Utilizing pathos-centered messages will generate a relationship with users on all platforms and Axon accounts. All messages should emanate professionalism without sounding impersonal. Professional humor and humanizing stories of police officers and Axon employees will be interdependently beneficial. However, content should primarily focus on the Axon mission and the benefits of Axon products.



# BRAND VOICE

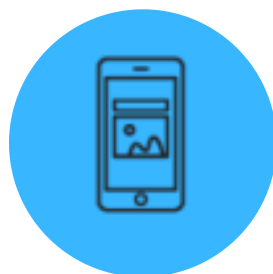
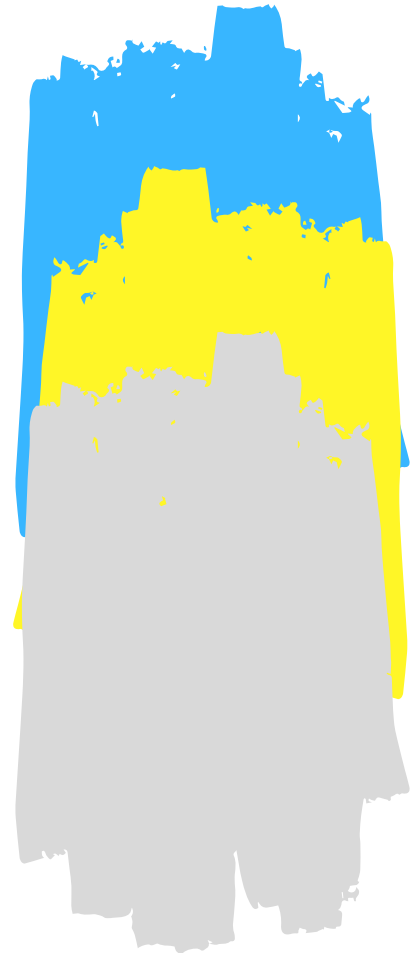
## HOW SHOULD WE LOOK?

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Visually, Axon's use of yellow is a positive representation of the brand; however, the prominent usage of the color black can be perceived as stern and negative, creating a feeling of unease.

Taser Self-Defense currently utilizes yellow, black and turquoise hues. Axon can also give their primary accounts a different but balanced look by combining blues, yellows and blacks across social media platforms.



