

Kelsie Fraser and Candace Lamb

Kelsie: Social Media & Media Relations Specialist – Saskatoon Police Service

Candace: Communications Coordinator – Canadian Red Cross Saskatchewan

Kelsie Fraser is the Social Media & Media Relations Specialist with the Saskatoon Police Service. From airline bomb threats to stand-offs to homicides, she has used social and traditional media to deliver relevant and timely information to the community. Kelsie understands the importance of listening, monitoring and engaging with the community and media on social media with consideration for operational tactics. She has taught and consulted with police officers and agencies from across Saskatchewan on social media use in law enforcement and presented at municipal, provincial and international meetings and conferences. Kelsie was instrumental in creating the Saskatchewan Law Enforcement Social Media Group, which brings law enforcement personnel together from across the province to create a working social media group to share ideas and find creative solutions to issues that we face as an industry. The group is a first of its kind in Canada.

Candace Lamb is a Communications Coordinator with the Canadian Red Cross in Saskatchewan. She started in the Red Cross as a Disaster Response volunteer and has responded to several natural disasters in roles ranging from Disaster Worker to Shelter Manager to Communications Manager. Being responsible for the Red Cross social media efforts in Saskatchewan she has a keen grasp on managing social media accounts day-to-day, for awareness events such as Red Cross Day of Pink and during large scale responses such as the recent Saskatchewan wildfires and providing assistance in monitoring the Canadian Red Cross National social accounts during the Nepal Earthquake this past spring. Candace has a passion for Social Media and how it relates to disasters and business and is thrilled to share what she has learned with anyone who will listen.