

MOTOROLA SOLUTIONS

SOCIAL MEDIA IN PUBLIC SAFETY HOW FAR HAVE WE COME?

21 MARCH, 2017

JULIAN FOSTER
GLOBAL CO-LEAD, SOCIAL MEDIA CENTRE OF EXCELLENCE



MOTOROLA SOLUTIONS

HOW FAR HAVE WE COME?

- **Rapid growth in social media among public safety**
- **Primary uses**
 - Improve community relations
 - Shape emerging narratives
 - Monitor events/gather evidence
- **Biggest challenges**
 - Adapting to new trends
 - Measuring impact
 - Governance
 - Training

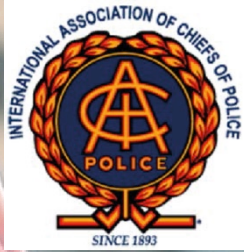
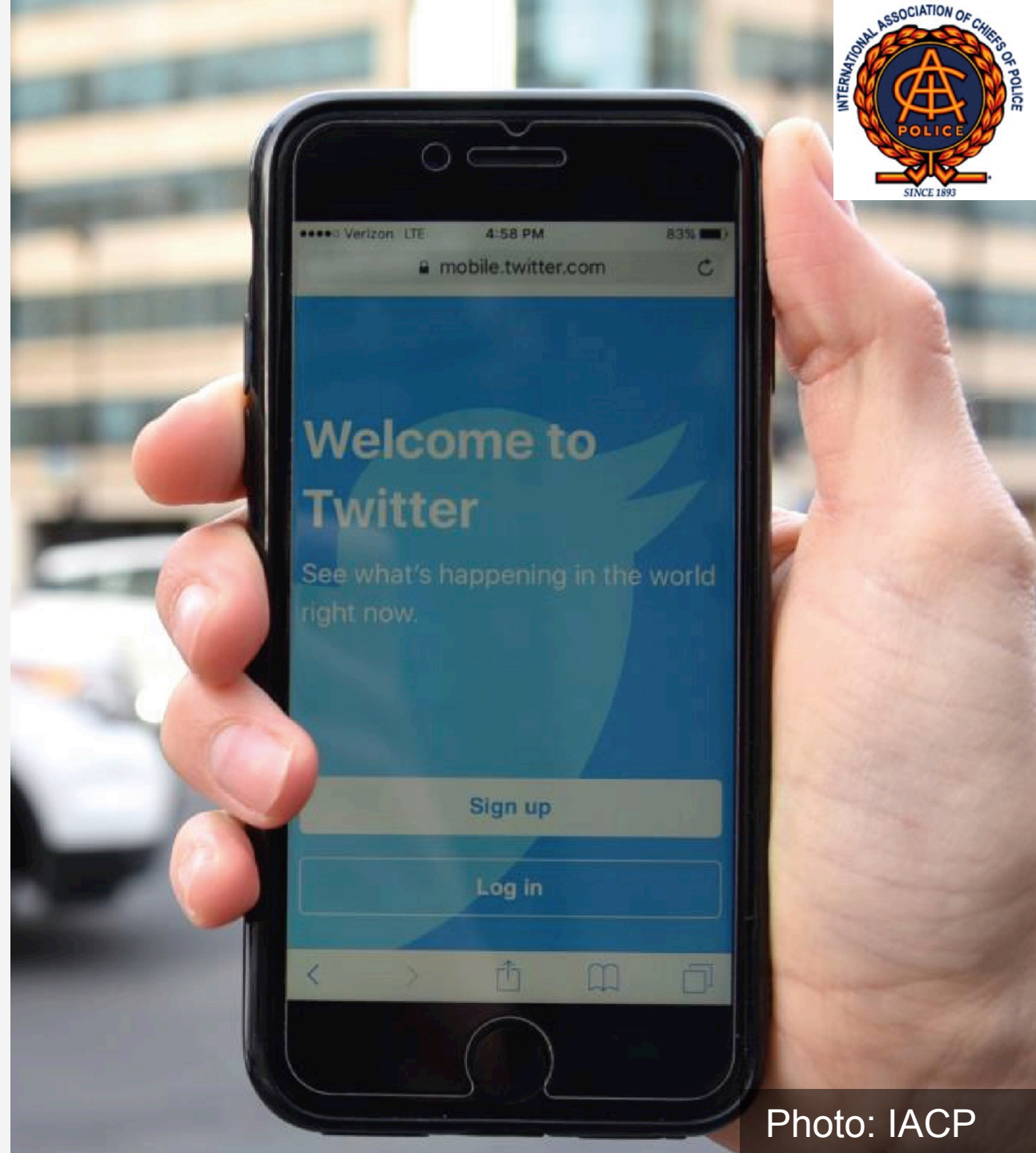


