Social Media Pitfalls & Upsides for Communities
Today’s Presenters

Moderator/Speaker:
➢ Amy Snow-Buckner, Acting Managing Director of Communications, City of Grand Rapids

Speakers:
➢ Matt Bach, Director of Communications, Michigan Municipal League
➢ Jim Thorburn, Detective/Social Media Director, Allen Park Police Department
A Little About My Background:

25+ years media experience:

• 18 years as a journalist at newspapers Greenville, Howell and Flint

• Nearly 10 years in public relations/media relations/communications – Flint CVB, MML

• Comms/Media Relations Director at the League for 9 years
Questions for you:
• Who here is on Facebook?
• Is your community on Facebook?
• What about Twitter?
• LinkedIn? Google+?
• Instagram? Flickr?
• Other?
Social Media Fun Facts: Part 1

• Facebook adds 500,000 new users EVERY DAY!
• 50% of world population is under age 30
• Today’s college students have never licked a stamp
• 53% of millennials would rather lose their sense of smell than their technology
• 93% of all buying decisions are influenced by social media
Social Media: Fun Facts – Part 2

- By population, Facebook would be the largest country in the world
- What is the name of Twitter’s bird logo?
- More people own a mobile phone than a tooth brush
- 1 in 3 marriages start online
- What food is posted the most on Instagram?
Yum!!
Social Media: Why Do It?

- Cheap/Free
- Easy to use
- Offers Two-Way Communication, give and take (good and bad)
- Effective at spreading news to larger more diverse audience
- Fill the gap created in decline of local, traditional news media
- Can use it to create and lead the news
Social Media: Steps to Success

Step 1: Decide what you want to accomplish?

• At the League our goal is to advance the message that placemaking is an economic driver and that our method of funding municipalities is broken.

Step 2: Pick your platforms

• Most impactful ones are currently Facebook and Twitter. The League also uses flickr, Vimeo and to a lesser extent Google+, LinkedIn, Pinterest
Social Media: Steps to Success

Step 3: Establish policies and expectations

Step 4: Be consistent/stay relevant:
- Post photos and graphics!
- Tweet at least once a day
- Post on Facebook daily
Where Do You Get Your News?

About four-in-ten Americans often get news online
% of U.S. adults who often get news on each platform

- TV: Cable, local, network nightly (57%)
- Online: Social media, websites/apps (38%)
- Radio (25%)
- Print newspapers (20%)

% of each age group who often get news on each platform

<table>
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<tr>
<th>Age Group</th>
<th>TV</th>
<th>Online</th>
<th>Radio</th>
<th>Print Newspapers</th>
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<td>18-29</td>
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<td>65+</td>
<td>85%</td>
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<td>24%</td>
<td>48%</td>
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Note: Just 1% said they never got news on any platform (not shown).
“The Modern News Consumer”
Pew Research Center
Changing the way we do business

• Uber – World’s largest taxi company, owns no vehicles
• Facebook – World’s most popular media owner, creates zero content
• Alibaba – The most valuable retailer, has no inventory
• AirBNB – World’s largest accommodation provider owns no real estate
Question:

• Do you want to be the one providing the information to your residents and community or do you want someone else doing it for you, from their own perspective?

• **YOU** need to be the information leader!!
24 of the 25 largest newspapers are experiencing record declines in circulation!

“This is my 20th year. I tell people that when I first came to work at The Flint Journal, we had five people working full-time in our library and now we have about that many trying to cover the news. But I think we’re able to do a good job with it. These types of stories don’t look like much when they begin but as the screw turns a little bit each day, we just have to keep paying attention. Almost everyone on staff has been working on almost nothing but water.

- Ron Fonger, mlive.com/Flint Journal reporter
It’s all about the clicks

By the numbers:
• 700,000 hits per month
• 3.4 average comments
• 11,000 video views
Create your own news!

• Mlive/Flint Journal did not cover our Flint event. Yet 4 TV stations did!
Getting started

• What are your goals?
• Who is your audience?
• Who is going to manage your page(s)?
• Set up house rules/page info
• Provide useful information
• Do you need more than one page?
Examples – Lansing’s multiple pages
Where Should You Be?

• Start small — Limit yourself to two or three platforms.

