



Corporate Communications Department

Liz McGinn

Communications Manager



Our key priorities 11/12

- Maintain and build public confidence
- Reduce fear of crime - reassurance
- Protect and enhance Staffordshire Police's reputation
- Support operational response to major and critical incidents
- Focus on top ten operational priorities.



Our approach: quality of service & value for money

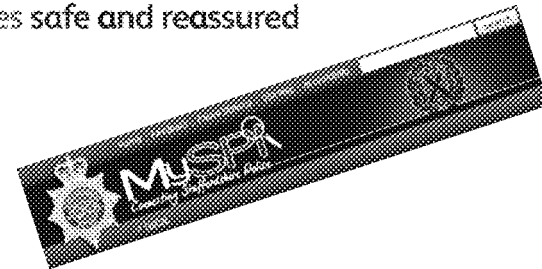
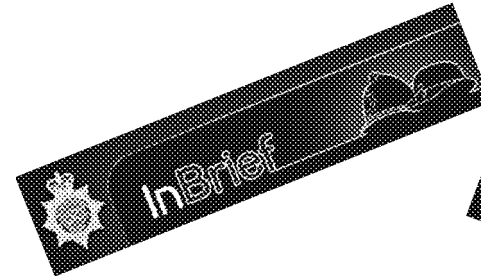
- One team approach – align to risk and priorities
- Customers service – internal and external customers
- Responsive, visible and accessible – building excellent working relationships
- High impact – low cost



Internal communication: what do we do?

- Our aim – communication and engagement
- Key products
- Campaigns

communitiesfirst
Keeping our communities safe and reassured





Media Communications: what we do

- Who's who?
- What do we offer?
- When do we offer it?



Media Communications: our customers

- Local communities via newspapers, radio, TV, web
- LPTs, supporting investigations, Execs



