

# Neighbourhood Twitter Accounts

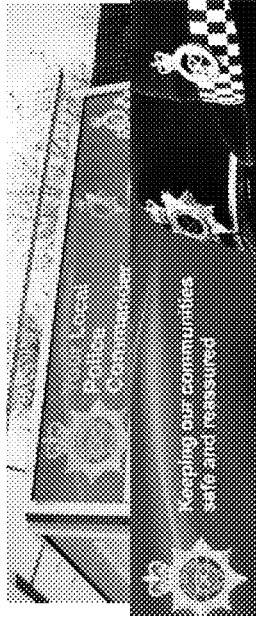
Proactive reassurance  
using social media



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Paul Newton

# Communications Approach

- Communities First
- Locally delivered to suit the needs of the community - rather than the needs of the media
- Centralised team, Neighbourhoods, Media, Internal & Web
- Social media integrated into activity
- Facebook, Twitter, hyperlocal, newsletters, media



## Keeping you informed, keeping you safe

Following on from recent media reports relating to arrest and clearance across the country, I'd like to take this opportunity to share with you some of the work which has taken place in your community and the wider area.

As a force we are currently working hard - with our partners in local towns and you, our communities - to safeguard the county by responding appropriately to reports of disorder elsewhere in the country.

The re-operation of local residents and businesses in the county during the past two days have been absolutely outstanding and everyone has gone about their business in a calm and common-sense way.

There is no reason why the disorder in the larger cities should have any significant impact on the county and we are encouraging residents to continue with their normal daily lives.

However, we do need to be aware of potential problems. If you become aware of any information which would help your local police keep our communities safe, please call Staffordshire Police on 0300 123 4465 or, in an emergency call 999.

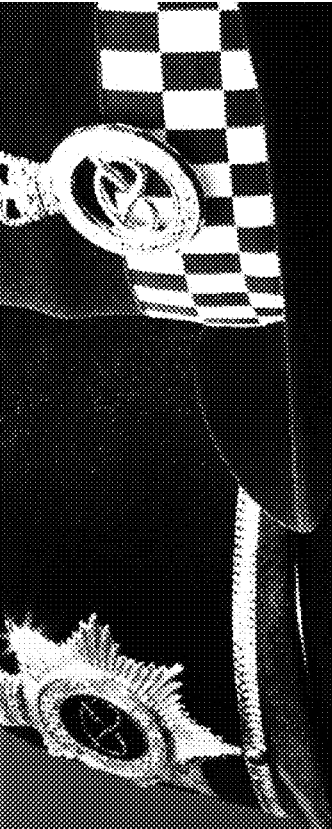
We have sufficient police officers and PCSOs out on the streets of our community as normal to deal with local concerns. Please take a moment to have a word with them if you need to discuss any issues affecting your community.

Our most senior officers are closely monitoring the national situation and we are also offering support to our police colleagues in order to tackle non-credible and illegitimate disorder allegations. This should not affect the numbers of officers available in our communities as we have well-rehearsed plans in place for such occasions.

Non-emergency number:  
0300 123 44 55  
In an emergency please dial 999



# Web Communications



• [www.staffordshire.police.uk](http://www.staffordshire.police.uk)

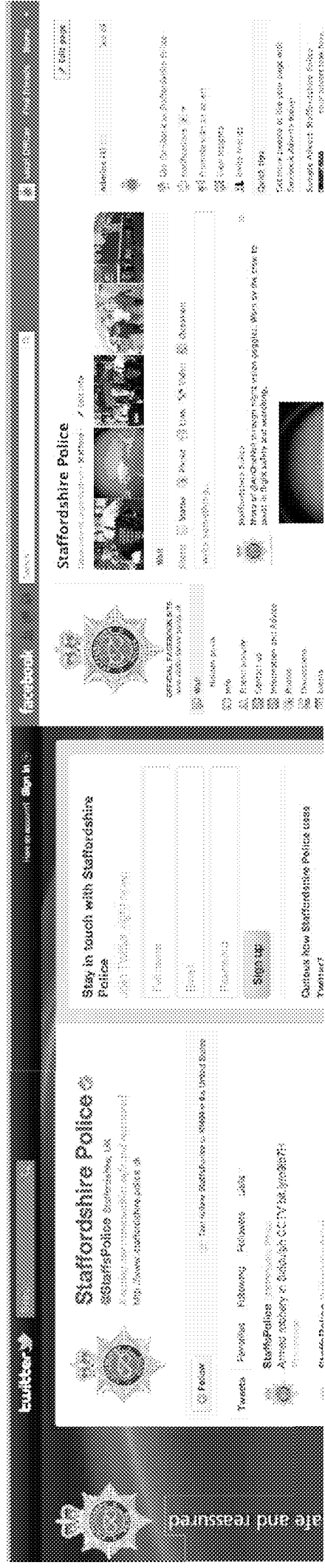
• [www.staffordshirepoliceauthority.org.uk](http://www.staffordshirepoliceauthority.org.uk)