• Research others — tons of great examples
Specific Social Media Uses for Communities

- Public Service Announcements
- Crime prevention and police assistance
- Emergency alerts and severe weather updates
- Activities and events promotion
- Construction updates
- Draw people to your websites
For Communities: Examples - PSAs

The City Of Ann Arbor - Government
February 1 at 3:00pm

City of Ann Arbor culling operations have been completed. All designated parks and nature areas are reopened. http://ow.ly/o5w33oI8e7

2018 Program
2018 Program Home » Departments » Community Services » 2018 Program Page
Content Implementation Plan » Measures of Success » Planning Documents Quick Links » 2018 Deer Management Closure Map (PDF) » Answers to frequently asked questions
A2GOV.ORG

City Government of DeWitt, Michigan
February 26th

Clinton County Department of Waste Management is sponsoring a medication collection event this Saturday, February 10th at the Community Center of the St. Jude Catholic Parish (601 N. Bridge St. in DeWitt) from 10 AM - 2 PM.

These events accept ALL pills, tablets, and liquids...FREE OF CHARGE!!!

Items NOT accepted at this event include thermometers, inhalers, Epi pens, aerosols, patches, and used needles. These items can only be handled at the annual Clean Community Event.

If you have any questions, please contact the Department of Waste Management by emailing recycle@clinton-county.org or calling (969) 224-5196.

****Make sure you black out personal information on the medication, but leave the drug name visible****

City of Wayne-Administration
February 1 at 7:44pm

Upcoming Meetings:
Tuesday, February 6th: Wayne City Council meeting at 8:00 p.m. at City Hall
Wednesday, February 14th: Wayne Library Board Meeting at 4:15 p.m. at the Wayne Library
Thursday, February 15th: Downtown Development Authority meeting at 6:00 p.m. at City Hall (normally takes place on Wednesday’s)
Tuesday, February 20th: Wayne City Council meeting at 8:00 p.m. at City Hall

If you have a meeting or event you would like posted on the City’s facebook page, please email the City Manager at inocerini@cityofwayne.com with details.

St. Joseph Township Police Department shared an event
April 26 at 9:58am

April 26, 2018
PRESS RELEASE

On May 2, 2018 St Joseph Township Police Department and Neighborhood Watch Program is hosting an Opioid Epidemic Presentation to discuss how opioids are affecting our community.

Guest speakers are Amy Jonatzke from Families Against Narcotics and Berrien County Chief Medical Examiner Dr. Rick Johansen. A question and answer session will follow the presentation.

The forum will be held on Wednesday, May 2, 2018 at 6:30 p.m. at the St. Joseph Charter Township Hall located at 3000 Washington Ave., St. Joseph MI 49085.

Contact: Officer Rick Knapp at the St Joseph Township Police Department (269)429-6890, ext. 2710
For Communities: Examples - PSAs

City Government of Cadillac, Michigan shared a post.

Tonight!

Mayor’s Youth Council - City of Cadillac
Movies in the Park
Sponsored by Munson Healthcare Cadillac Hospital

Bring your lawn chair or blanket and join us for this enchanting film. The CHS Band Boosters will have refreshments for sale.

Location: Rotary Arts Pavilion - City Park
Date: Saturday, September 15th (Rain Date TBD)
Time: 8:30 PM
Admission: Free

Berrien County Sheriff’s Department

May 5 at 7:52am

What a great day for a parade - Blossomtime Parade starts at 1pm - We can’t wait!!!!

Milan Police Department

September 5 at 4:30 PM

Norfolk Southern Railroad just reported that the railroad crossings at County St. and East Main St. will be closed beginning tomorrow 9/6/2018 for 7 to 10 days...
For Communities: Crime Prevention

Looking to identify and have a sit down with this person. She entered an AP business @ 7:30 pm, failed to pay for numerous items she took. Anyone that can help us, help her. Please let us know.

Cassandra Sartor (Allen Park Police Department) get that woman she works at Meijer deli taylor. Just ask for Tracey P. Take her back to the AP were she stole and have someone there identify her. So you can get her.

Jennifer Jones I hope she didn't pay for those pants, either. YIKES. lol
For Communities: Examples - Events

City of Westland - Administration

City Government of Ferndale, Michigan added 4 new photos — at The Rust Belt Market.