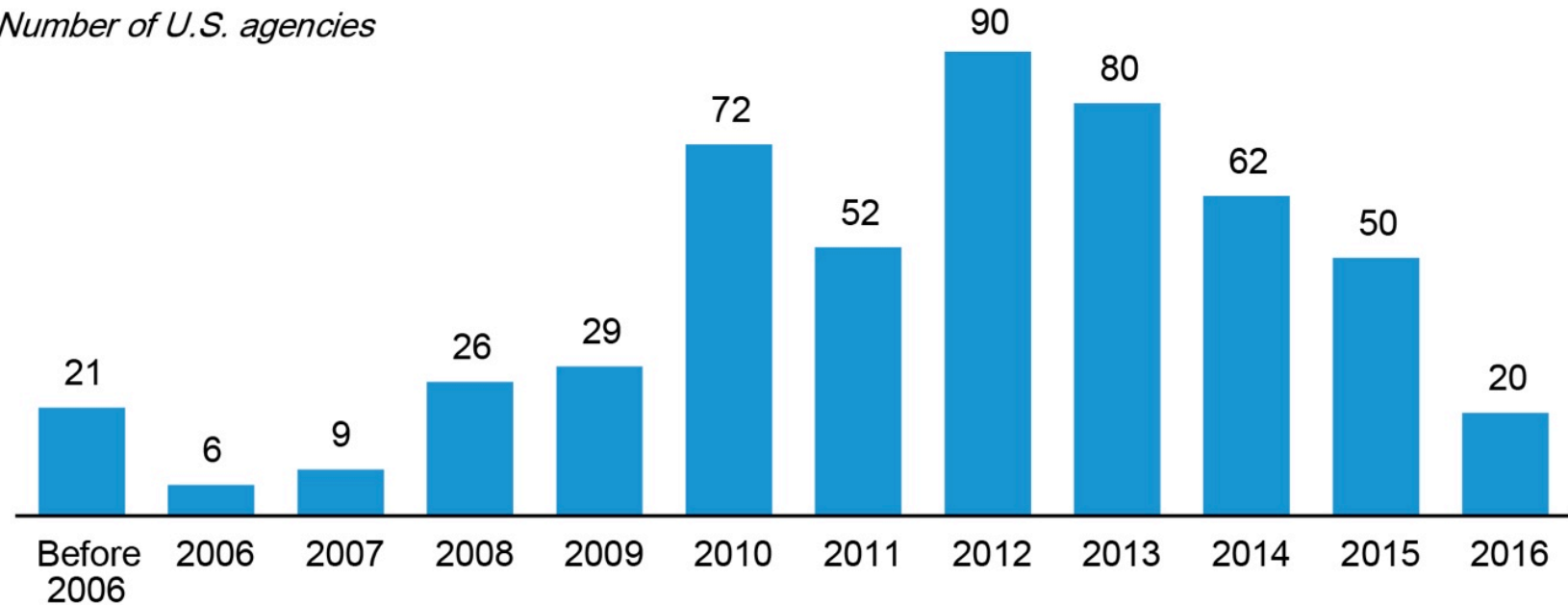
Photo: IACP

HOW FAR HAVE WE COME?



- What year did your agency start using social media?

