



87 Regents Square, National Harbor, MD 20745

Introduction

I'm honored and pleased to be here today, but not just because social media use by law enforcement is the sole focus of LAWS Communications. It's what we do, day in and day out. But the biggest reason I'm happy to be here is because I firmly believe that none of us would be here, if it weren't for social media.

Controversial events like police use of force incidents and officer-involved shootings were something that we didn't necessarily hear about in the past, beyond the local area in which they occurred, in most cases. And, especially the very good work done by police in their communities went largely unnoticed beyond the neighborhood or town it happened within. It's because of the existence of social media, and the somewhat sophisticated use of it by citizens, activists and other observers that the incidents in Ferguson¹, New York City, Cleveland² and New Jersey^{3, 4} are known so widely.

- Accountability / Transparency for Law enforcement and all of government

¹ Grinburg, Emanuella. *What #Ferguson stands for besides Michael Brown and Darren Wilson.*

² Hanna, Jason. *Video: Boy with air gun was shot 2 seconds after Cleveland police arrived.*

November 27, 2014. <http://www.cnn.com/2014/11/26/justice/cleveland-police-shooting/>

³ Stamm, Dan and David Chang, *Police Officers in South Jersey Shoot, Kill Man During Traffic Stop.*

December 31, 2014. <http://www.nbcphiladelphia.com/news/local/Person-Struck-During-Police-Involved-Shooting-in-Bridgeton-New-Jersey-287176751.html>

⁴ Carlin, Sean and Geoff Mulville. *Video of New Jersey Man Shot by Police Raises Questions.* January 22, 2015. <http://abcnews.go.com/US/wireStory/video-jersey-man-shot-police-raises-questions-28396396>



- Open-source/open-date technology is holding all of government more accountable⁵
- The people have a larger voice – social media makes everything bigger
- Social media is the latest evolution in communication technology
- 24 hour news cycle⁶
- Only if we acknowledge the power of Social Media, and therefore that we are here because of it, will we truly understand the importance of its role in policing.
 - For community engagement / outreach / education
 - For reputation management
 - To prevent and solve crime
- The culture of social media is completely counter to the culture of policing.
 - Policing is hierarchical, social media is flat
 - Policing is paramilitary, with social media everyone at all levels has a voice and it's just as big as those at the top
- The police profession, all branches of government for that matter, stands to gain more from proactive and strategic use of social media than a business because when it comes to “marketing” and “public relations” police agencies aren't accustomed to operating in those worlds. So the gap is bigger to begin with than for large corporations.
 - The groups of great concern to policing and homeland security have become very effective
 - Terrorist recruitment
 - Anti-policing groups

⁵ Maasen, Paul. *Open Source and Open Government – the Challenges Ahead*. November 6, 2014. <http://www.opengovpartnership.org/blog/paul---maassen/2014/11/06/open---source---and---open---government---challenges---ahead>

⁶ Poniewozik, James. *Don't Blame Social Media for Ferguson's Troubles*. November 25, 2014. <http://time.com/3604700/ferguson---riot---mcculloch---social---media/>



- Sovereign citizens

Community Digital Engagement

- Community Engagement
 - Engaging with the 88%⁷
 - Cast a wide net or cast a small net to demographic sub---groups
 - Communicate public safety information
 - Improve on reputation / image
- Events Management
 - Mass demonstrations
 - Active shooter
 - Missing person
- Investigations

Social Media Integration into the police agency takes leadership

- Lead, follow or get out of the way
 - Accept social media
 - Let the people who know what they're doing, do it
 - Take it seriously
- Influence of police culture
 - Social media came on seemingly fast and surprised many, not just police leaders.
 - Predicted by Marshall McLuhan in 1960s
 - Ted Nelson, 1974

⁷ *Preparing Police Services for the Future*. <http://www.accenture.com/us---en/Pages/insight---police---services---future---infographic.aspx#s1>



- Hesitance to accept what we don't understand
 - We wouldn't have a policy against installing telephones
 - The advent of email
- Needs to be funded it with people resources and proper hardware, software, strategy
- Provide guidance in the way of encouragement and structure through training and policy
 - Police officers who get themselves into trouble most often come from departments who have provided nothing in the way of guidance and training
 - Don't over---react when something bad happens
 - Policies needed are:
 - Communications Policy
 - Facebook Takedown Policy needs to be included
 - Investigations Policy
 - Cyber---vetting Policy
 - Data Retention Policy
- American Police leaders also need to accept that some of the best work in social media in policing is happening outside of the United States. ConnectedCOPS™ Awards for last three years has had 32% winners from U.S., 27% from Canada, 23% from UK, 14% from Australia, 1% from Australia.
 - Canada by Toronto Police and many other agencies in Ontario
 - Calgary and within pockets of the RCMP
 - In the United Kingdom, they're especially strong with uses of live video in communications with citizens
 - Australia, Iceland, Finland, Netherlands, New Zealand

Conclusion



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The policing profession is at a point where the theory of community policing is not only possible like never before, but also where it is inevitable. There is no turning back. The question is only whether the community involvement and participation is completed truly in partnership between citizens and their police officers or with great conflict as we have recently witnessed.

In order for there to be a partnership, the police MUST embrace social media strategically and proactively and immerse the entire police agency at every operational level into the new open---source communication landscape. Police leaders who don't understand this should step aside.

We live in a time where no good or bad deed goes unnoticed, nor does it go unpunished.

The President's Task Force on 21st Century Policing and all involved should accept that social media is no utopia, but without a clear acceptance and understanding of how people use social media and expect their police to use social media it simply will not succeed. Nor will it succeed without an acceptance of the maturity and sophistication with which it should be embraced.

The extent to which the police profession has implemented social media to date has been laden with amateur players that even include current and former police officers. In order for the police profession to progress, law enforcement should treat social media as it would any other police topic. Whether it be the use of body worn cameras, use of force, mental health issues, domestic violence, cyber---bullying, police suicide, etc., the training and leadership should come from true professionals within the field.

Only by treating communication/social media strategy as an equal priority to other police priorities will the police profession gain all the benefits of social media implementation AND mitigate the risks.