February 10 at 1:52pm · Ferndale

Thank you to those who were able to attend the Master Land Use Plan Open House! We received a ton of great feedback that will be incorporated in the plan. Review the presentation at #FerndaleExchange and look for a highlight video soon! http://www.ferndale-exchange.org/
For Communities: Examples - Events

City Of Holland, Michigan - City Hall
February 1 at 11:28am ·

Do you know what’s happening this month in Holland? Our digital newsletter will keep you informed. Check it out here: https://goo.gl/taEMrK

City Government of Birmingham, MI
February 1 at 3:28pm ·

The February edition of Inside City Hall with City Manager Joe Valentine is now available. In this month’s video, you’ll meet the dedicated men and women who lead the operations of the city’s various departments as well as get to know them beyond their job titles.
https://youtu.be/HF70Mdhb20c

Upcoming Events

City Of Holland, Michigan - City Hall

Location: Grand Haven Community Center

- Alternative Options
- Integrated Care Providers
- Practitioners and Resources
- Small and Large Group Discussion

Dr. Gary Cool, Acupuncturist, Homeopath, Herbalist
Dr. Michael Weiss, Chiropractor
Rebecca Neil, Holistic Medicine/Massage Therapist
Sandy Parker, On the Path Yoga
Monica Verplank, North Ottawa Wellness Foundation

Co-Sponsors:

North Ottawa Community

Jun 25 Town Hall on Mental Illness: Alternative Treat...
Mon 6:30 PM · Grand Haven Community Center - Grand ...
Wellness

2018 CONVENTION
Social Media – Emergency Uses

City Government of Ferndale, Michigan
February 4 at 8:12pm

DPW is declaring a snow emergency effective 8AM MONDAY. With weekend parking + Super Bowl, we know the streets are packed; we’re making it easier for everyone—residents, visitors, and DPW crews—by holding the emergency until the morning.

City Government of Ferndale, Michigan
16 hrs

The City's snow emergency has been LIFTED. Thanks to residents for your cooperation, and thanks to our DPW team for their hard work in safely clearing our roads and streets.

City of Westland - Administration
May 10 at 10:30am

Our hearts go out to those affected by the fire at Westwood Village Apartments last night. We are happy to hear that all tenants are accounted for and there were no injuries reported as a result of the fire, however, 24 units were destroyed. At this time it is difficult to know exactly what is needed, but if you are interested in donating to the families, please reach out to Westwood Village Apartments, located at 37830 Westwood Circle (734)961-4730

https://www.detroitnews.com/.../crews-battle-large.../596817002/
Social Media – Emergency Uses
Social media – Emergency Uses

Holland BPW
@HBPWStorm Holland, MI
We are a public utility offering water, wastewater, electric and fiber services to the City of Holland and surrounding areas.
http://www.hollandbpw.com

Holland BPW
@HBPWStorm Holland BPW
Thank you also to Zeeland BPW for their assistance!
3 hours ago.

Holland BPW
@HBPWStorm Holland BPW
Around 500 scattered power outages remain through the BPW system. Estimated complete restoration for all customers is Wed. evening, 7/13.
7 hours ago.

Holland BPW
@HBPWStorm Holland BPW ELECTRIC CREWS are still working to restore power in Holland. Thank you again for your patience. Please rememb... (cont) http://deck.ly/~PBiAk
9 hours ago.

Holland BPW
@HBPWStorm Holland BPW
RED CROSS UPDATE ONLY FOR PERSON WITH MEDICAL NEEDS 616-396-6545
20 hours ago.
For Communities: Examples – We’re Human Too

Vincent Lauricella
Firefighter

City of Southgate Police Department
January 16 at 3:17pm

It is with heavy heart and deep regret that the Southgate Police Department announces that Sergeant Christopher Cassette, badge #099, who was a 22 year veteran of the department has passed away from a medical condition. Please keep his family and our officers in your thoughts and prayers.

City Government of DeWitt, Michigan
February 2 at 2:40pm

FOUND DOG: This dog was found downtown this afternoon. It looks like he/she has an injured eye. The dog has been transported to Clinton County Animal Control (989-224-5115).

