POLICE SCOTLAND
Keeping people safe

Social Media

Corporate Communications / 15/04/16 / v1

Presenters

- **Linda McLean**
  - Marketing, Campaigns & Social Media Manager (Police Scotland)
  - Senior Marketing & Campaigns Officer (Strathclyde Police)

- **Clare Borland**
  - Social Media Officer (Police Scotland)

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Aim

- Change process into Police Scotland
- Social media footprint and strategy for Police Scotland
- Managing social media
- Content strategy
- Crisis communications

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Forming Police Scotland

- 7 September 2011 – First minister announces there will be legislation to create a single police force in Scotland
- 16 January 2012 - Executive Bill introduced by Kenny MacAskill MSP
- 27 June 2012 - Bill passed stage 3
- 7 August 2012 - Bill received Royal Ascent

- Police and Fire Reform (Scotland) Act 2012

- 1 April 2013 – Police Scotland formally came into being

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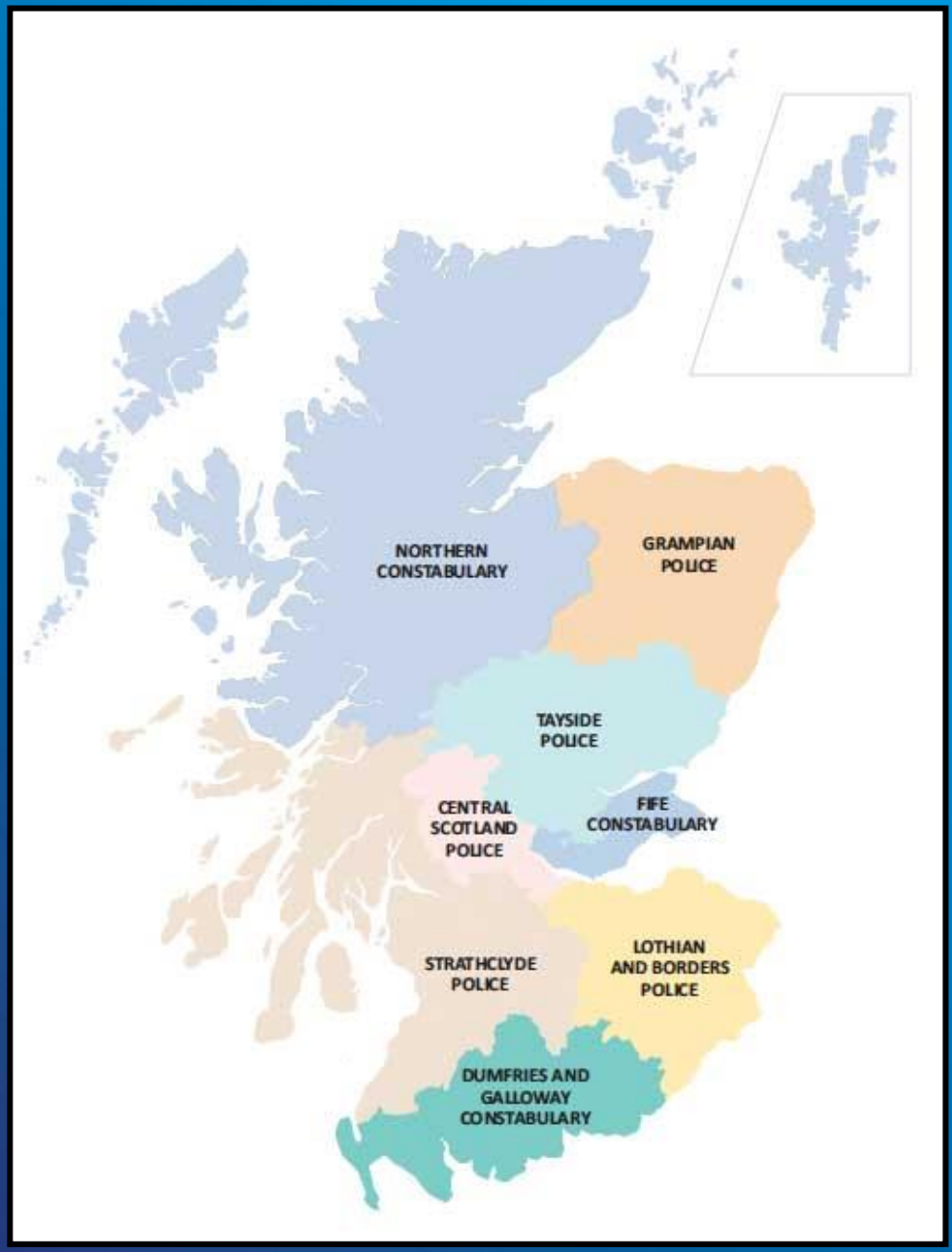
Legacy Forces