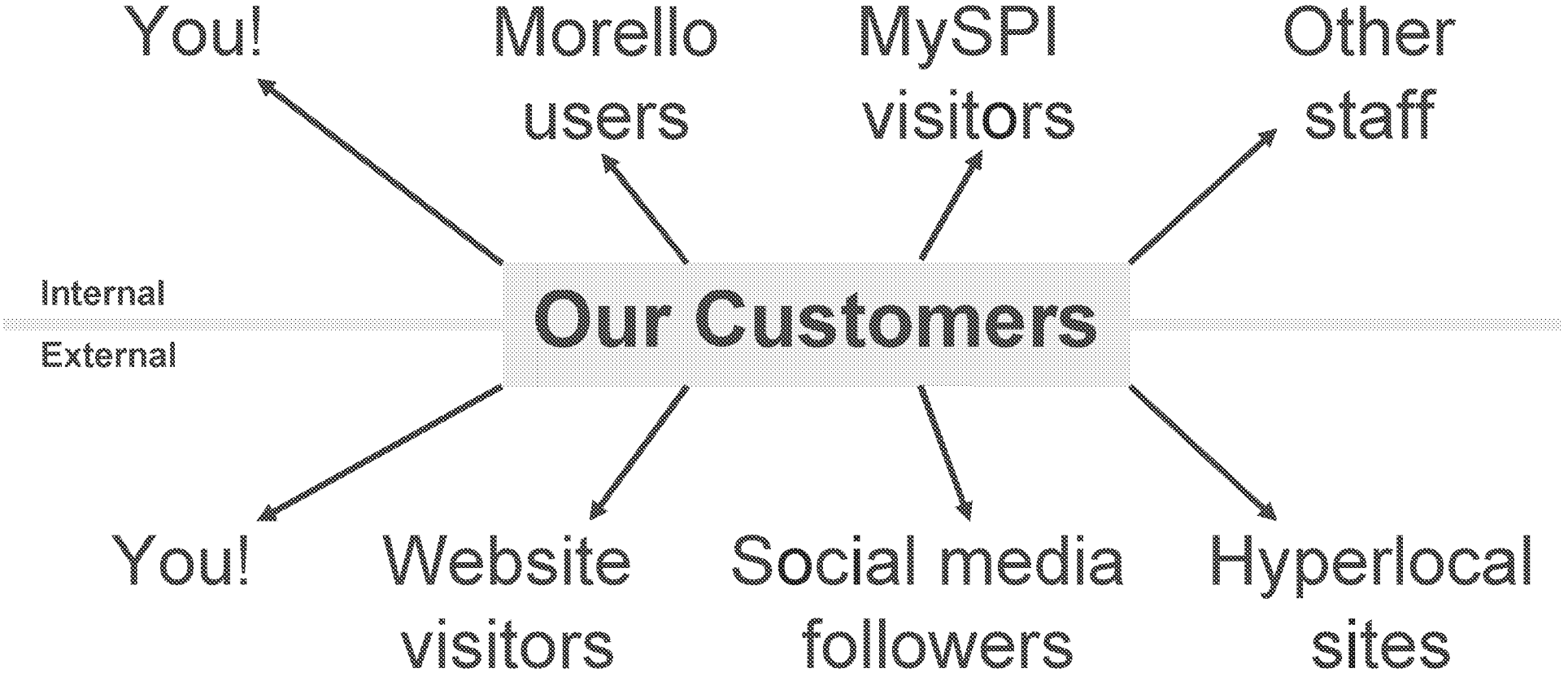


Web Communications: what we do





Web Communications: our customers





Web Communications: outcomes

- Website analytics → 31,800 visits
- MySPI analytics → 409,000 visits
- Facebook fans & feedback → 17,000+ fans
- Twitter followers & re-tweets → 7,000+ followers
- YouTube video views → 90,000+ views



Neighbourhood communications: what we do

- Helping the service show we are dealing with what matters
- Bespoke proactive work to support local officers in tackling local issues
- Scheduled newsletter production aimed at increasing confidence in the police
- Updating and engaging communities via the most appropriate communications channels
- Planned coordinated partnership marketing campaigns.





Neighbourhood communications: outcomes

- Improved community confidence that police and partners are tackling local issues
- Supporting crime reduction activity
- Assisting in the detection of crime
- Community reassurance
- High levels of satisfaction and confidence in internal customers that service is delivered to address local demand.

Feeling the Difference Survey : % Agree police deal with the things that matter to this community

	Waves 6 – 9 (Jun 09 – Mar 10)	Waves 7 – 10 (Sept 09 – Jun 10)	Waves 8 – 11 (Dec 09 to Mar 11)	Waves 9 – 12 (Mar 10 to Sept 11)
Staffordshire Moorlands	68%	70%	67%	69%
Newcastle-under-Lyme	71%	73%	78%	82%
Cannock Chase	74%	83%	79%	77%
South Staffordshire	71%	74%	69%	68%
Stafford Borough	58%	65%	66%	68%
Stoke-on-Trent	75%	76%	73%	71%
East Staffordshire	70%	69%	71%	72%
Lichfield	67%	70%	70%	71%
Tamworth	67%	72%	78%	72%
Force	69%	73%	72%	72%

Comparing the most recent waves 9 to 12 with waves 6 to 9 shows that 2 LPT's are making a significant difference.



#BehindBarsLive



Paul Newton – Senior Web Communication Officer
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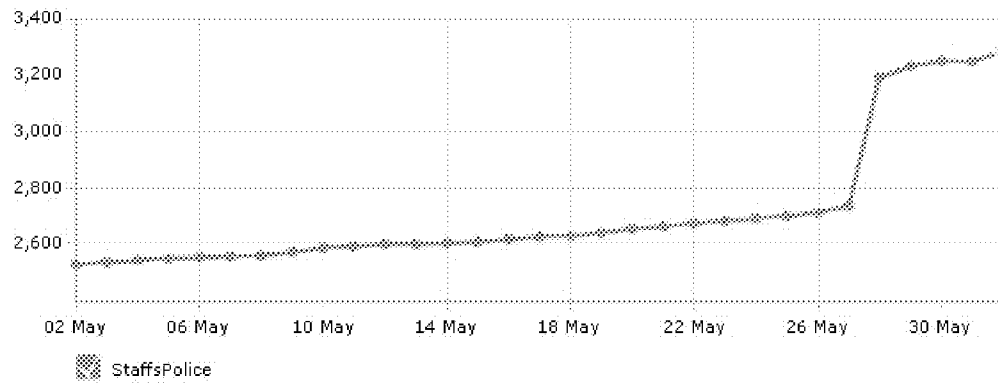
8 pints,
2 fights,
1 trip to custody