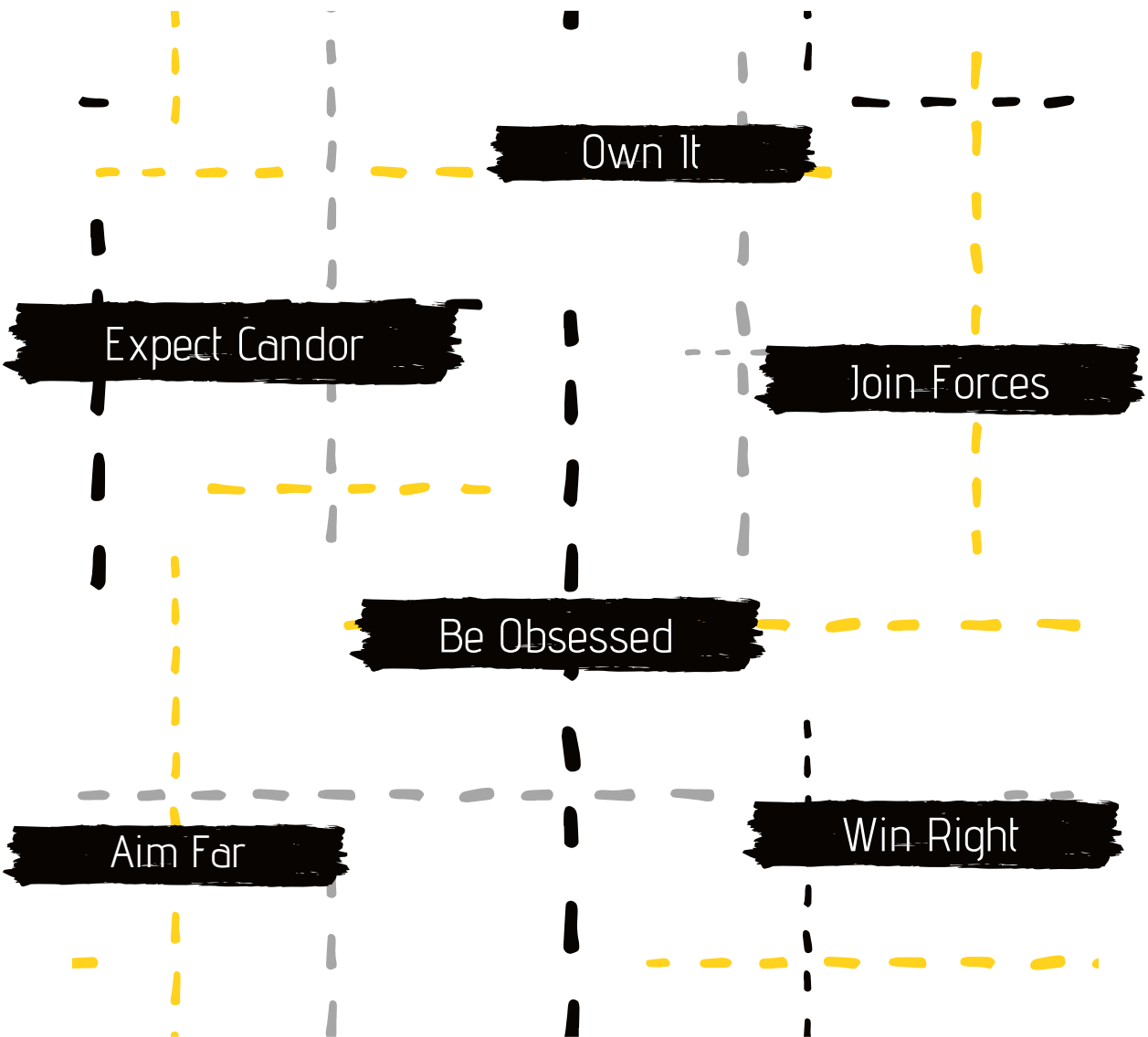
As story posts on Axon's Instagram and Facebook increase, this strategy would apply recognizable Instagram story highlight logos to the company's primary Instagram account, much like the ones above.

# THE MISSION

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## “Protect Life”

There is no greater mission than the one Axon has set to accomplish. Thus, this strategy will use Axon's core values to uphold its vision.



# SWOT ANALYSIS

- Promotes company's financial success on non-specific employee accounts
- CEO is verified while the company is not
- Under-promotes company vision and mission
- Lack of pathos-centered content
- Public generically uses the trademark "Taser"

Strengths



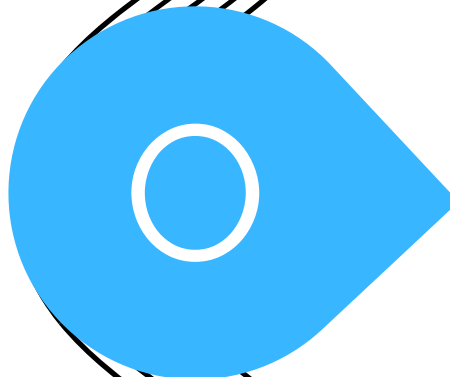
- Creates new and innovative technology
- Works towards a worthy mission, benefiting society
- Displays confidence in their brand
- Creates police and civilian products
- Company is financially stable and growing steadily
- Taser is a well-known brand

Weaknesses



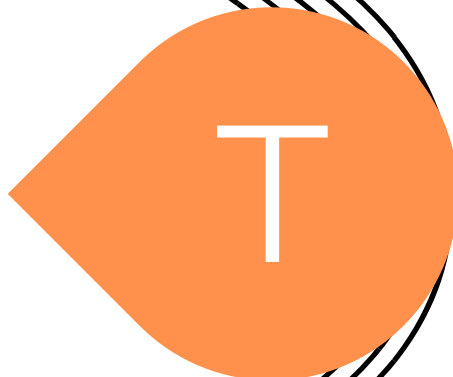
- The firearm is still the go-to lethal weapon of choice for police and self defense
- Pepper spray is the go-to non-lethal weapon of choice
- Public has inaccurate perception of what energy weapons can and cannot do
- Public distrust in police causes a ripple effect to the company

Opportunities



- People desire innovative products
- Society is looking for an alternative to lethal weapons
- People want to be protected
- Products hold law enforcement accountable
- Products protect police professionally and physically