• <http://staffordshirepolice.mobify.me>

• [www.youtube.com/staffordshirepolice](http://www.youtube.com/staffordshirepolice)

• Social media sites

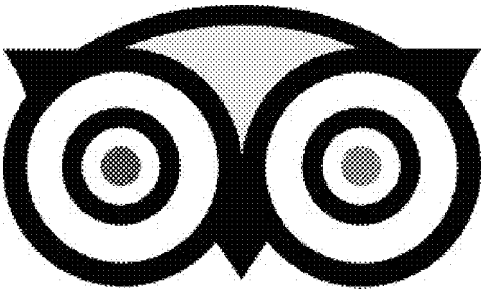
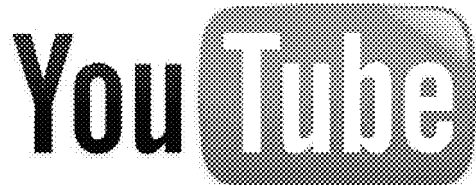
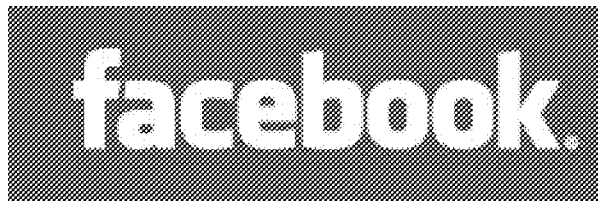
• MySpi



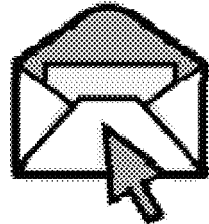




Own Up!



Staffordshire



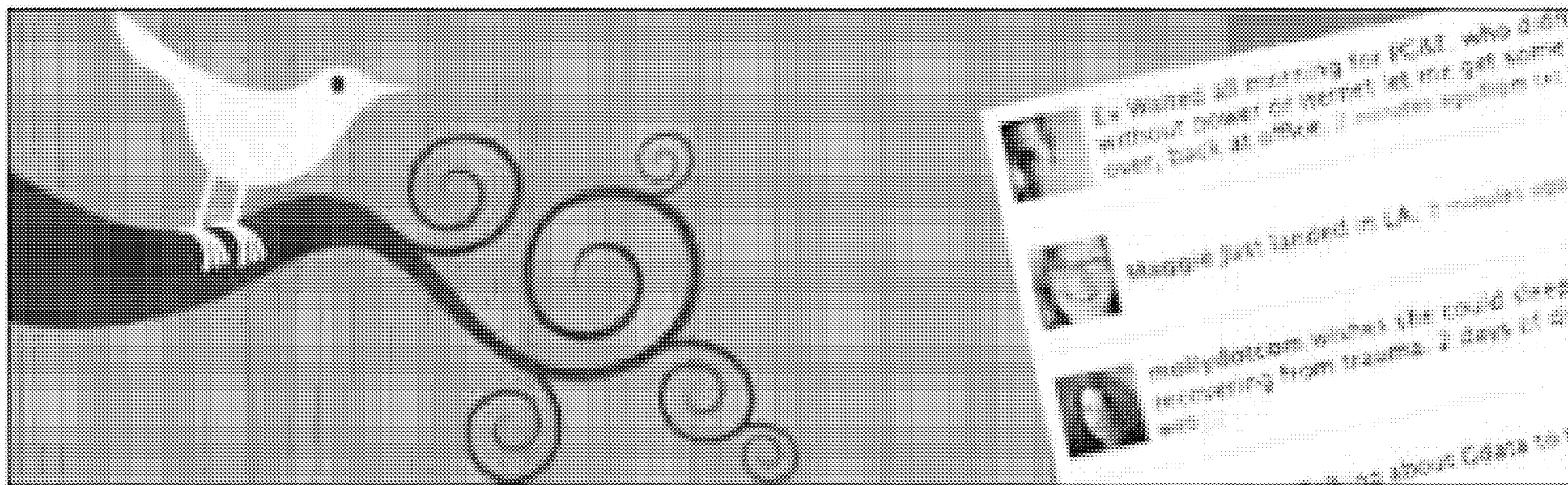
# Twitter

## What is Twitter?

What?

Why?