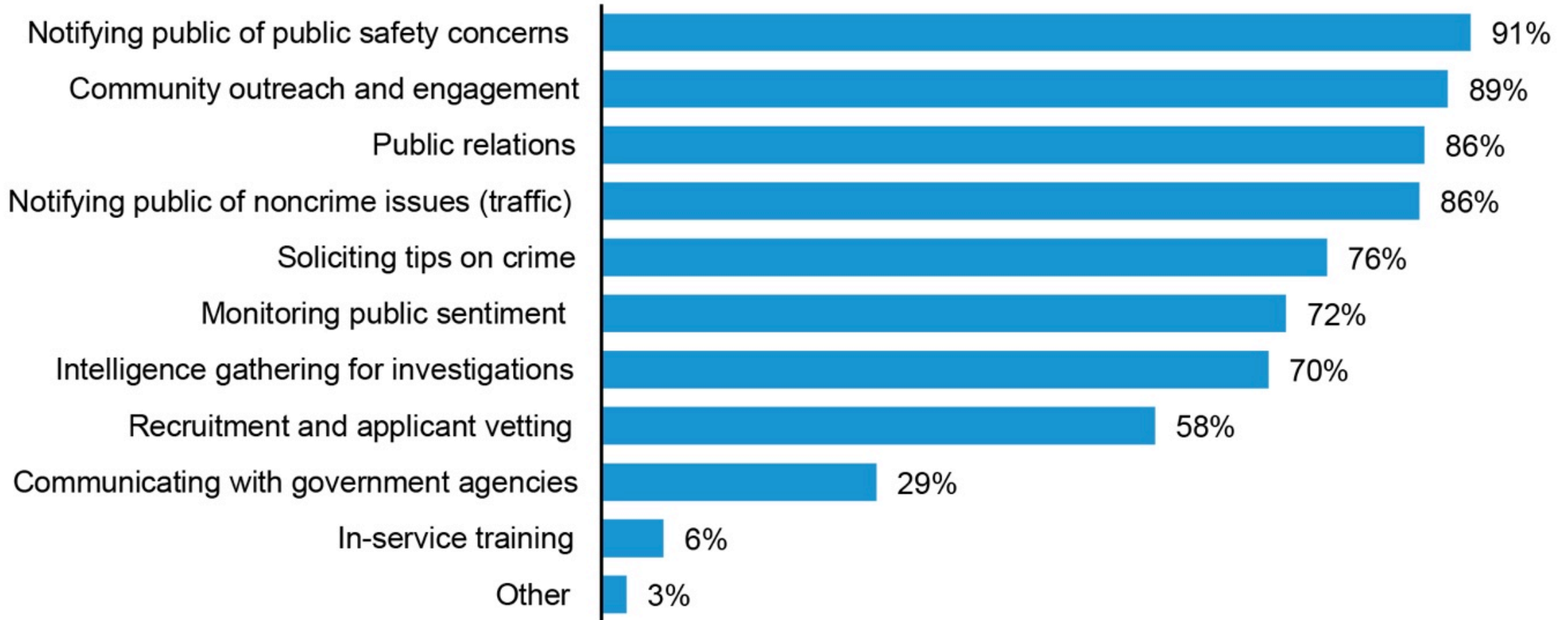
Number of U.S. agencies



HOW FAR HAVE WE COME?