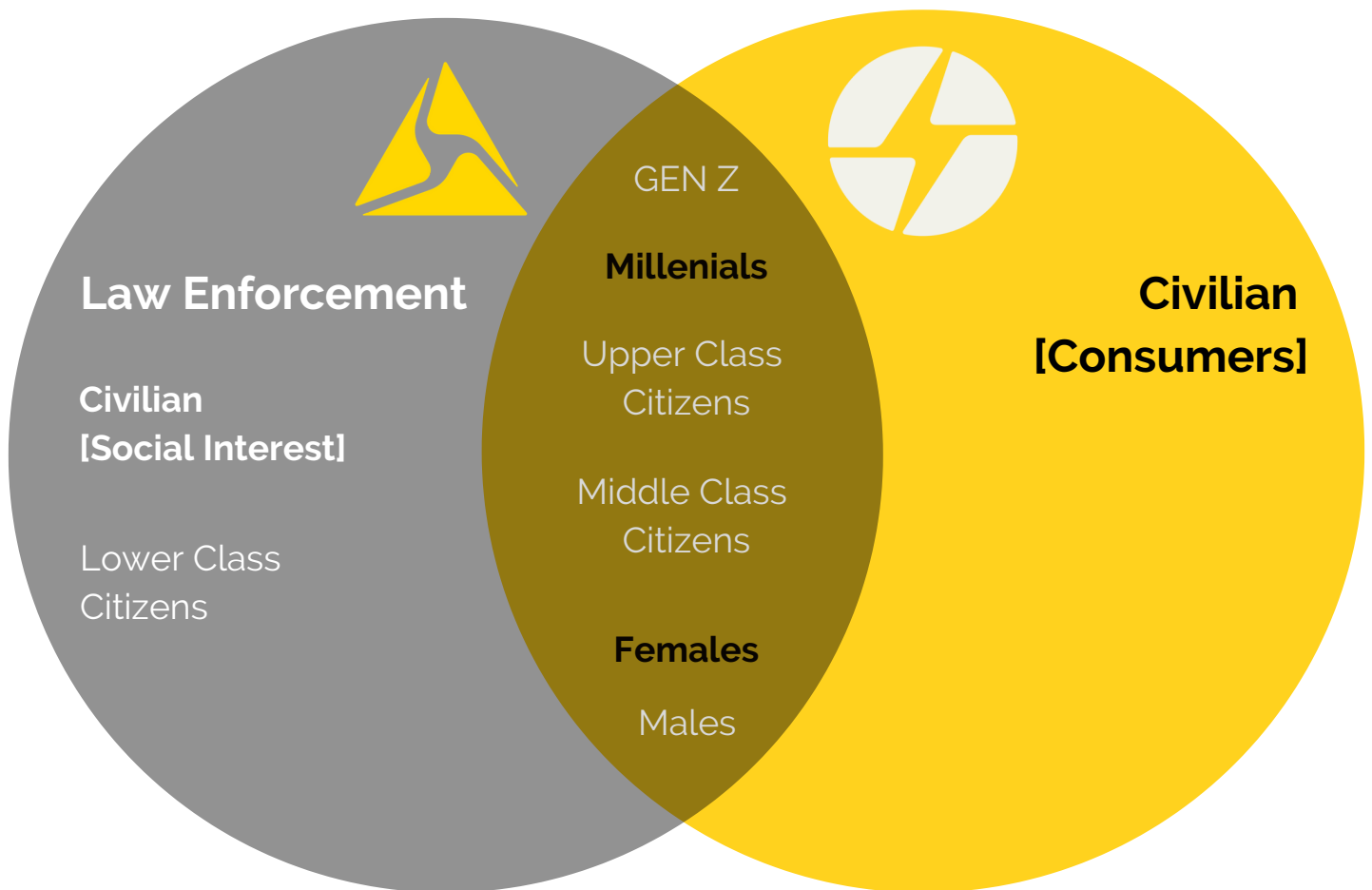
Threats





## TARGET AUDIENCES

Because of the unique nature of Axon products and their mission, Axon platforms have the rare ability to target nearly every demographic. However, due to Axon's separate social media accounts, the primary audiences vary. As you can see, Taser Self-Defense accounts' secondary and tertiary audiences overlap Axon accounts' secondary and tertiary audiences. Millennials and females are only secondary audiences for Taser Self-Defense accounts.