- Northern Constabulary
- Grampian Police
- Fife Constabulary
- Tayside Police
- Central Scotland Police
- Lothian & Borders Police
- Strathclyde Police
- Dumfries & Galloway Constabulary

- Scottish Drugs & Crime Enforcement Agency (SCDEA)
- Scottish Police Service Authority (SPSA)



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Communications in Legacy Forces

- Each had their own Corporate Communications team
  - Made up of media, internal communications, web and marketing (all differing amounts and responsibilities)

- All had:
  - Different social media footprint
  - Differing objectives for social media
  - Different strategy / content plans for social media
  - Different roles who managed social media

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Social Media in Legacy Forces

Northern Constabulary
- Facebook 16,738 likes
- Twitter 8,058 followers

Grampian Police
- Facebook 15,981 likes
- Twitter 10,119 followers

Tayside Police
- Facebook 31,124 likes
- Twitter 7,947 followers
- Individual officers tweet also

Fife Constabulary
- Facebook 6,094 likes
- Twitter 4,572 followers

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Social Media in Legacy Forces

Central Scotland Police
- Facebook 11,435 likes
- Twitter 4,728 followers

Lothian & Borders Police
- No Facebook
- Twitter 10,428 followers

Strathclyde Police
- Facebook 27,045 likes
- Twitter 16,109 followers
- Local divisions tweet also

Dumfries & Galloway Constabulary
- Facebook 11,771 likes
- No twitter

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Restructuring

- Interim Heads
  - leading on branding, digital, strategies
- Working groups
- Consultation
- Proposal submitted

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Police Scotland - Day 1 Account Set Up