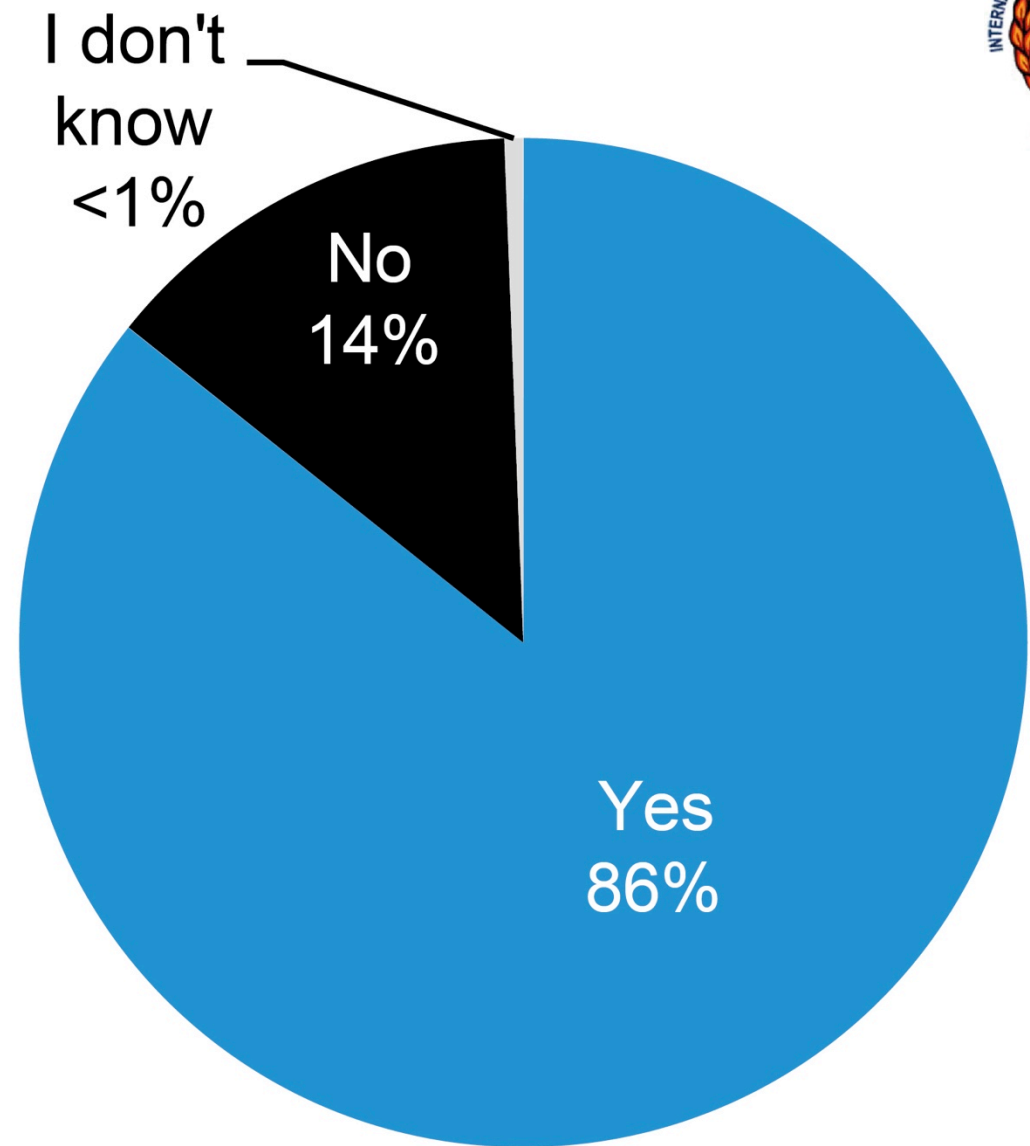


- **What does your agency use social media for?**



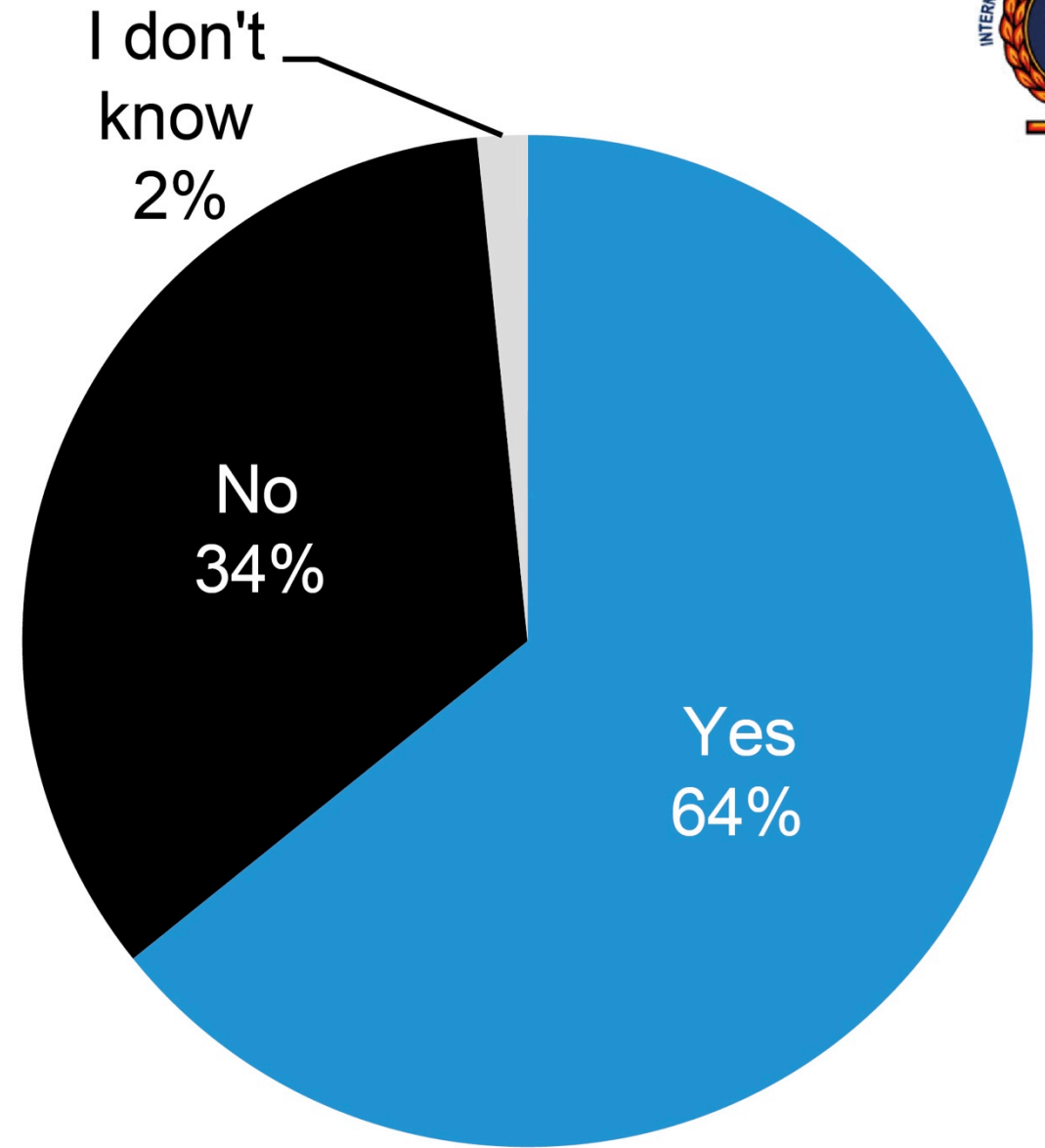
HOW FAR HAVE WE COME?