# AUDIENCE ANALYSIS

## PLATFORM TONE (AXON)



### FACEBOOK

Facebook will be used to promote products; however, posts relating to the company's mission and vision will outweigh advertising of the product as Axon is currently the leader in electric weapons. Furthermore, Axon's additional police technology requires a building of rapport with the general population. This platform will be used to calm the doubts of the masses regarding Axon products through relatable and informative posts. Facebook posts will work to bridge the gap between police, Axon and the public.

### TWITTER

The messages of Twitter spread rapidly; thus, this will be a platform for Axon to use in the spread of statistical data and, with graphics, will provide appealing reasons to retweet. The platform will not be used to promote products; rather, to promote information. Important news which involve Axon products will also be provided on this platform. Twitter can also be used to share posts by various law enforcement agencies and retweet posts about movements which support the same Axon mission.

### INSTAGRAM

As a platform used to help the masses visualize a story through pictures, Axon will be consistent about posting photos of police officers, employees, products, short videos, and citizens positively impacted by Axon products. The goal for this platform is for law enforcement agencies and civilians to bridge a gap through human empathy—a goal that Axon and its products can create.

### YOUTUBE

Providing Axon with a platform for professional long-form feature videos, YouTube will provide a combination of product promotion, in-house information (how the products are made and what the company does), scripted movie-like videos promoting company missions, and videos from CEO Rick Smith. The theme for this platform should be "innovate."

### LINKEDIN

Unlike other platforms, LinkedIn will be used to boast and show future employees how rewarding it is to work at Axon through videos and pictures of current employees, demonstrations of daily innovation, and a look inside the carefree and young environment the company has to offer. This platform will be used to promote a message to potential employees that you can earn a respectable income and work with a purpose.

# AUDIENCE ANALYSIS

## PLATFORM TONE (TASER SELF-DEFENSE)



### FACEBOOK

Posts on Facebook will consist of short videos and pictures displaying the effectiveness of the weapons in use. Content will also encourage dialogue and questions by current and potential customers. The tone of this platform should be positive and informative, openly allowing a vocalization of concerns. The videos will be visually appealing with bright colors with professional videography to attract scrolling audiences.

### TWITTER

This platform will be utilized to create a relationship with the public more than promotion of products. Twitter will allow the company to seem more “human,” asking questions about why and how people protect themselves. Taser Self-Defense can also use this platform to support movements and retweet posts.

