



The New Paradigm of Patrol: Social Media and Law Enforcement

Officer Dave Closson

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The New Paradigm of Patrol



- Campus Safety & Patrol
 - When do students interact with the police?
 - What makes them feel safe on campus?



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Community Oriented Policing



- Community Partnerships
 - Collaborative partnerships between the law enforcement agency and the individuals they serve to develop solutions to problems and increase trust in police
- Organizational Transformation
 - The alignment of organizational management, structure, and personnel to support community partnerships and proactive problem solving
- Problem Solving
 - The process of engaging in the proactive and systematic examinations of problems to develop effective responses

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Community Oriented Policing



- The foundation is built on the partnerships with the people we serve
 - The positive interactions between police and the students
- To be proactive in this, the officers must go to where the students are
 - Rec Center, Food Courts, Residence Halls.....
 - Limitations?

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The New Paradigm of Patrol



- It is a new age of being plugged in and multitasking 24/7
 - Where do students spend their time?
 - Where do they look to get the news and current events?
 - Have conversations with their friends?

Social Media!!!

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The Landscape of Social Media Users



The Landscape of Social Media Users

Use Any Social Networking Site	% of Internet users who....	The service is especially appealing to ...
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

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The Landscape of Social Media Users



Facebook users

Facebook remains the most-used social networking platform, as two-thirds of online adults say that they are Facebook users. Women are more likely than men to be Facebook users, and Facebook use is especially common among younger adults.

Facebook		Use Facebook
% of Internet users who use Facebook		
All internet users (n=860)		67%
a	Men (n=418)	62
b	Women (n=442)	72*
Age		
a	18-29 (n=164)	86 ^{bcd}
b	30-49 (n=254)	73 ^{cd}
c	50-64 (n=231)	57 ^d
d	65+ (n=151)	35
Education attainment		
a	Less than high school/high school grad (n=261)	60
b	Some College (n=250)	73*
c	College+ (n=345)	68

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The Landscape of Social Media Users



Twitter users

The percentage of internet users who are on Twitter has doubled since November 2010, current standing at 16%. Those under 50, and especially those 18-29, are the most likely to use Twitter dwellers are significantly more likely than both suburban and rural residents to be on Twitter.

Twitter		Use Twitter
% of internet users who use Twitter		
All internet users (n=1,802)		16%
a	Men (n=846)	17
b	Women (n=956)	15
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	14
b	Black, Non-Hispanic (n=178)	26 ^a
c	Hispanic (n=154)	19
Age		
a	18-29 (n=318)	27 ^{bcd}
b	30-49 (n=532)	16 ^{cd}
c	50-64 (n=551)	10 ^d
d	65+ (n=368)	2

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Twitter Stats



A CLOSER LOOK AT HOW POLICE DEPARTMENTS USE TWITTER

Facts and Figures

772

Number of police departments with active Twitter accounts.

115,594

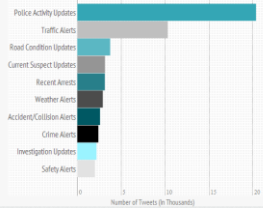
Number of tweets harvested for this study.

★ 2,952,258

Number of users following police departments on Twitter.

Most Common Topics

Below are the 10 most common topics tweeted by police departments around the globe.

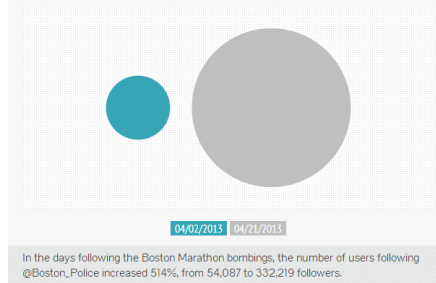


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Boston Police Department



@Boston_Police Followers Statistics



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The New Paradigm of Patrol



- Online Communities = Community Policing
 - Free time
 - Homework
 - At work
 - In class
- Can reach them at their convenience

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The New Paradigm of Patrol



- What can we share?
 - Questions
 - Emergency information
 - Traffic / parking / road construction
 - Education / campus safety tips
 - University events
 - Investigations
 - Officer awards / success stories
- Way to engage the students?

