# Developing an Effective Social Media Strategy for Smaller Agencies

**The Bottom Line for Law Enforcement**

*Serving the Leaders of Today, Developing the Leaders of Tomorrow*

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# Webinar Panelist

Luis Soler
Chief of Police
Crowley Police Department
Crowley, Texas.

Member: IACP Police Administration Committee

Instructor: IACP Leading by Legacy Program

# KEY POINTS

- Understand social media is powerful and far reaching.
- Public expectation that police agencies use social media.
- Police leaders must understand social media to develop effective policies and strategies.
- Agencies should develop effective social media policies that balance organizational needs and free speech.
- Agencies should follow the IACP recommended key strategy recommendations.

# KEY STRATEGY CONSIDERATIONS

- Research
- Management
- Fears
- Goals
- Audience
- Content
- Level of engagement
- Platforms
- Integration
- Follow up
- Policy development

*Source: IACP Center for Social Media*

# KEY STRATEGY CONSIDERATIONS

## RESEARCH

# Social Media Defined

A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), microblogging sites (Twitter), photo-and video-sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).

*Source: IACP Center for Social Media*

# Top Social Media Sites

BY MONTHLY VISITORS AS OF SEPTEMBER 1, 2015:

| | |
|---|---|
| • Facebook/YouTube | 900,000,000 |
| • Twitter | 310,000,000 |
| • LinkedIn | 255,000,000 |
| • Pinterest | 250,000,000 |
| • Google Plus | 120,000,000 |
| • Tumblr | 110,000,000 |
| • Instagram | 100,000,000 |

Source: EbizMBA

# The Power of Social Media

- Adults spend over 15 hours a week on the internet
- 2-3 new Twitter accounts are activated every second
- The average viewer spends 12.2 hours per month watching online videos
- YouTube is the 2nd most popular search engine, only surpassed by Google

*Source: The Power of Social Media, September 2015*

- Facebook has over 350 MILLION active users globally and 50% of them log on everyday
- The average Facebook user spends 55 minutes per day on the site
- 83% of companies have a Facebook page

# Social Media and Police

An IACP survey of 728 law enforcement agencies revealed:

- 95% of surveyed agencies stated they used social media
- 82.3% use social media for criminal investigations
- 71.7% of agencies had a social media policy
- 78.8% of agencies reported social media has helped solve crimes in their jurisdiction
- 77.5% of agencies stated social media has improved police-community relations
- Most used platform was Facebook (95.4%),Twitter (66.4%), and You Tube (38.5%)
- 55.9% of agencies not using social media are considering it

*Source: IACP Center for Social Media survey, Fall 2014*

# IACP LIST OF CASE STUDIES

Arlington, Texas, PD – Using Tweetalongs to Create a Team

Baltimore, Maryland, PD - Use of Social Media for Smart Phones

Boca Raton, Florida, PD - Branding Your Agency

Boise, Idaho, PD - A Thoughtful Approach to Social Media

Boynton Beach, Florida, PD - Becoming Your Own News Station

Cape Coral, Florida, PD – Driving the Content in the New Town Square

Collier County, Florida, Sheriff's Office - Thinking Outside the Box

Colorado Springs, Colorado, PD – Community Education, Community Engagement

Dunwoody, Georgia, PD - Tweeting from the Start

- See more at: http://www.iacpsocialmedia.org/Resources/CaseStudies.aspx#sthash.niSX1jHL.dpuf

# KEY STRATEGY CONSIDERATIONS

## MANAGEMENT

# Monitoring Social Media

- Dedicated people
- Should be checked at least twice a day
- At least one post per day is encouraged
- Never argue online
- Reply to questions or concerns promptly

# KEY STRATEGY CONSIDERATIONS

## FEARS

# Barriers & Difficulties

- Time, manpower, or money
- Don’t know what to post
- You don’t know what citizens want from social media
- Your boss does not think social media is important
- It is change!
- Little or no knowledge of social media

# KEY STRATEGY CONSIDERATIONS

## GOALS

# CROWLEY PD GOALS

- Decrease in complaints and increase in satisfaction by better interaction and communication with citizens.

- Increase real time information dissemination of accidents and criminal activity.

- Provide the citizens with safety tips and request tips from citizens.

- Provide community outreach by highlighting events, activities, and other agency accomplishments.

# KEY STRATEGY CONSIDERATIONS

## CONTENT

Crowley Texas Police Dep

https://www.facebook.com/Crowley-Texas-Police-Department-607951559335581/timeline/

Apps Aspen University Cla...

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

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Crowley ISD

Crowley Texas

City of Crowley Animal Shelter

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Facebook © 2015

July 24 at 11:43am

Roxanne Catherine Neatherlin Congrats!!
September 4 at 11:20am

**Crowley Texas Police Department** added 2 new photos.
July 16 ·

On 07-06-2015 visitors from California had their rental car broken into in the City of Burleson. The suspects then came to the City of Crowley and charged hundreds of dollars to the victims at several different locations. Suspect is identified as a black male, approx 5'11"-6'0" and approx 160lbs to 180lbs, he was wearing a grey Texas Rangers Hat with a black T on it, white shirt and distinctive bright red shoes. Suspect may be driving a white Chevy Tahoe, or similar large SUV early 2000's models. If you have any information contact the Crowley Police at 817-297-2276.
Thank you for your help

Like Comment

2015

2:51 PM
9/11/2015

Crowley Texas Police Dep

https://www.facebook.com/Crowley-Texas-Police-Department-607951559335581/timeline/

Apps Aspen University Cla...