### INSTAGRAM

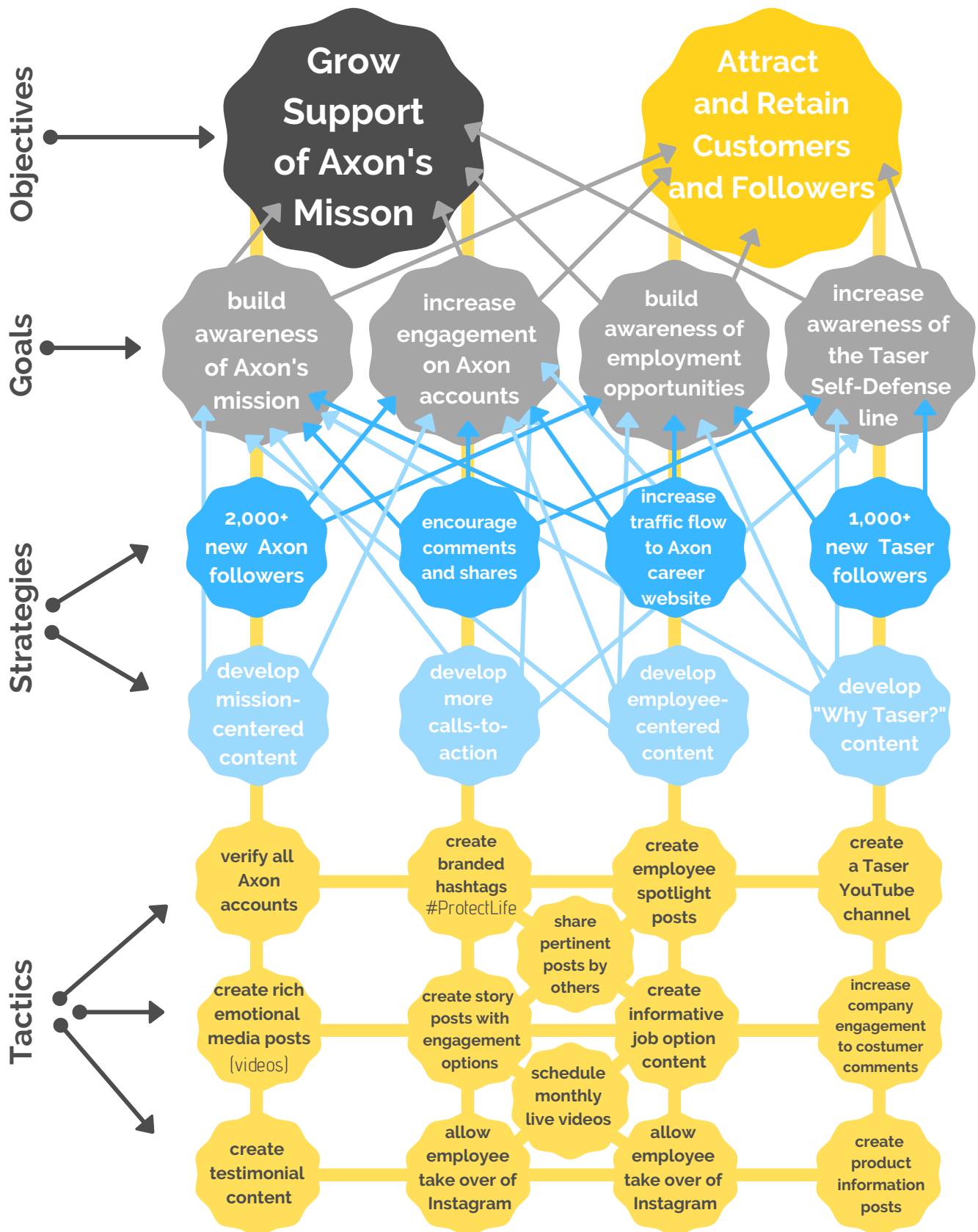
Visually appealing photos will be used on this platform with bright colors, representing calm and confidence. Photos of people from various demographics will be professionally pictured wearing the weapons and using the weapons. Branded hashtags, as well as trending hashtags promoting self-protection will be consistently placed on each post. Additionally, Instagram stories will be used to create an open dialogue for current and potential consumers for questions, comments or concerns. Links to new YouTube videos will also be posted as a call to action.