Corporate Facebook

↓

14 Divisional Facebook pages

Corporate Twitter

↓

14 Divisional Twitter Accounts

↓

72 Local Twitter Accounts

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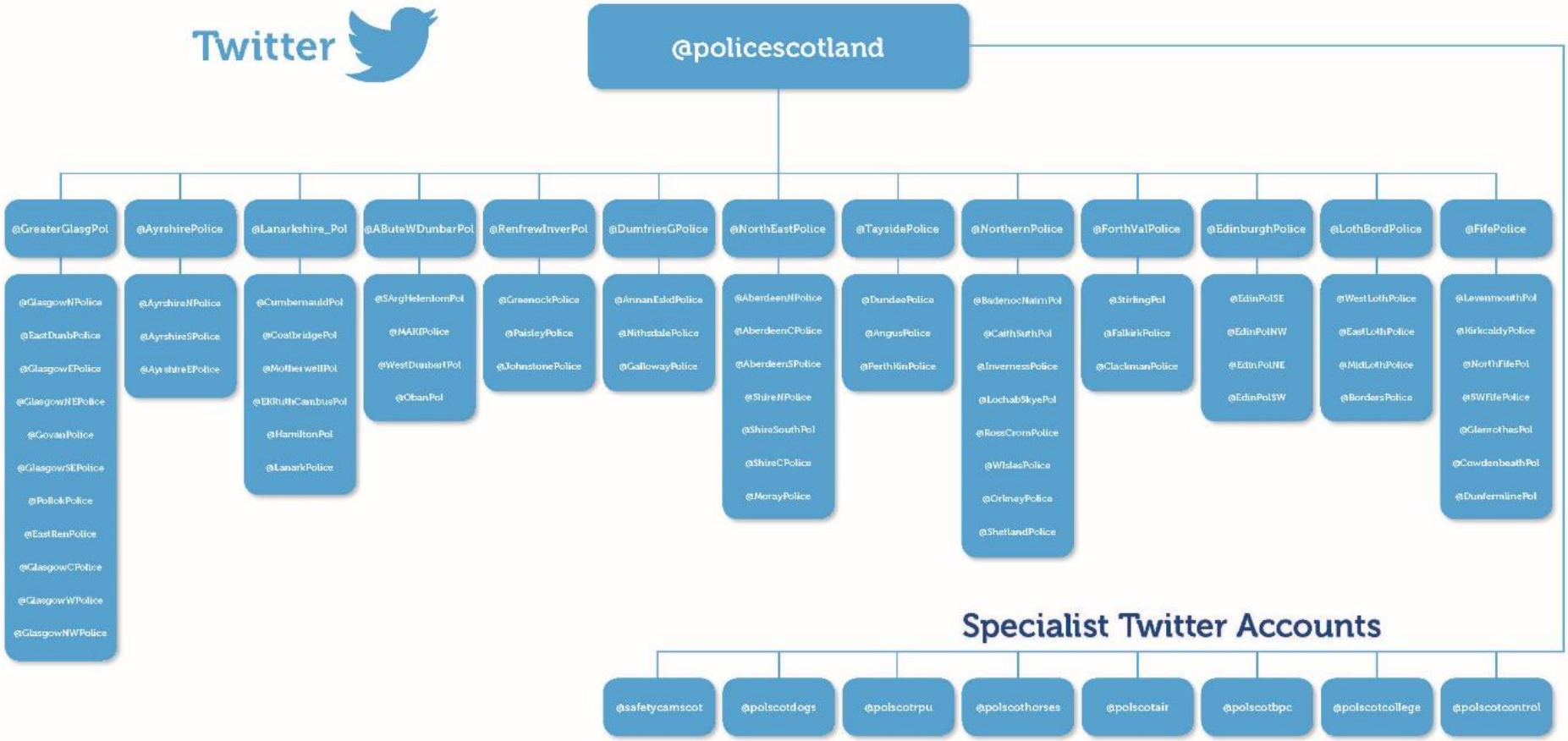
Authorised Police Scotland Accounts



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Authorised Police Scotland Accounts

Facebook

- Police Scotland
  - Lanarkshire Police Division
  - Ayrshire Police Division
  - Dumfries Galloway Police Division
  - Greater Glasgow Police Division
  - Fife Police Division
  - Lothians & Scottish Borders Police Division
  - Edinburgh Police Division
  - Forth Valley Police Division
  - Highland & Islands Police Division
  - Tayside Police Division
  - North East Police Division
  - Renfrewshire & Inverclyde Police Division
  - Argyll & West Dunbartonshire Police Division

Specialist Facebook Accounts

- Police Scotland Youth Volunteers
- Szkocka Policja

Instagram

@policescotlandofficial

Youtube

PoliceScotland

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1 MILLION FOLLOWERS

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Social Media Strategy

Police Scotland use social media to:

- keep people safe
- increase public confidence
- support effective and efficient policing
- reduce crime
- improve service delivery
- Engage and build relationships with our communities online

Key pillars to the Social Media Strategy:

- Building public trust and confidence
- Warning and informing
- Digital engagement with the public and partners

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Managing Social Media

- Social Media Team
- Evaluations
- Strategic & Tactical Leads
- Training
- SPOCs
- Team Site