City of Wayne Administration
February 2 at 9:00am

PHIL says 6 more weeks of winter. BUT... Howell, Michigan’s groundhog Woody is still on the fence. Happy Groundhogs Day!
For Communities: Examples – We’re Human Too

Detroit Police Department

DPD Officers riding in the 2018 Police Week Unity Tour.

Roosevelt Park Michigan shared a post

Thanks to Amanda VanBogelen for sharing this nice story about the Roosevelt Park PD.

Amanda VanBogelen is feeling excited with EJ Pieri and 2 others in Roosevelt Park, Michigan.

So there was an incident at the park with a dude (37 yrs old) screaming all kinds of profanity at his mother (65 years old) and son who is 10. We called the police they came and took care of the guy. The officer from the Roosevelt Park Police brought presents back and stickers. This officer was amazing. Thank you to the officer.

My son who never forgets anything... I was worried about him just remembering the scary guy at the park. But nope not anymore. All he remembers is the cool police man who gave him a bear and stickers. And he turned his lights and sirens on for the kids.

So thank you for making it a good memory for today.

THANK YOU officer EJ Pieri.

#rooseveltpark #policefriends #waytogo

St. Joseph Department of Public Safety

Sergeant Yonker was at Lincoln Elementary School yesterday. He handed out over 150 stickers to the students. (Many students asked that he autograph them) This is part of our non-traditional outreach strategy.
Allen Park: Examples – We’re Human Too

Superbowl 2018 snacks. 😊
#donteattide. *** Eating Tide pods is a no/no...

Well hello AP. I bet we do not need to say, lock up the vehicles and light up the porch etc. 😊
Nice evening to enjoy your favorite beverage on the patio, porch etc.
My first song will be..... Cinderella-Nobody’s fool.
Ready go AP

Brandon Long Wash down the pods with Clorox bleach. The after taste is simply amazing 😊😊😊

Lol. Cleans the muscles.
Can it Go Too Far? – We’re Human Too

I’ll admit it: I may have uttered the phrase “The popo are coming” once or twice in my younger days.

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Police department’s ‘popo’ Facebook prank fools internet, sparks controversy

By: Michelle Ewing, Cox Media Group National Content Desk
Updated: May 8, 2018 - 5:16 AM

Police department’s “Popo” Prank Fools Internet

Police department’s ‘popo’ Facebook prank fools internet, sparks controversy

WATCH: Adoptive mom’s heartwarming video shows older boys including shy...

4-year-old mistakes gun for toy, shoots, kills little brother

4-year-old mistakes gun for toy, shoots, kills little brother

Sunken treasure worth $17 billion on 300-year-old shipwreck discovered

BATH TOWNSHIP, Mich. – A Michigan police department’s viral Facebook prank featuring an altered photo
East Lansing police respond to Laurel Lane, but all dispatch hears is 'Yanny'

Updated May 22, 12:59 PM; Posted May 22, 11:50 AM

East Lansing police had some fun with the viral "Laurel vs. Yanny" audio clip debate. (Screenshot | Facebook)

By Brandon Champion, bchampion@mlive.com

EAST LANSING, MI - The Laurel vs. Yanny debate has been taken to a new level, courtesy of the East Lansing Police Department.

Officers from the Michigan department certainly proved that the latest
Allen Park: Examples – This is What You Want

Here is a message we received from a Mom recently.

I just wanted to say a big THANK YOU FOR BEING AWESOME!!! One of your officers was driving past our house as we were coming in and when they saw my boys who are 5 and 10 waving at them like crazy, slowed down and hit the lights for them! They were ecstatic and have been talking about it non stop since! You guys are always wonderful and that small gesture filled my heart! Thank you so much!!

We loved the story and wanted to thank them and hopefully put bigger smiles on their faces. So we dropped off a couple bracelets and some sunglasses. It appears it worked 😊

Thanks Mom for sharing the pics with us.

#ONECOMMUNITY

Brittany Novak I love this city ❤️

Mary Waun Kaminski Great story! As always Stay safe everyone!!!

Allen Park Police Department

February 3 at 7:14pm

We hear snow is headed our way 😊
Who is super excited about that?
Pats or Eagles ....... ready go

Deann Reith Tuesday is the tour of the Shriners Children Hospital with these beauties!