- Does your agency respond to questions on social media?



HOW FAR HAVE WE COME?

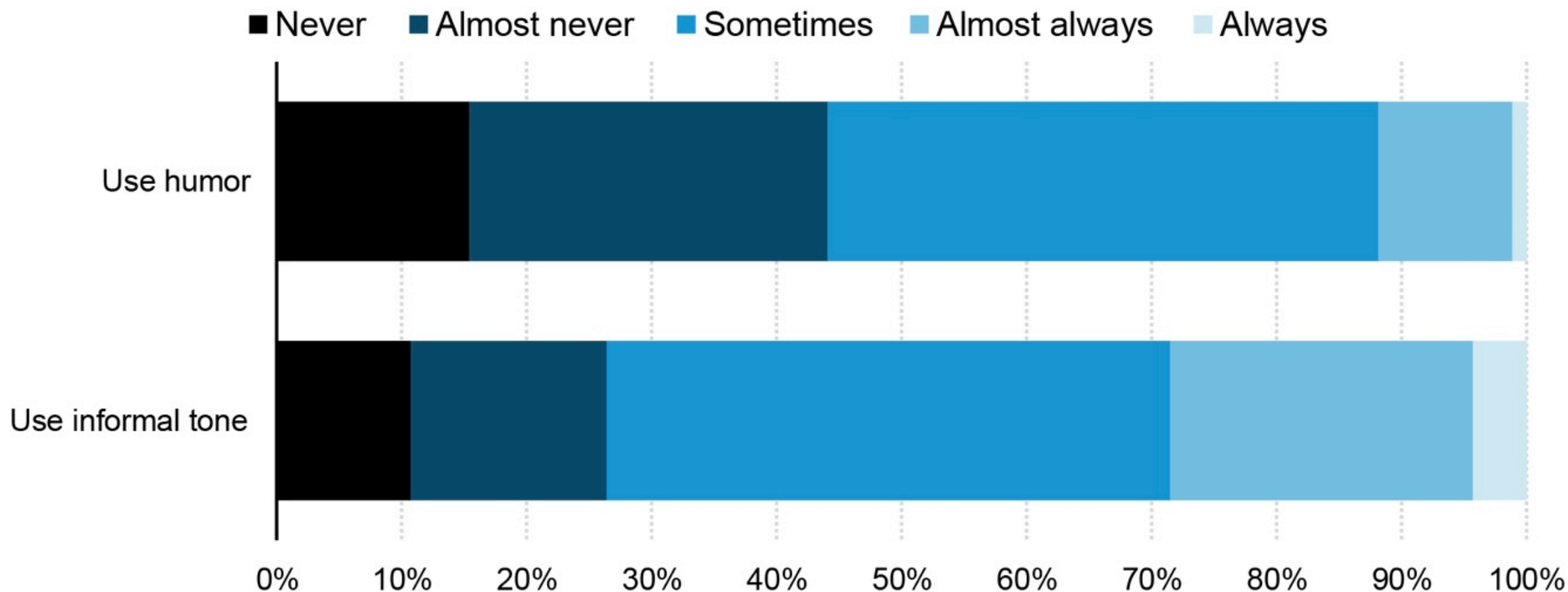
- Does your agency respond to negative comments on social media?



HOW FAR HAVE WE COME?



- Does your agency use informal tones, humour on social?



HOW FAR HAVE WE COME?

- What training topics would be most valuable for your agency?

28%

Engaging the community

26%

Improving use of social





#DUTYRUNSDEEP

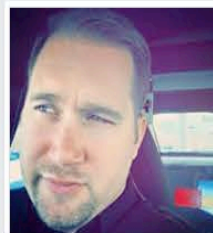


MOTOROLA
SOLUTIONS

DUTY RUNS DEEP

- **Supporting those who've fallen in the line of duty**
- **Sharing the real-life stories of public safety professionals and the sacrifices they make**
- **Donation made to two charities when #DutyRunsDeep was used**





Officer Daniels

@Officerdaniels

Home

Videos

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Events

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Likes

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Like Follow Share ...

Officer Daniels shared Motorola Solutions's video.
17 October 2016 ·



80,374 Views

Motorola Solutions
15 October 2016 ·

Like Page

In honor of first responders who've made the ultimate sacrifice. Please share #DutyRunsDeep and Motorola Solutions Foundation will donate \$1 to National Law Enforcement Officers Memorial Fund and National Fallen Firefighters Foundation [#DutyRunsDeep](http://bit.ly/Duty-11) #IACP2016 (Restrictions apply)

Like Comment Share Hootlet

716

Top comments

Write a comment...
Press Enter to post.