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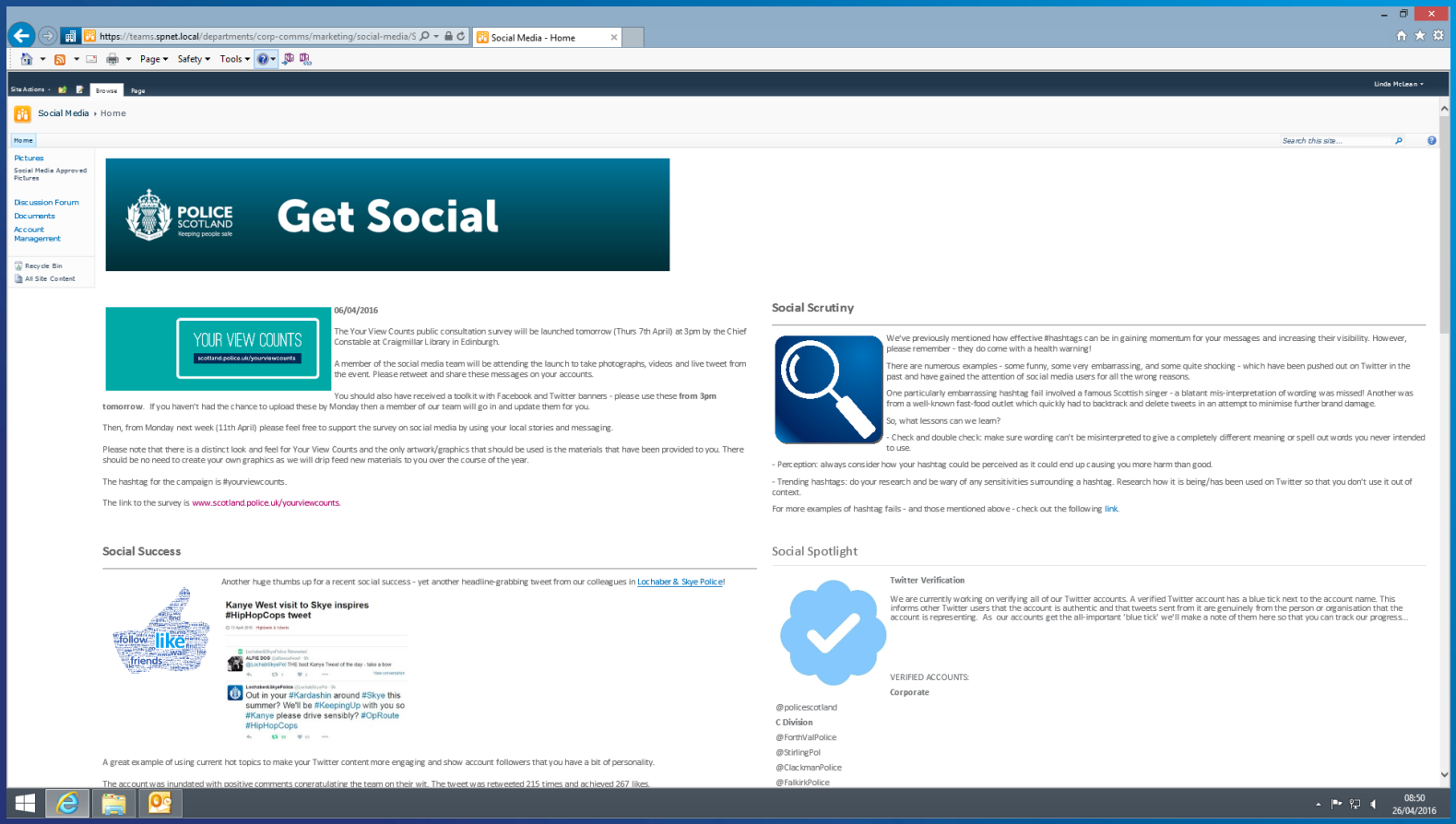
Team Site - Get Social



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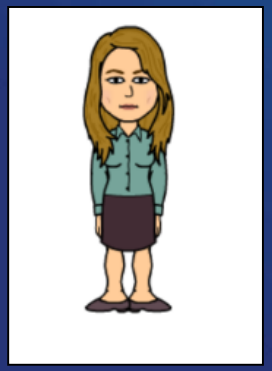
Content Strategy

- Based on our key objectives
- Each channel has a strategy
- Founded on analytics

- **Facebook**



Jennifer, 30yrs old, married for 2 years with a 1 year old child. University educated and works in local government Lives in Glasgow. Uses Facebook to keep up with friends, read the local news, and get deals for socialising. Uses mobile for social networking and is most active at the end of day when everything is sorted for the next day – 9pm. Most likely doesn't comment on our posts but helps by sharing our appeals and likes our information on protecting yourself and your property.