How?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**



# Our Approach and Strategy



- ◆ Open and responsive

- ◆ Proactive

- ◆ Credible and trusted

- ◆ Clear, concise and personal

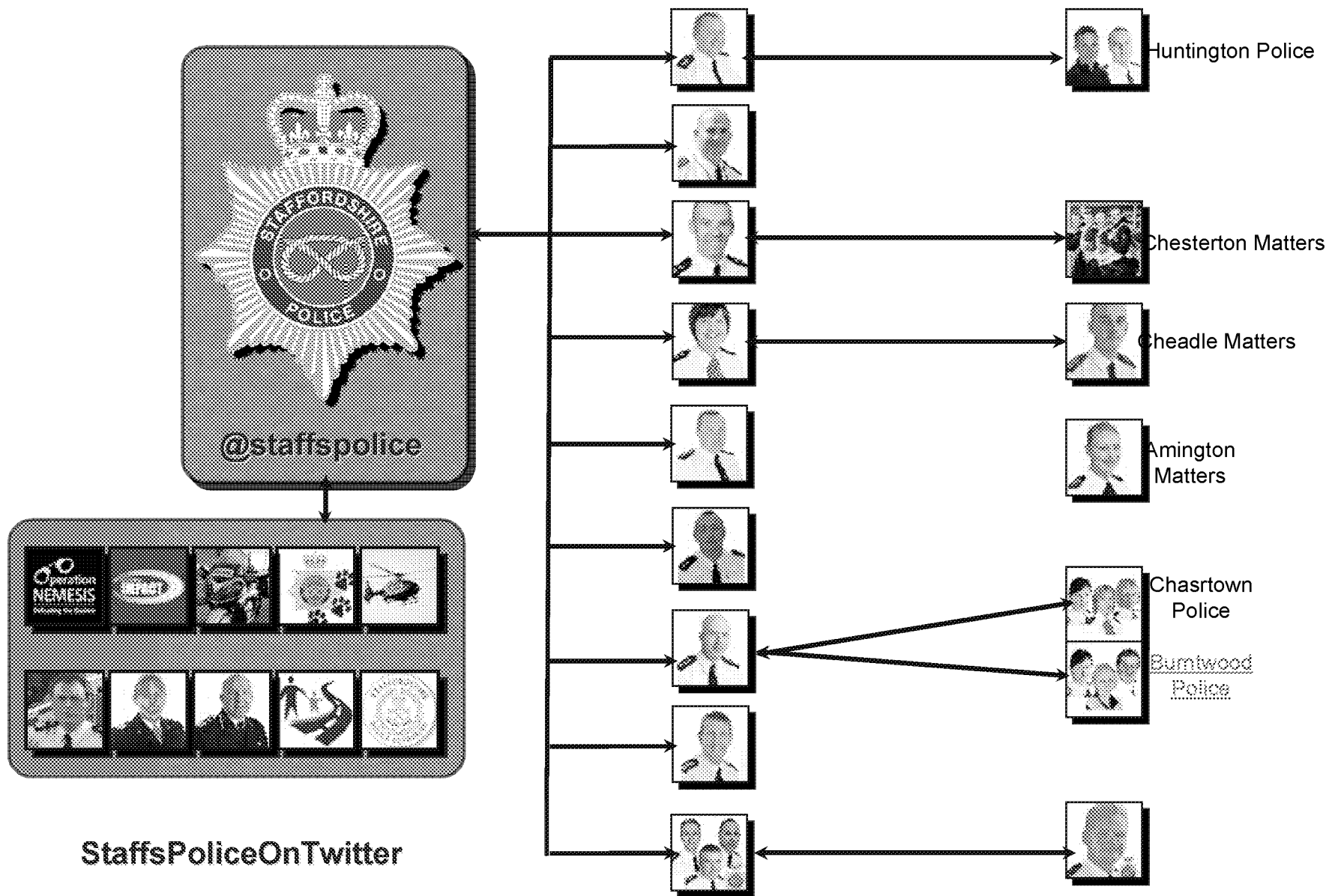
- ◆ Professional

- ◆ Geographic focus

- Staffordshire Police are widely acknowledged as being a leading force in the use and application of Social Media.
- Our approach remains to have geographically based Twitter accounts for local policing teams (LPTs), meaning that the public can easily identify who is providing clear and accurate updates about issues affecting their community.