- A male has been brought into custody and is being sick on the floor
- We have called an ambulance for his welfare
- The 22-year-old female who is suspected of damaging a pub window has been taken to hospital for treatment for cuts to her hand
- Two officers will remain with her as she is still under arrest and drunk



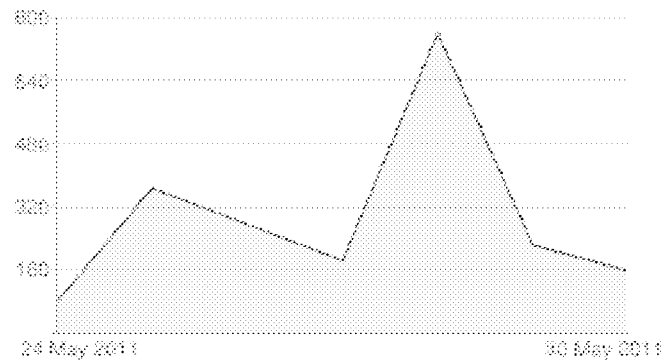
Twitter followers



YouTube views

Views

Each day on the graph shows the total number of views received on that day.



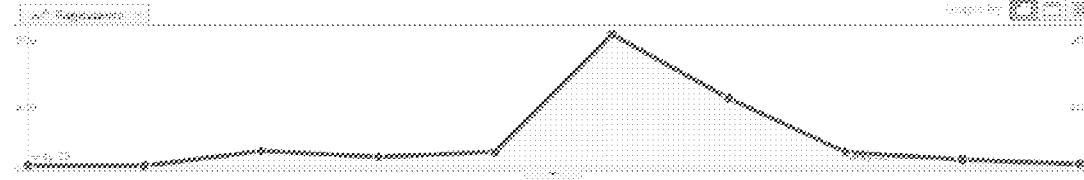
- A **21%** increase in the number of Twitter followers
- A **16,465** increase in our Twitter reach
- The Staffordshire Police Facebook site had 166 comments - each comment had over **3,000 impressions**
- There were **1,556 video views** over the event weekend



Content Detail:






news/behindbarslive/

May 23, 2011 - Jun 1, 2011





This page was viewed 1,712 times



View this page | Archive | Content Detail | Content | News/behindbarslive/ | Home

-  1,712 Pageviews
-  1,244 Unique Views
-  00:03:45 Time on Page
-  70.21% Bounce Rate
-  52.86% % Exit




Navigation Analysis

-  **Navigation Summary**
How visitors found your content
-  **Entrance Paths**
The website used to get to your content

Landing Page Optimization

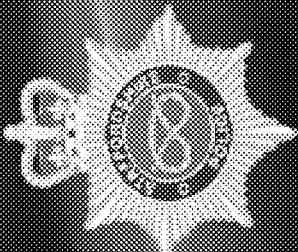
-  **Entrance Sources**
The sources for page
-  **Entrance Keywords**
The keywords for page

Click Patterns

-  **1,503 Behind Bars Live website visitors**
-  **832 total readers on the Cover it Live event**
-  **Average reading time 40 minutes**