Julian Foster Thank you for sharing #DutyRunsDeep Officer Daniels, and thank you everyone for your humbling support. Please encourage your colleagues, friends, and families to help spread the word.
Like · Reply · 1 · 17 October 2016 at 21:10

Brandt J Crosby This is what I can't understand, How can people hate the police? Growing up when I saw the worst going on around me, who was there to save us? the Police, firefighters, and Paramedics that's who. When we see bombs and shootings happening on TV, who are... See more
Like · Reply · 9 · 17 October 2016 at 19:54

Francisco Price Shared. Really hope it's true. As someone who has family that have been life long LEO's and stand by the blue I really hope it's not just a publicity thing for Motorola and the money goes where it's supposed to.
Unlike · Reply · 2 · 17 October 2016 at 19:40

2 Replies

Jane Jarvis Absolutely I agree with you a100% and I pray for all of them everyday and night for God to keep his Amor AND shield around all our LEO
Like · Reply · 17 October 2016 at 21:29

Motorola Solutions Thank you for helping to spread the word about #DutyRunsDeep Jane. We really appreciate your support.
Like · Reply · 1 · 17 October 2016 at 21:44

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Invite friends to like this Page

I'm just here to wear out the donut stereo type. I enjoy making funny police related videos. Grab a donut and some coffee and enjoy!

1,265,605 people like this and 1,272,066 people follow this

About

See All

www.aafnacion.com/collections/we-go-first

Comedian · Public figure

Impressum

Visitor Posts



Be the first to add a post.

Create post

Liked by This Page



Chelcie Lynn

Like



Officer Dominick Izzo

Like



Mike the Cop

Like



Officer Mike Bires

@iSocialCop

A #police officer specializing in #lawenforcement #socialmedia & #onlinesafety #LESM | Host of @TheBOLOPodcast | Owner of @TeamFitForDuty @LEDotSocial

[TheBOLOPodcast.com](#)

Joined August 2013



Officer Mike Bires

@iSocialCop

Following

Thank you @MotoSolutions for your generosity and support of #firstresponders #IACP2016 @NLEOMF @NFFF_News #DutyRunsDeep



RETWEETS
9

LIKES
14



9:00 PM - 17 Oct 2016



2



9



14

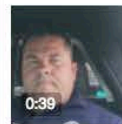


Reply to @iSocialCop @MotoSolutions @NLEOMF @NFFF_News



Motorola Solutions @MotoSolutions · 17 Oct 2016

@iSocialCop Thanks for sharing: [twitter.com/iSocialCop/sta...](#) #IACP2016 #dutyrunsdeep



Officer Mike Bires @iSocialCop

Thank you @MotoSolutions for your generosity and support of #firstresponders #IACP2016 @NLEOMF @NFFF_News #DutyRunsDeep



Mark Justice @Scoutmaster205 · 19 Oct 2016

@iSocialCop @MotoSolutions @NLEOMF @NFFF_News #DutyRunsDeep



2



2



Vincent D'Onofrio

@vincentdonofrio

Official Account of Actor, Producer, and Writer, Vincent D'Onofrio

facebook.com/officialvincen...

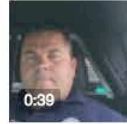
Joined October 2014



Vincent D'Onofrio
@vincentdonofrio

Follow

#DutyRunsDeep



Officer Mike Bires @iSocialCop

Thank you @MotoSolutions for your generosity and support of #firstresponders #IACP2016 @NLEOMF @NFFF_News #DutyRunsDeep

RETWEETS
6

LIKES
41



12:09 AM - 18 Oct 2016



2



6



41



Reply to @vincentdonofrio



L. Evangeline @runawayfox5 · 18 Oct 2016

@vincentdonofrio @iSocialCop @MotoSolutions @NLEOMF @NFFF_News Never forget those who serve our communities Thank you! #DutyRunsDeep 🙌❤️



1



1



VANA . @vanapanda1 · 18 Oct 2016

@vincentdonofrio @iSocialCop @MotoSolutions @NLEOMF @NFFF_News #DUTY RUNS DEEP 🐼🐼



1



1



Trends

[#mondaymotivation](#)
[#WorldTheatreDay](#)
[#WorldAutismAwarenessWeek](#)
[#r4today](#)
[South West](#)
[Trains](#)
[#FilmAPrequel](#)
[#VictoriaLIVE](#)
[#opendoors17](#)
[#TheMoment](#)
[#Kodi](#)