J.w. Magner I can’t wait to miss it!

Sandy Bryan Lubecke I miss being “Home”, I haven’t seen a Blossomtime Parade for so long, I also miss the fruit trees full of aromatic blossom’s!!!

Benton Harbor crime on the decline

BENTON HARBOR — Better organization and a shift to community policing is paying off, with most of Benton Harbor’s crime statistics showing a downward trend over the past few years.

HERALDPALLADIUM.COM
Facebook guidelines & tips – Part 1

• Should have words ‘City’ & ‘Government’ in page name
• Succinct content: 100-250 characters
• Photos and videos
• Post regularly: Daily
• Give fans exclusive access
• Read and follow FB community standards: https://www.facebook.com/communitystandards
Facebook Guidelines & Tips – Part 2

• Don’t take it personal – unless it is
• Be careful using humor
• Avoid cutesy phrases
• Emphasize process and how to’s
• Focus on PEOPLE
• Have a social media policy!!
Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

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When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

GRAND RAPIDS, MI | SEPTEMBER 20-22

2018 CONVENTION
Twitter Tips

- Twitter is a micro-blog – 280 (recently doubled) characters or less
- Be interesting
- Hashtags: #musthashtag
- Customize
- Tweet consistently
- Follow the right folks
- Use photo or art with posts
- Give them a reason to click
Twitter: Community Examples

City of Battle Creek
@BattleCreekCity Follows you
Official Twitter account of the City of Battle Creek, Michigan. Live, work and play here! Social Media Policy: battlecreekmi.gov/DocumentCenter...

City of Battle Creek @BattleCreekCity 2h
2/2 In fact, our crews get these breaks by contract. It’s dangerous if a driver is tired behind the wheel of a plow. We want our drivers alert & for everyone to be safe. #TuesdaysInTheSnow

City of Jackson, Mi @CityOfJacksonMi
Official Twitter of the City of Jackson, Michigan

City of Jackson, Mi @CityOfJacksonMi - Feb 2
HEADS UP! Weather permitting, the two-way conversion at Louis Glick Highway and Washington Avenue in downtown Jackson is scheduled for Monday. Feb. 5.

As the new signals are activated, police will direct traffic. Construction will be fully completed in the spring.
Twitter Examples:

Ferndale, Michigan @FerndaleMich · Jan 4
In response to the @NWS #coldweather #advisory, Ferndale’s Kulick Community Center will act as a public warming center & will have extended hours today/tomorrow—9:30 a.m.—8:00 p.m. Please share with friends or neighbors in need

City of Adrian @AdrianMI · Jan 25
Audio of the January 24, 2018 Special Meeting of the Adrian City Commission:

City of Berkley, MI @cityofberkley
On Monday, January 29, Alan H. Kideckel submitted his resignation from the Berkley City Council in writing to... fb.me/7FM3sYDsi

1:59 PM - 29 Jan 2018
Other Forums to Consider:

Snapchat: A Placemaking Tool

Posted on February 9, 2016 by Samantha Audia

Though many municipalities have bravely ventured into social media platforms like Facebook and Twitter to communicate with residents, for the grand majority of local governments Snapchat remains uncharted territory. It’s understandable that local officials have hit roadblocks with social media; maintaining active accounts could be a full-time job, and the ever-developing technology is oftentimes unfamiliar to municipal leaders, many of whom view social media platforms as a minefield of potential liabilities.

In the past year, Snapchat’s popularity (and legitimacy) has grown exponentially – so much so that the White House opened an account last month to better communicate with a growing young demographic. Indeed, over 80 percent of smartphone users from the ages 13 to 34 use the app. Snapchat could serve as a vital branding resource to municipalities as they strive to improve communication, reach a younger generation, and market their communities to potential residents.