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Email or Phone Password Log In

Keep me logged in Forgot your password?

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City of Crowley Animal Shelter

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**Crowley Texas Police Department**

July 4 ·

REMINDER:
It is illegal to store, use, possess or sell fireworks within the Crowley City Limits (and yes, that does include sparklers). The exception to this rule is the Best Free fireworks show after the 4th of July that the City hosts every Saturday after 4th of July (July 11th this year) at Bicentennial Park.

Like Comment Share

Debbie Taylor McPhee, Maritza Martinez, Larry Lori Lode Keith and 21 others like this. Most Recent

1 share

View 3 more comments

**Tara Sheehan** We just moved here so I'm looking forward to attending our first community event
1 · July 4 at 5:00pm

**Brandie Lace Byford Riojas** What's the number to report? There's people right behind my house shooting fireworks. I live in creekside.
1 · July 4 at 10:07pm

2015

2:53 PM
9/11/2015

Crowley Texas Police Dep

https://www.facebook.com/Crowley-Texas-Police-Department-607951559335581/timeline/

Apps Aspen University Cla...

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

ABOUT

http://www.ci.crowley.tx.us/index.aspx

PHOTOS

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2015

**Crowley Texas Police Department**
June 14 ·

Officers working accident west bound FM 1187 at McCart. Drive with caution in the area.

Like Comment Share

Vera Rogers, Tamás Kovács, Linda Blazi and 12 others like this. Most Recent

View 5 more comments

**Matt Platts** Konni Burton, what can we do about this dangerous intersection in Crowley that the state controls? Is there a process to request an engineering review since there have been so many accidents in this same spot that is near residential neighborhoods and a Crowley ISD school?
June 14 at 8:04pm

**Richard Lee Sumrall** Turn it into a traffic circle.
June 15 at 1:44pm

**Crowley Texas Police Department**
June 13 ·

Crowley's Citizens on patrol members networking at the Texas Citizens

2:56 PM
9/11/2015

# KEY STRATEGY CONSIDERATIONS

## PLATFORMS

# Crowley PD Platforms

- Facebook
- Twitter

# KEY STRATEGY CONSIDERATIONS

## POLICY DEVELOPMENT

# DEVELOPING A SOCIAL MEDIA POLICY

- Ensure your policy covers all employees
- Prohibit certain posting depicting department property and/or activities
- Ensure that utilization of social networking sites, blogs, Twitter, or other medium or electronic communication is not done during office/duty time unless for official duties.

# SOCIAL MEDIA POLICY (CONT'D)

- Prohibit posting certain confidential and sensitive information
- Advise employees that an a appropriate level of professionalism should be followed
- Social media websites of new applicants/potential recruits should be screened

# SOCIAL MEDIA POLICY (CONT'D)

- During administrative investigations, employees may be ordered to provide the agency with access to social networking sites when the subject of the investigation is:

- **Directly, narrowly, and specifically** related to an employee's performance or ability to perform his or her function within the operation, **OR**

- When the subject in the investigation is **potentially adverse** to the operation, morale, and efficiency of the agency.

*Source: IACP, May 2010*

# What to include in your policy

- Policy Statement
- Purpose Statement
- Definitions

**CROWLEY POLICE DEPARTMENT**

**Policy 2.8 Use of Social Media**

**Effective Date:** 6/18/13 **Replaces:**

**Approved:**

**Reference:**

**I. POLICY**

Social media provides a new and potentially valuable means of assisting the department and its personnel in meeting community outreach, problem-solving, investigative, crime prevention, and related objectives. The department supports and utilizes the secure and appropriate use of social media to enhance communication, collaboration, and information exchange. The department also recognizes the role that these tools play in the personal lives of department personnel. Because the improper use of social media platforms by employees may impact department operations, the department provides information of a precautionary nature as well as prohibitions on the use of social media by department personnel. These policies and procedures apply to all personnel including sworn and non-sworn employees, Reserve Officers and any volunteers working with the department.

**II. PURPOSE**

This policy establishes guidance on the management, administration and oversight of social media. This policy is not meant to address one particular form of social media; rather social media in general, as advances in technology will occur and new tools will emerge.

**III. DEFINITIONS**

*Blog:* A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."

*Page:* The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.

*Post:* Content an individual shares on a social media site or the act of publishing content on a site.

*Profile:* Information that a user provides about himself or herself on a social networking site.

2.8

# POLICY SECTIONS DETAILING

- Department sponsored social media
- Rules for approved employee postings
- Explaining the purpose of department sponsored social media the use of covert social media sites for investigations
- the personal use of social media
- the monitoring of employee social media

# Precautions and Prohibitions

- Do not post information related to any police tactical response without official approval.
- Do not disseminate any information that should not be disseminated by law.
- Prohibit the display of any logo, uniform, patch or badge
- Make it clear when employees may exercise free speech on their personal sites.

# Precautions and Prohibitions

- For safety reasons, employees should not post information identifying them as department members.
- Employees should be prohibited from using speech that is obscene, sexually explicit, or inflammatory.
- Personnel should be aware that they may be subject to civil litigation for posting false information.
- Employees should have no expectation of privacy on posts that are in the public domain.

# Disciplinary Action

- Social media policy should always include a provision for disciplinary actions in the event of policy infractions, including possible termination of employment

# The future

- Social media will always be evolving
- Stay on top of emerging platforms
- Social Media has a solid future
- Continue education and talk to social media experts
- Think socially!!

# QUESTIONS

# REFERENCES


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