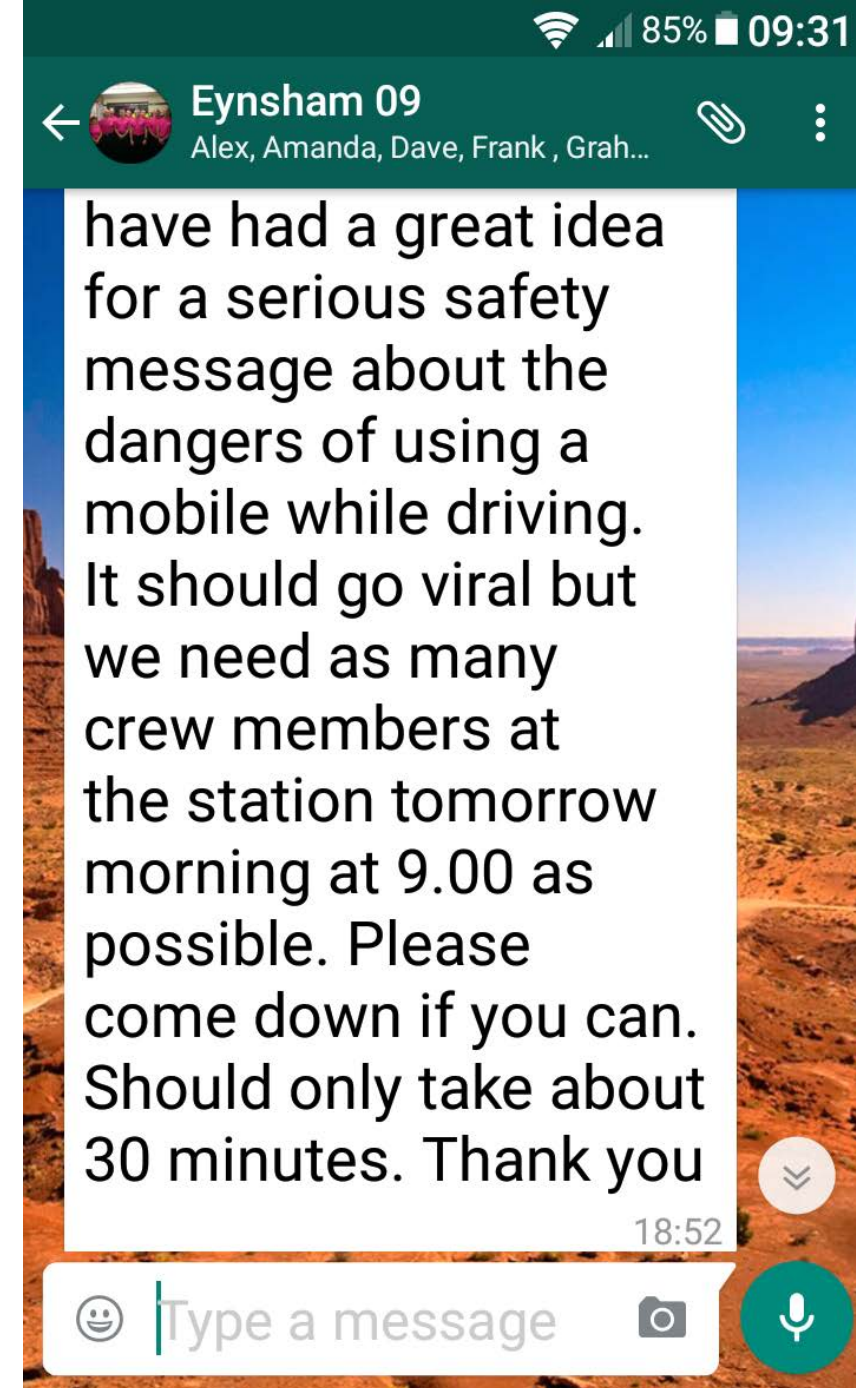
DUTY RUNS DEEP

- 130,000 Video Views
- 34,000 Mentions of #
- 21,000 Clicks
- \$20,000 donation to support the families of those who've fallen in the line of duty



18TH NOVEMBER 2016

- **WhatsApp Message from Stuart Smith to all Eynsham Firefighters**



19TH NOVEMBER 2016

- 09:00 Create crash scene
- 09:30 Filming begins
- 10:00 Job done!



19TH NOVEMBER 2016

- 14:00 Mannequin Challenge posted on [Eynsham Facebook Page](#)







BBC South Today
21 November 2016 ·

Like Page

Don't use your mobile phone behind the wheel. These Oxfordshire firefighters want people to share their #MannequinChallenge to help get the safety message across.