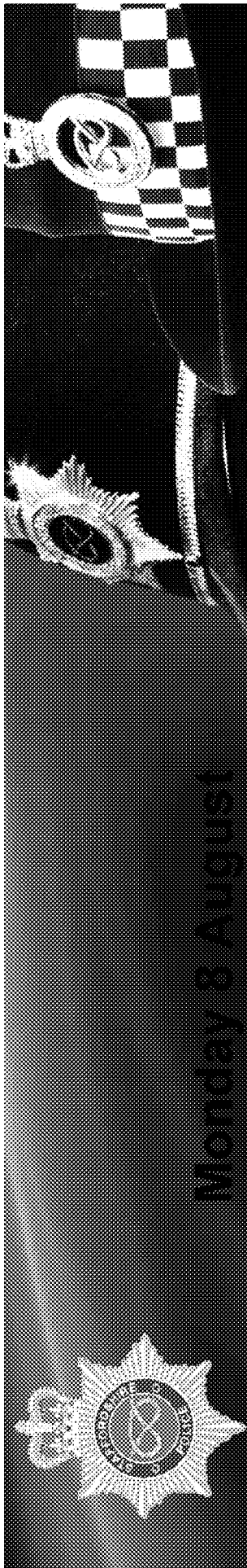
📰 The Sentinel ran the story 'Tweet Dreams – No chance Behind Bars' on the 30th May 2011, with an equivalent advertising value of £3,398



Keeping our communities
safe and reassured

Dealing with a critical incident

Operation Define



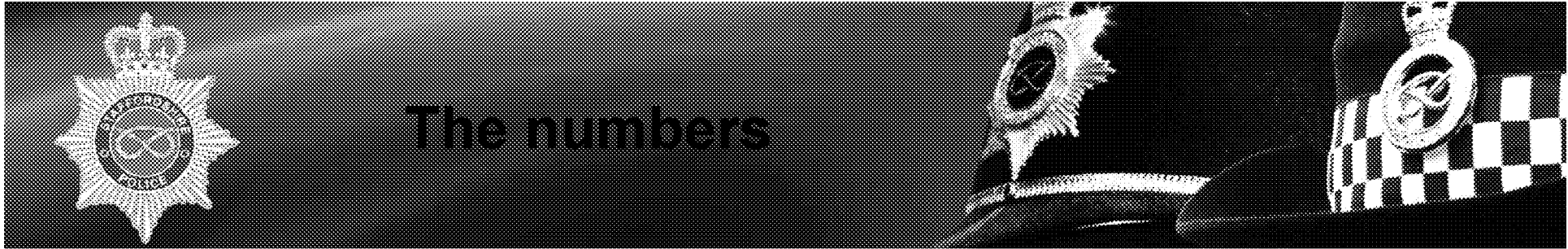
Monday 8 August

- Around 9pm - TV coverage
- Professional judgement - need to act
- Begin proactively searching social media
- by 10pm some rumours of problems in Staffordshire
- Maintained contact with Control Room -



- ❖ Open and responsive
- ❖ Proactive, high impact
- ❖ Credible and trusted
- ❖ Clear, concise and personal
- ❖ In partnership
- ❖ 24/7 reassurance
- ❖ create a sense of community responsibility to continue normal day-to-day activities
- ❖ personal communication and replies with social media users to improve reach
- ❖ Use of multi-media channels to reinforce messages





- ◆ On all of our social media sites, we now have 30,174 followers
 - ◆ Facebook 3,360 to 15,963 (+475%) in 7 days
 - ◆ Twitter 3,674 to 6,554 (+176%) in 7 days
 - ◆ 6,727 Facebook 'Likes' 2,411 comments
 - ◆ Each Tweet reached over 12,000 people
 - ◆ 26,000 website visits in one week (average for one month)
 - ◆ 2,500+ YouTube video views (317 average for normal week)
- 1,834 views of the ACC's 2 am update !



Evaluation

- ◆ 70% agreed that there had been an increase in police presence in their local areas
- ◆ 85% were reassured by the measures taken by Staffordshire Police to protect communities
- ◆ 93% agreed they were kept informed about the action taken by Staffordshire Police to protect communities

based on the percentage of people agreeing or disagreeing with the statement



Thank you