### YOUTUBE

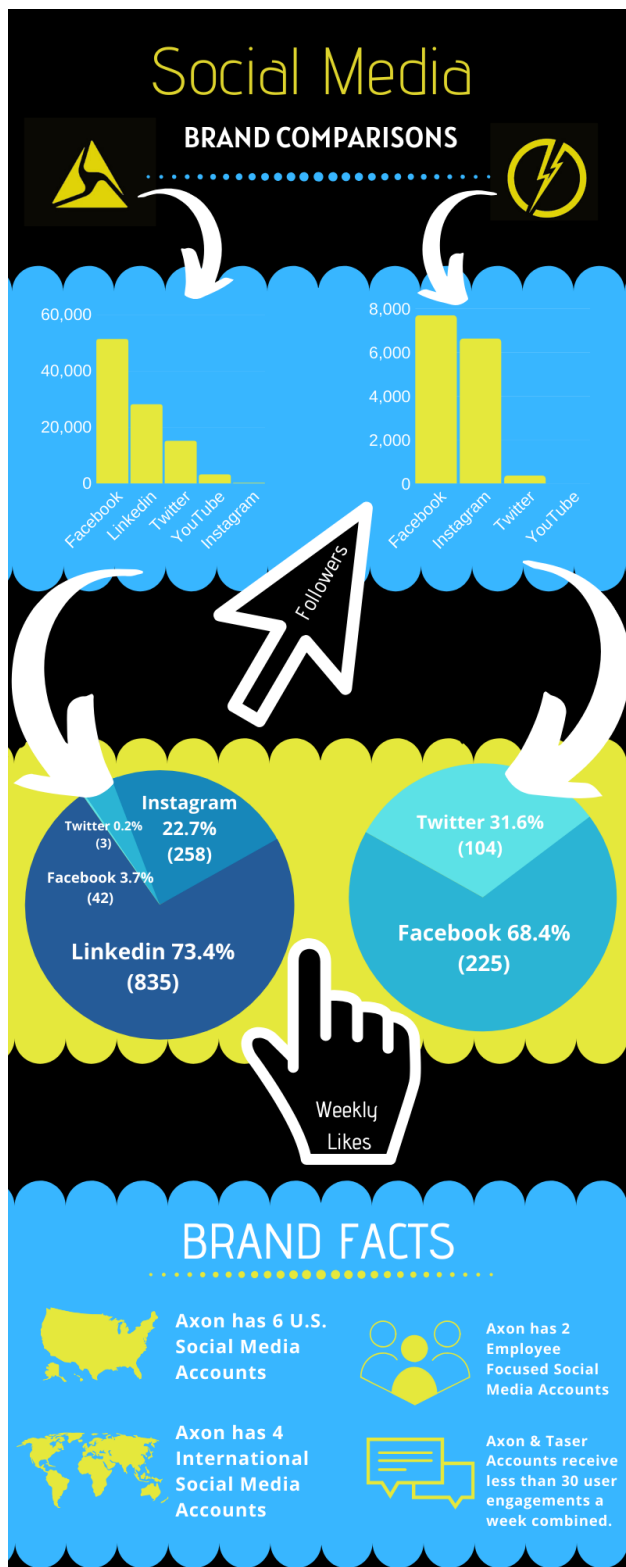
Taser Self-Defense does not currently have a YouTube account. However, it would be beneficial to create one so audiences can view full videos of people using Axon civilian weapons. Using videos to help current and potential customers understand the products will evoke pathos, initiating an interest in the self-defense weapon line. The overall tone of this platform will be to create an emotional response, answering the question “why should we buy nonlethal weapons for personal protection.”



# STRATEGIC PLAN



# EVALUATION TECHNIQUES



Evaluation methods for this campaign would be formed by social media insights, such as views, reach and engagement with special detail on observable changes in types of engagement. Monthly analytic reports will be provided, as well as profound improvements. Quantitative and qualitative data will be gathered at the end of the campaign and directly compared to quantitative and qualitative data gathered at the beginning of the campaign.

Success would be defined as meeting the planned goals and objectives, as well as an observable positive change in engagement with users on all platforms. Should the campaign work as planned, Axon Enterprises Inc. will see a large increase in followers on all social media platforms and observe positive shifts in the target audience's perception of the Axon mission, vision and products.

# August 2020 (Axon Accounts)

**KEY:**

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter
- Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Spider Man Rick Video/Post Spider Man Rick Video/Post Spider Man Rick Video/Post
						Spider Man Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Employee Take-Over Axon News Axon News	Employee Take-Over	Employee Take-Over Job Opening Post Job Opening Post	Employee Take-Over Mission Tweet	Employee Take-Over Product Promotion/Facts Financial Updates	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Female Officers/Employees Post Female Officers/Employees Post Female Officers/Employees Post Female Officers/Employees Post National Women's Day		TaSed TueSday Police Quote Tweet	Employee Spotlight Story/Post Employee Spotlight Story/Post	Execituve Spotlight	Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Employee Jake (Story) Employee Jake (Story) National Tell a Joke Day	Employment News	Axon Trivia Story Axon News Axon News	Job Opening Post	Officer Spotlight Story/Post Officer Spotlight Story/Post Officer Spotlight Story/Post	Live Video	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Release "The Mission" Video Promote Video Story/Post Promote Video Story/Post Promote Video Post Promote Video Post		Swipe Up Link to Website Story Police Footage Post	Follower Questions Story	Intership Promo Intership Promo Intership Promo	

# August 2020 (Taser Self-Defense Accounts)

KEY:

Facebook

Instagram

YouTube

Twitter

Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Taser Trivia Story		Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post		Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Why Taser? Tweet	Follower Questions Story Product Promoted Post		Taser Testimony Tweet		Taser in Action Video Taser in Action Video Taser in Action Video
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Release "Why the Taser?" Video Promote Video Story/Post Promote Video Story/Post Promote Video Post		Swipe Up Link to Website Story		Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post		Testimonial Short Video Testimonial Short Video Testimonial Short Video			