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- **Twitter**

Andrew, 25yrs. Lives in Scotland
Professional. Follows business & Sport
Likes comedy and music
On android phone

Emma, 25yrs. Lives in Scotland
Professional, Likes drama and reality
Follows business and news
On iPhone

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Building Public Trust & Confidence

- Telling the public about our policing activities
- Promoting our achievements
- Giving details about how we keep people safe

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Police Scotland
Published by Carolynne Coole-Miller [?] · 20 October 2015 ·

HIGH VALUE DRUGS RECOVERY – PORT BANNATYNE, ISLE OF BUTE

Drugs with an estimated street of nine hundred thousand pounds (£900,000) have been recovered by police on the Isle of Bute, Argyll.

Around 1340 hours yesterday afternoon, Monday 19 October 2015, officers stopped a white Renault Traffic van on Marine Road, Port Bannatyne, and recovered 10 kg of drugs, believed to be herbal cannabis, within.

Following further investigation, a number of flats in Castle St, Port Bannatyne, were searched under warrant by officers and a cannabis cultivation, in excess of 2000 plants, were discovered. It is estimated that these have a street value of over of £800,000 (eight hundred thousand pounds).

Three men, two aged 40 and one aged 39 years, have been arrested and are presently detained in police custody in connection with the find.

A report will be submitted to the Procurator Fiscal.

Detective Inspector Douglas Wilson, Dumbarton CID, said today:

"Drug cultivations and recoveries are not limited big cities; any town can be affected. Information from the local community is something that is vital to the Force when tackling drug related crime."

"I would encourage people to report any suspicious activity to police via 101 or call Crimestoppers where details can be given in confidence."

Boost Post

47,787 people reached

Edith Bryce, Angie Mackay and 284 others 43 Comments 38 Shares

Police Scotland added 5 new photos.
Published by Clare Borland [?] · 12 November 2015 ·

Awarded for going above and beyond.....

Police Scotland officers, staff and members of the public have been honoured at the Police Scotland Bravery and Meritorious awards this week (Tuesday 10 November 2015).

Deputy Chief Constable Neil Richardson presented awards to 24 Police Officers, two members of Police Staff and 20 members of the public at the Police Scotland College, Tulliallan....

Continue reading

Police Scotland
Published by Clare Borland [?] · 14 September 2015 ·

And the award goes to.....

A HUGE congratulations to the Gay Police Association Scotland who won Staff Network of the year at the very first LGBTI awards - an event that recognises and celebrates those who have made a positive contribution to lesbian, gay, bisexual, transgender and intersex (LGBTI) equality and human rights in Scotland.

The Gay Police Association Scotland represents the needs and interests of gay, lesbian and bisexual police officers and police staff working within the police service in Scotland.

A well deserved award!

26,809 people reached

Boost Post

Ben Burrows, Colleen Anderson and 199 others 21 Comments 23 Shares

Like Comment Share

Recognition of good work

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Police Scotland
Published by Clare Borland [?] · 19 August 2015 ·

Her Majesty's Inspectorate of Constabulary in Scotland (HMICS) is undertaking a review of police call handling across Scotland.

To allow members of the public, police officers, police staff, elected representatives and other interested parties to inform their review, HMIC has developed an online questionnaire about police call handling in Scotland.

If you would like to complete the questionnaire you can do so here:

www.QuestBack.com
RESPONSE.QUESTBACK.COM

81,709 people reached

Boost Post

Janet Shade, Colin Wright and 93 others 29 Comments 82 Shares

Like Comment Share

Police Scotland
Published by Linda McLean [?] · 25 June 2015 ·

Recorded crime fell 4.7% in 2014-2015...