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Tweet-a-long

- A virtual police ride-along



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Tweet-a-long



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Tweet-a-long



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EIU Mayhem Prevention Team

- Goals
 - Get the police department involved across campus
 - Increase positive interactions with the students
 - Provide campus safety tips and important information
 - Increase trust/knowledge in the police department

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EIU Mayhem Prevention Team



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EIU Mayhem Prevention Team



Post Details

You might like EIU Mayhem Prevention Team. Hide

EIU Mayhem Prevention Team
 Here's a great way to avoid a little Mayhem, thanks **Health Education Resource Center -EIU** <http://www.youtube.com/watch?v=prpQDqiv6tC&feature=youtu.be>
 About a month ago · 🌐

Like Comment Share 1 Like

317 people saw this post Boost Post

317 People Reached

14 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
1 Likes	0 Comments	0 Shares

FROM LIKEL, COMMENTS & SHARES		
10 Likes	2 Comments	1 Shares

TOTAL
 11 Likes 2 Comments 1 Shares

20 Post Clicks

NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	0 Report as Spam
0 Unlike Page		

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EIU Mayhem Prevention Team



Post Details

You might like EIU Mayhem Prevention Team. Hide

EIU Mayhem Prevention Team
 First 3 people to find #EIU Officer Classon on foot patrol and mention this post get a free 1g USB drive! Spread the news! #campussafety
 About 2 months ago · 🌐

Like Comment Share 14 Likes 1 Comment 1 Share

229 people saw this post Boost Post

229 People Reached

16 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
14 Likes	1 Comments	1 Shares

FROM LIKEL, COMMENTS & SHARES		
0 Likes	0 Comments	0 Shares

TOTAL
 14 Likes 1 Comments 1 Shares

5 Post Clicks

NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	0 Report as Spam
0 Unlike Page		

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EIU Mayhem Prevention Team



- What did that post achieve?
 - Let the students know UPD is out on foot patrol
 - Force multiplier
 - Portrays UPD as friendly and approachable
 - Encourages students to visit with UPD officers
 - Creates opportunity for students to have positive interactions with UPD


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EIU Mayhem Prevention Team



Post Details

EIU Mayhem Prevention Team
Do you know why I called you over? ' Because you aren't wearing blue! At Eastern Illinois University not Panthers wear blue!



713 People Reached

43 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

16 Likes 0 Comments 1 Share

FROM LIKES, COMMENTS & SHARES

23 Likes 1 Comment 0 Shares

TOTAL

39 Likes 1 Comment 3 Shares

47 Real Clicks

52 Photo Views 188 Other Clicks 18 Other Clicks

NEGATIVE FEEDBACK

Hide Post Hide All Posts Report as Spam Unlike Page

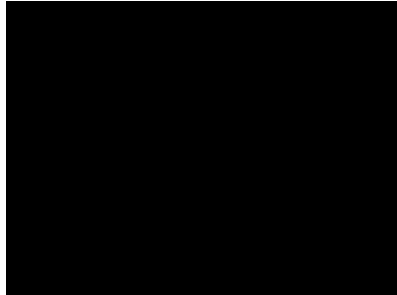
Like Comment Share

16 Likes 1 Share

713 people saw this post

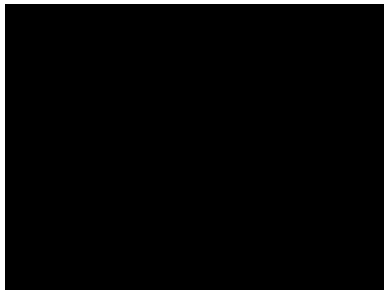
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EIU Mayhem Prevention Team



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Is this the future of community policing???

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EIU Mayhem Prevention Team



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