# September 2020 (Axon Accounts)

**KEY:**

Facebook

Instagram

LinkedIn

YouTube

Twitter

Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Employee Spotlight Story/Post Employee Spotlight Story/Post	Mission Tweet	Job Opening Post	Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Labor Day Post w/ Photo Labor Day Post w/ Photo Labor Day Post w/ Photo Labor Day Post w/ Photo Labor Day	TaSed TueSday		Gun/Cop/Suicide Stats. Post Gun/Cop/Suicide Stats. Post Gun/Cop/Suicide Stats. Post World Suicide Prevention Day	Financial Updates	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Employee Take-Over Axon News Axon News	Employee Take-Over	Employee Take-Over Job Opening Post Job Opening Post	Employee Take-Over	Employee Take-Over Product Promotion/Facts Product Promotion/Facts	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Officer Spotlight Story/Post Officer Spotlight Story/Post Officer Spotlight Story/Post	Execitue Spotlight	Axon Trivia Story Axon News Axon News	Swipe Up Link to Website Story	Employment News	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Follower Questions Story Police Footage Post Police Quote Tweet		Release "Changing The World" Vid Promote Video Story/Post Promote Video Story/Post Promote Video Post Promote Video Post	Live Video		Internship Promo Internship Promo Internship Promo

# September 2020 (Taser Self-Defense Accounts)

KEY:

Facebook

Instagram

YouTube

Twitter

Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Taser Trivia Story	Taser Testimony Tweet		Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Labor Day Post w/ Photo Labor Day Post w/ Photo Labor Day Post w/ Photo  Labor Day			Gun Suiciude Stats. Post Gun Suiciude Stats. Post Gun Suiciude Stats. Post  World Suicide Prevention Day		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Follower Questions Story	Swipe Up Link to Website Story Product Promoted Post	Why Taser? Tweet		Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post		Release "Our Products" Short Video Promote Video Story/Post Promote Video Story/Post Promote Video Post		CEO Short Video CEO Short Video CEO Short Video	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo			Taser in Action Video Taser in Action Video Taser in Action Video		



# October 2020 (Axon Accounts)

**KEY:**

Facebook

Instagram

LinkedIn

YouTube

Twitter

Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Swipe Up Link to Website Story Internship Promo Internship Promo Internship Promo	Employee "Smile for Me" Story Employee "Smile for Me" Story  National Smile Day	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Employee Take-Over Axon News Axon News	Employee Take-Over	Employee Take-Over Job Opening Post Job Opening Post	Employee Take-Over Mission Tweet	Employee Take-Over	Empathy Training Video Post Empathy Training Video Post Empathy Training Video Post Empathy Training Video Post World Mental Health Day
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Product Promotion/Facts Product Promotion/Facts	TaSed TueSday Employment News	Employee Spotlight Story/Post Employee Spotlight Story/Post Police Quote Tweet		Axon Executives Post Axon Executives Post Axon Executives Post Axon Executives Post National Boss's Day	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Axon Trivia Story Axon News Axon News	Job Opening Post	Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo	Live Video	Release "I Had My Doubts" Video Promote Video Story/Post Promote Video Story/Post Promote Video Post Promote Video Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Officer Spotlight Story/Post Officer Spotlight Story/Post Officer Spotlight Story/Post	Financial Updates	First Responders Post/Photo/St First Responders Post/Photo/St First Responders Post/Photo National First Responders Day	Follower Questions Story Execituve Spotlight		Employee Costume/Police Post Employee Costume Police Post Employee Costume Post Employee Costume/Police Post Halloween

# October 2020 (Taser Self-Defense Accounts)

KEY:

Facebook

Instagram

YouTube

Twitter

Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Taser Trivia Story Product Promoted Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Follower Questions Story Why Taser? Tweet		Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post		Swipe Up Link to Website Story	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo			Release "Testimonials" Video Promote Video Story/Post Promote Video Story/Post Promote Video Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Taser in Action Video Taser in Action Video Taser in Action Video		Product Spotlight Story/Post Product Spotlight Story/Post Product Spotlight Story/Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Testimonial Post/Photo Testimonial Post/Photo Testimonial Post/Photo		First Responders Story First Responders Story  National First Responders Day	Taser Testimonial Tweet		Protect Yourself/Costume Pic Protect Yourself/Costume Pic Protect Yourself/Costume Pic  Halloween