13M Views

Like Comment Share Hootlet

43k

Top comments *

162,446 shares

3.4k comments



Write a comment...

Press Enter to post.



Sis Bell Cars should have a blocking device for mobile phones as soon as the engine is started and the signal should be restored when the engine is stopped.

Like · Reply · 1,663 · 21 November 2016 at 10:12

View previous replies



Dani Burnett I disagree in case of an emergency? Someone's jumped in your car for example. Just wish people all had common sense!

Like · Reply · 418 · 21 November 2016 at 13:04

View more replies



Dean Cutler I was finding this mannequin challenge all a bit pathetic but it's been used for a good purpose here. Only one worth seeing so far.

Like · Reply · 1,332 · 21 November 2016 at 07:19

27 Replies



Geoff Osborne This is the only mannequin challenge that's actually worth while so far.

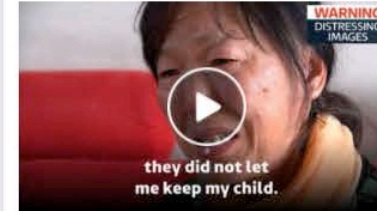
Like · Reply · 295 · 21 November 2016 at 08:12

7 Replies



Vicki Parry Absolutely brilliant, well done firefighters so powerful and true, please share

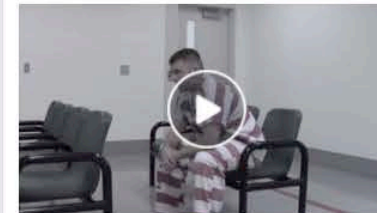
Related videos



ITV News

Parents who became victims of China's one child policy

2:11 · 2,677,110 Views



Colorado State Patrol

Reggie Shaw's Story

10:01 · 519,471 Views

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Richard Spurr

Confirm friend

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Loyola SOC Career Week

Daniella likes this.

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Facebook © 2017

13 MILLION VIEWS



THE RESULTS

- 13 million views
- 3,400 comments
- 162,400 shares



Stuart Smith



#PoppySocialStory



#POPPYSOCIALSTORY



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SOLUTIONS



#PoppySocialStory

ScotsPolFed @ScotsPolFed · Mar 1

Could you face the daily challenges our #police officers face? #ItsWhatWeDo itswhatwedo.org.uk

0:04 / 1:23

19 252 279

Cinsp Kerry Blakeman Retweeted

CC Simon Edens @NorthantsChief · Feb 27

And the winner is....! I'm glad we avoided any mistakes at @policeawards! #Oscars #PoliceAwards

Dennis Murray, mike kenworthy and Cinsp Kerry Blakeman

2 20 78

Sgt Harry Tangye @DC_ARVSgt · Feb 19

I see my ARV's have been catching criminals in Torquay again. #OpSapphire (photo Spotted Torquay)

Cinsp Kerry Blakeman Retweeted

Alexander's Journey @alexs_journey · Feb 27

British cancer boy, 9, could be forced to leave US early
Alex Goodwin, from Rugby, England, was diagnosed with Ewing's Sarcoma last year after months of agony in his joints and muscles. He is mid treatm... daily mail.co.uk

36 205 223



#PoppySocialStory

Share your stories of social media in public safety.

Tweet, picture, video, quoted Tweet, shared link to your favorite social account – any example of social media being used positively in public safety.

£1 donated to The Royal British Legion for each use of #PoppySocialStory

Find out more at www.motorolasolutions.com/bapco



*“When you walk down the street,
you speak to maybe three or four
people. With social media, you can
immediately talk to thousands”.*

Sgt. Harry Tangye, @DC_ARVSgt

USEFUL RESOURCES



• CONNECT

- [Julian Foster on LinkedIn](#)
- [@MotsolsEMEA on Twitter](#)
- [Motorola Solutions on Facebook](#)
- [UK Police Twitter Awards](#)
- Harry Tangye on [Twitter](#), [Blog](#)
- John Sutherland on [Twitter](#), [Blog](#)
- Eynsham Fire Station on [Facebook](#), [Twitter](#)
- [Mikes Bires on Twitter \(@iSocialCop\)](#)
- Officer Daniels on [Facebook](#), [Twitter](#), [Instagram](#)
- Tommy Norman on [Facebook](#), [Twitter](#), [Instagram](#)

USEFUL RESOURCES



- **DOWNLOAD**

- [IACP 2016 Law Enforcement Use of Social Media](#)
- [Association of Chief Police Officers “Guidelines on the safe use of the internet and social media by police officers and police staff”](#)
- [Police Foundation Briefing “Police use of social media”](#)
- [College of Policing “Use of social media to monitor large scale events”](#)
- [College of Policing “Engagement and communication”](#)



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