Essentially, Snapchat allows users to take photos and videos, add captions or drawings, and upload the content to a
Social Media Policies

Two types:

• Internal policies for your employees
• External guidelines for the public on your sites
Tips to Forming a Policy:

• Say why we’re doing social media
• Don’t reinvent the wheel
• Gather a team – review what’s out there and adapt it for you
• Focus on creating culture
• Have a lawyer check it
• Review it every six months
Internal Social Media Policies

- Extremes: Zappos vs WSJ
- Zappos policy: “Be real and use your best judgment”
- WSJ/Dow Jones: Don’t, don’t, don’t
- Key is finding balance to achieve your goals – DO GOALS FIRST
League Social Media Policy

• The League recognizes the importance of social media ... Have fun, but be smart. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgment and common sense, and by adhering to the League’s policies, goals, and values.
Birmingham Social Media Policy

• City of Birmingham: A closer look

• Internal/External – the same

• The Good, The Bad, but Not the Ugly
External Policy Tips:

• Have some type of policy for your social media public

• On Facebook, most post them under the ‘About’ tab under Page Info

• Great variety of these

• Policy = your chance to show what kind of city you are – welcoming, creative
Allen Park’s External Policy:

This is the official Facebook page of the Allen Park Police Department in Allen Park, Michigan. This page was created to provide people who live and work in Allen Park, Michigan or others with an interest in the Allen Park Police Department access to information about the police department and a platform with which to interact with the APPD. This page is monitored and managed by the Allen Park Police Department and the Office of the Chief of Police.

Before posting on this page, please review these terms:

- A posting on this page constitutes acceptance of these terms.
- In case of emergency, or if you need police assistance, dial 911.
- Do not use this page to report a crime. To report a non-emergency crime call 313-386-7800.
- If you post information related to a crime on this page, you may be placing yourself in the position of becoming a witness to a crime and subject yourself to a subpoena or further interviews and/or investigation.
- “Friending” between Allen Park Police employees and a citizen does not indicate endorsement of that person’s actions or comments.
Redland City Council Example

- Do not harass, abuse or threaten other visitors to the site.
- Do not post comments that are likely to offend others, particularly in reference to an individual’s race, age, gender, sexuality, political leaning, religion or disability.
- Do not use obscene or offensive language.
- Do not post defamatory comments.
- Do not post repeat comments continuously.
- Do not repeatedly post information which is factually inaccurate and may mislead others.
- Do not promote anything that may constitute spam, such as commercial interests, solicitations, advertisements or endorsements of any non-governmental agency.
- Do not reveal any personal or sensitive information about others on this page, including naming council officers.

- Do not enjoy this Facebook page or our city
Zappos External Policy

• Please take the opportunity to share your experiences, post pictures, interact with our apps and let us know if there is anything we can do to WOW you! … Abusing the right to post on our public wall may result in posting privileges being revoked. Take care of each other and have fun!
Other Policies to Review

- Ann Arbor
- Dearborn
- DeWitt
- Ferndale
- Grand Rapids
- Lake Isabella
- Madison Heights
- Milan
- Saline
- Troy
Response Flow Chart Example
Redefining Police in America
SOCIAL MEDIA: Friend or Foe ???

You can’t measure the quality of your department by your social media presence. But you can have an effect on your community’s perception of police through social platforms.
SOCIAL MEDIA: perception

Police are rarely associated with creativity and playfulness
SOCIAL MEDIA: reality
SOCIAL MEDIA: perception
SOCIAL MEDIA: reality
SOCIAL MEDIA: perception
SOCIAL MEDIA: reality

Relationships are the bedrock of any PD
WHY DO IT?
Is it worth the time & effort
WHY DO IT?

Having a social media presence can benefit your department and community by:

1. Building a trustworthy relationship and a sense of community by engaging with each other
2. Gaining control over the department’s reputation with the community
3. Providing a forum for people to ask questions and for you to share tips you otherwise wouldn’t share
4. Spread knowledge quickly and with minimal effort that could protect your community, help catch suspects, find missing persons, etc.
WHY DO IT?

➢ Building a trustworthy relationship and a sense of community by engaging with each other

Show the person, not just the badge
WHY DO IT?

• You want the community to identify and know the officers
• See more than just the badge.
• See that they are mom’s & dad’s, brother’s, sister’s, friends.
• See the police as someone they can trust and rely on.
Gaining control over the department’s reputation with the community
WHY DO IT?

➢ Deepens the relationship with the community
➢ You will be tested
➢ You will have your nay sayers
➢ When the test comes, you will be ready
WHY DO IT?