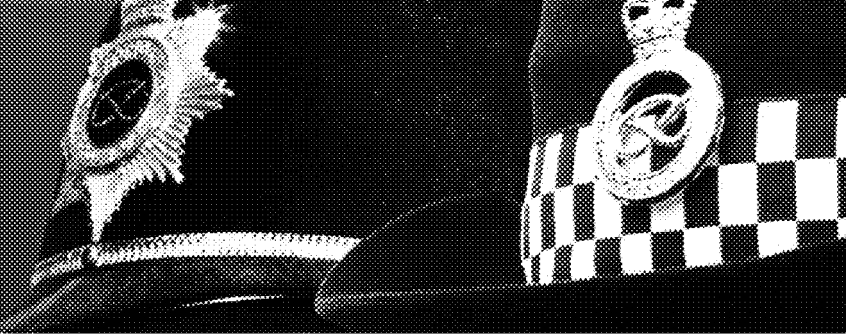
# Twitter Structure



For Distribution to CPs



# Twitter Basics



- If you would say it in a public meeting don't type it onto twitter
- You are professional twitter users - it's not the same as your personal use
- Everything is public
- The media will follow your updates (and they are looking for problems)
- Don't interact with colleagues personal accounts via twitter
- Professional standards apply online as much as everywhere else
- It's not about numbers - it's about interaction
- Everyone can see everything you do on twitter





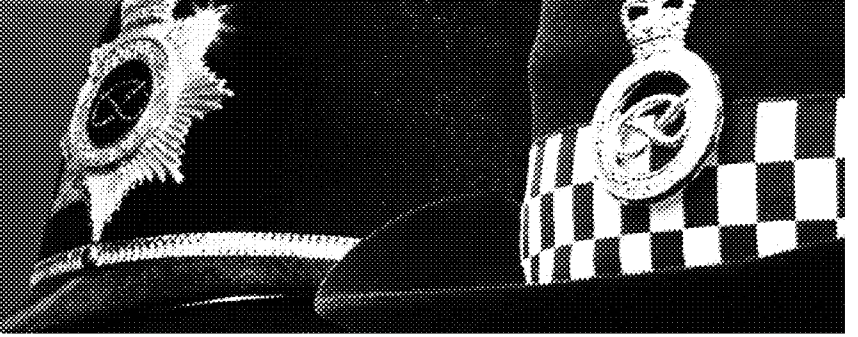
# Followers, retweets, #tags



- You will follow people and people will follow you.
- Followers see your tweets in their personal timeline
- But anyone can see your tweet if they search for a word in your tweet
- Re-tweet things interest to your audience but not RT things of interest just to you
- use #tags your local area names or subjects - never use more than 3 #tags per tweet
- Mainly re-tweet relevant force accounts or positive comments from your community



# Security and phishing



- ❖ Don't give out your password
- ❖ Don't change your password
- ❖ Don't change any of your profile settings
- ❖ We need names and mobile numbers of all users
- ❖ During critical incidents only RT comments from the force or LPT commanders account
- ❖ Look at a users profile before clicking links
- ❖ If in doubt call into the department
- ❖ Don't follow your favourite celeb account



- Surgery and meetings reminders
- Anonymous stop checks of note
- Traffic advice
- Weather from the Met Office
- Meetings with partners
- Updates on local identified issues
- Links to your newsletter
- Force / LPT level tweets that are relevant to your area



# What not to tweet

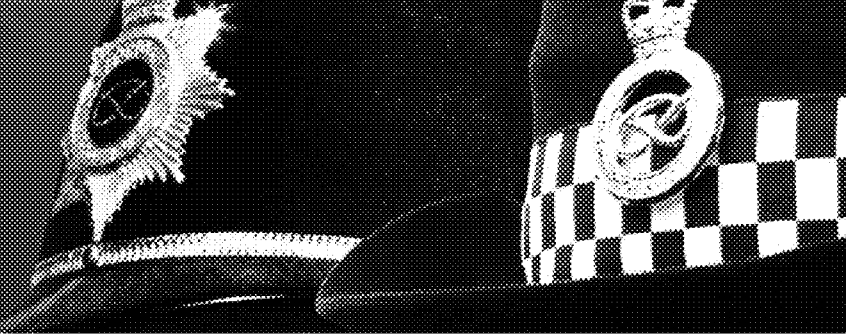


- ✿ Names of offenders
- ✿ Exact locations of crimes
- ✿ Links to external sites (unless RT by a senior account)
- ✿ Jokes
- ✿ Rumours
- ✿ Going off duty messages





# Mentions v DM



- Check it daily
- These are people who may need a reply
- Not accept 'Calls for help' from twitter always refer them to 101 or 999
- All mentions and replies are visible to all
- Use the reply button so link the tweets
- Direct messages are NOT secure
- There should be personal between you and a user but they could easily make your reply public
- We will sometimes use DM to help steer you



# Support

- We monitor all accounts
- We hold passwords for all the accounts and at times will post items direct from the centre
- Contact us for support and help
- If in doubt - call us or DM us
- Don't get drawn into arguments
- Avoid emotive subjects
- It you see an issue developing contact supervision AND corporate communications



# Practical



- How to log on
- Using the twitter site
- Reviewing Followers
- Following people
- Retweeting
- Web Links
- Hashtags
- Common problems

