

Police Scotland
Published by policescotlandsocialmedia@gmail.com (1) · 27 February 2015 ·

So, is this Police Scotland hat blue and black, or white and gold? See yourself wearing it one day? We're recruiting... Click for info: <http://bit.ly/1pyBPaD>



38,784 people reached

Boost Post

FalkirkPolice @FalkirkPolice

If you're heading into the town tonight then remember its Falkirk and not Las Vegas. Leave the boxing to professionals.

RETWEETS 2,654 LIKES 1,933

9:39 PM - 2 May 2015

Edinburgh Police @EdinburghPolice

Any1 lost 33k of cannabis in the Edinburgh area? Don't panic, we found it. Please come to the station to collect.



RETWEETS 13,189 LIKES 7,593

12:08 PM - 9 Dec 2014

Police Scotland
Published by Clare Bortand (1) · 21 January ·

Rain is forecast for most of Scotland over the weekend. If you're out on the roads, be like Bill.

This is Bill.

Bill likes to drive.

Bill keeps a safe distance from the car in front.

Bill knows that in wet weather stopping distances will be at least double those required on dry roads.

Bill is smart. Be like Bill.



55,328 people reached

Boost Post

Linda Lochans, Amber Wong and 340 others 26 Comments 159 Shares

Lochaber&SkyePolice @LochabSkyePol

Out in your #Kardashin around #Skye this summer? We'll be #KeepingUp with you so #Kanye please drive sensibly? #OpRoute #HipHopCops

RETWEETS 238 LIKES 300

11:46 PM - 12 Apr 2016

Police Scotland
Published by Linda McLean (1) · 27 June 2015 ·

POLICE ADVICE FOR THOSE ABOUT TO ROCK AT THE AC/DC CONCERT...

'Are you ready?' That's the message from Police Scotland for 'Those About to Rock' at the AC/DC concert at Hampden Park this weekend...

See more

Police Scotland advice for those attending the AC DC concert in Glasgow

Police Scotland advice for those attending the AC DC concert in Glasgow

YOUTUBE.COM



154,164 people reached

Sylvia McGoldrick and 838 others 202 Comments 440 Shares

Like Comment Share

Online Trends



Police Scotland
Published by Clare Borland [?] · 8 December 2015 ·

We want to introduce someone very special to you... Police Scotland's very own Christmas elf called 'Bobby'!

Being a very naughty elf, Bobby's turned up late but we have no comment to make on the circumstances surrounding his lateness - we don't want to embarrass our little scout elf!... See more



107,043 people reached

3.1k 264 Comments 498 Shares

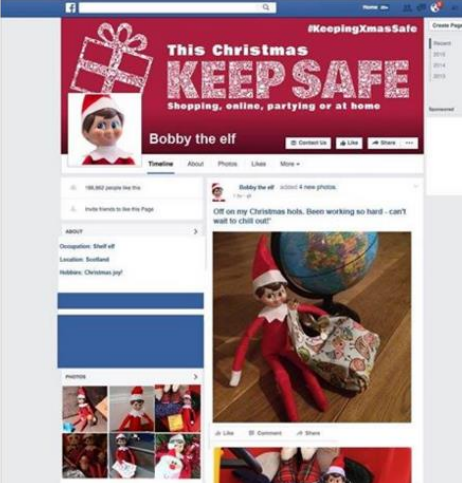
Boost Post

Police Scotland
Published by Linda McLean [?] · 21 December 2015 ·

Not a good message to be posting on social media Bobby!

If you're heading off for the festive period (lucky you!), please don't advertise it on your social media accounts. Don't let thieves know that your home will be empty.

More advice on #KeepingXmasSafe at www.scotland.police.uk/keep-safe/festive-safety/



#KeepingXmasSafe

This Christmas **KEEP SAFE**
Shopping, online, partying or at home

Bobby the elf

100,000 people see this

Like Bobby the elf's page

Occupation: Staff elf
Location: Scotland
Hobbies: Christmas pug!

Off on my Christmas hols. Been working so hard - can't wait to chit out!

35,687 people reached


Boost Post

Police Scotland
Published by Clare Borland [?] · 23 December 2015 ·

As we saw, Bobby was drinking wine yesterday so today he's sticking to the passenger seat.

He knows that the day after drinking alcohol you can still be over the drink drive limit. If you're drinking over the festive period, keep this in mind.

Drink driving - don't risk it.



185,828 people reached

Boost Post



Police Scotland
@policescotland

41 likes

Remember not to flush your cash off the cash machine - we've already had to have a word with Bobby! #KeepingXmasSafe

3,100 people reached

Police Scotland
Published by Linda McLean [?] · 12 December 2015 ·

Going on a Christmas night out this weekend?

Make sure you don't go off by yoursELF! Please do the right thing (just like our little scout elf Bobby) and stick with friends when you're on a night out.

You'll find more safety tips for when you're out partying over the festive period at www.scotland.police.uk/.../festive-safety/festive-party-safety



35,687 people reached

Boost Post

Police Scotland
@policescotland

Bobby was drinking alcohol yesterday so he's sticking to the passenger seat today

#DontRiskIt #KeepingXmasSafe



RETWEETS 59 LIKES 68

8:30 AM - 23 Dec 2015

Bobby the Elf



Crisis Communications

- Major / Critical Incident
- Strategic and Tactical leads (Gold & Silver Command)
- Work with the other communications functions
- Ascertain where the chat is happening
- Quick initial response
- Accurate information
- Linking to relevant partners



POLICE SCOTLAND

Crisis Communications

- Channels
 - Twitter – frequently
 - Facebook – summary
- Environmental scanning
 - Lack of information
 - Concerns from public
 - Misinformation
- Inform future social media posts



Clutha – PS Helicopter Crash

Gordon Smart @gordonsmart
Jesus. Think I just saw a helicopter crash in Glasgow.
10:36 PM - 29 Nov 2013
131 retweets 15 likes

Gordon Smart @gordonsmart
This is genuinely horrible. Spare a thought for those involved. Terrifying experience. Thought it was going to land on me.
10:58 PM - 29 Nov 2013
120 retweets 35 likes

BBC Breaking News @BBCBreaking
Glasgow #helicopter crash: Many people injured at #Clutha Vaults in Stockwell Street



Glasgow helicopter crash: 'Multiple injuries' at Clutha pub - BBC News
Thirty-two people are taken to hospital after a police helicopter with three people on board crashes into a busy pub in Glasgow.
bbc.co.uk

792 retweets 80 likes

3:01 p.m. - 29 Nov 2013

The Daily Record @Daily_Record
Reports of a helicopter crash at the Clutha Vaults in Glasgow. More to come.

24 retweets 5 likes

3:01 p.m. - 29 Nov 2013

Heart Scotland News @HeartScotNews
BREAKING NEWS...Reports of Helicopter crash at Clutha Bar, Glasgow. More as we get it.



42 retweets 6 likes

3:02 p.m. - 29 Nov 2013

Clutha – Social Media

- 14,000 new followers on the national Twitter and Facebook feeds
- Facebook
 - Reached more than 1.6 million people
 - 290,000 people clicked on the content for more info
 - 38,500 people then liked, commented or shared our content with their friends and family
- Twitter
 - 'Police Scotland' was mentioned 10,000 times at peak times during the incident
 - 4,000 mentions directed to official @PoliceScotland account



POLICE SCOTLAND

Going Forward

- Training
- Content management
- Engagement rates
- Enhanced content strategy