Recorded crime has continued to fall in the past year, according to new figures published by Police Scotland.

Between April 1 2014 and March 31 2015, there was a 4.7% decrease in crime recorded across all categories.

Crimes of violence, dishonesty – including housebreaking and theft - and antisocial behaviour all reduced over the past 12 months.

Sexual crime, including rape and sexual assault, and domestic abuse saw increases; Police Scotland has introduced new ways of tackling these types of crimes and has worked to build confidence in victims to come forward.

The figures are contained in management information which is published online.

To find out full details and for more information from Deputy Chief Constable Iain Livingstone, please visit: http://bit.ly/1LElyZe.

www.scotland.police.uk
SCOTLAND.POLICE.UK

18,751 people reached Boost Post

Police Scotland
Published by policescotlandsocialmedia@gmail.com [?] · 20 April 2015 ·

Keeping Children Safe - Launch of National Child Abuse Investigation Unit (NCAIU)

Police Scotland today launched the NCAIU, a specialist unit to support the investigation of complex child abuse and neglect across Scotland.

The NCAIU is a unit of specially trained officers located across the country. They provide local policing teams with a consistent, high quality support for robust investigations into reports of complex child abuse and neglect, including child sexual exploit... See more

National Child Abuse Investigation Unit Launch - Sir Stephen House (Police Scotland)
The NCAIU is a unit of specially trained officers located across the country. They provide local...
YOUTUBE.COM

17,520 people reached Boost Post

Mark Deadpool Balderston and 173 others 8 Comments 34 Shares
Like Comment Share

Police Scotland added 3 new photos.
Published by policescotlandsocialmedia@gmail.com [?] · 2 February 2015 ·

We were down at Glasgow's Clydeside this morning for the launch of a dedicated Riverside Unit aimed at making the Clydeside a safer place to live, work and visit.

With Scotland's newest entertainment venue The SSE Hydro now ranked as the 2nd busiest indoor arena in the world, our 15-strong team of officers is sure to offer reassurance to anyone visiting the area.

To find out more about the work of our Riverside Unit, check out the Police Scotland website at http://bit.ly/1Cpzntt

policescotlandofficial

161 likes 11w

policescotlandofficial #KeepingTheKelpies Safe #KeepingPeopleSafe
jamie171200 Beautiful sight.
toytowner Nae bad.
brooke44x Looks lovely
fraser360 Is that the kelpies

Add a comment...

How we keep people safe

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Police Scotland shared Camden County Police Department's photo.
Published by policescotlandsocialmedia@gmail.com [?] · 3 February 2015 ·

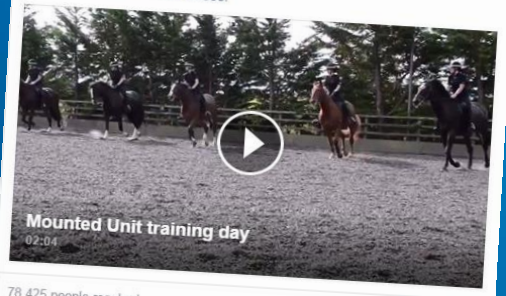
Our head of analysis and performance recently visited America, to find out about policing in New Jersey.

Camden County Police Department
28 January 2015 ·

Lesley Bain, Head of Analysis & Performance with Police Scotland tours the Camden County Police Department's Real-Time Tactical Operational Intelligence Center with Assistant Chief Orlando Cuevas.

Police Scotland
Published by Clare Borland [?] · 15 September 2015 ·

Our Police Scotland horses and officers train every week and work on different exercises in order to be prepared for any situation. Check out our video, which captures a typical training day and goes behind-the-scenes at the mounted unit base to show you some of the training involved in ensuring our horses are ready for their duties around Scotland.
Remember to follow our mounted unit on Twitter via www.twitter.com/PolScotHorses.



78,425 people reached Boost Post

647 86 Comments 250 Shares
Like Comment Share