Providing a forum for people to ask questions and for you to share tips you otherwise wouldn’t share

Example:

Allen Park Police Department
August 27 at 1:32 PM ·
****Info ***
Appx 230pm we had an active Police related situation on the 9600 of Colwell.

Safety measures were put in place as a precaution.

The situation has now become an investigation.

Due to the nature of the incident. This is all we can provide at this time. When we can provide more, we will.
Citizen responses:

- Hope all is safe
- So Sad
- Thanks for taking care of us
- Thanks for keeping AP safe. I hope all or our officers are safe
Good evening AP.
Have you locked your vehicle? Have you turned on the porch lights?
Of course you have, duh.
How goes your Wed night?
Great, thanks for asking

Get the day and night LED bulb and you never have to worry about it.

Thanks for the reminder!! I love it when coming home and my neighbors and friends have the porch lights on. Feels safer

Always asking how we are doing? But does anyone ever ask how you are doing?

-answer: thanks for asking we are doing just great at the PD.
example:

Here we have a shopper that put an item under his coat and NOT in the shopping cart. He exited without paying for this item.

We need an ID and a meeting with this "shopper". Can you help us help him.
SOCIAL MEDIA

A HUGE INVESTIGATIVE TOOL
USE IT TO YOUR ADVANTAGE
Use the public as your extra EYES and EARS to help solve crime
GET PERSONAL WITH YOUR RESIDENTS

Show them it’s not all about writing tickets and eating donuts
Bring the residents into your world

Show them training photos. Let the residents know what you go through to keep them safe.
Acknowledge generosity
Timing your notifications is important
Between 5pm – 10pm
Most people are home and have time to respond to social media posts
This does not reflect emergency contact with the public
The Media pulls from your page so be careful
Make sure your information is accurate
Make sure you are not violating anyone civil rights
Make sure you are not offending a group
Be Aware

- Failure to control the message
- Failure to disseminate accurate information
- Failure to disseminate information in a timely manner
- Failure to correct misinformation

- Allows for the foundation of false perceptions by the public.
- It allows the wrong message to develop in the minds of the readers
- If you lose their trust, you lose the power of social media
KNOW YOUR AUDIENCE

Perhaps the most important factor in any social media posting:

✓ Is the message well received

We have found that **Humor** drives social media postings more than any other writing style.
Humor in the message

- It makes people laugh which is always good
- It helps people relate to the story better
- It takes topics that are usually depressing (crime) and puts a fun spin on it, but still keeps the message informative and accurate
Happy Monday AP
Tales from the front row has arrived.

We have a seemingly simple traffic stop. However, No insurance, No license and more then one warrant for your arrest. All that stuff just changed whatever plans you had for the weekend.

We had 4 Traffic crashes with two being Hit and Runs.

Two females entered a store and were awesome enough to bring their own bags. They must have forget to bring a way to purchase the items they loaded into those bags, or to even stop at the register on the way out. They were able to see our awesome B&B.

We had another fella run into a store, grab a ceiling fan. He then ran out and jumped into a waiting car. They both were able to spend some time in our B&B. This is not their first stay at a B&B. )

The folks that feel assaulting a former partner is ok. Its not, so do not do it. Keep your hands to yourself.

Officers observed a vehicle that was stopped on the roadway. Upon driving by, it was also noted the driver was not awake at the wheel! A key to a successful driving experience is being awake at the wheel at least. The officers noted the car running and in neutral. They were able to wake the driver after several attempts. The odor of intoxicants was very much present from this driver. The BAC was .16%. Guess where the driver stayed the night? #APPDB&B..

This was a sample of how we spent our time.
Now lets get this week going AP
giddy up
Tales from front row is hot off the press.

Your friend takes you to go shopping. You arrive and find that their version of shopping is actually called retail fraud. You decline this "shopping" event. They then assault you...

MSP bomb squad was called out yesterday. They helped a homeowner rid his garage of a World War I MK41 bomb. The relic was non active. This item was gifted to MSP :) AP, always call us if you come across such items.

The 14000 block of Dasher a 2018 Ford Escape was taken.

You rent a car and drive this car from Florida to pick up a relative. You are stopped for speeding. The K9 insisted on a further search of the vehicle where an unloaded gun was found. You now have the chance to tell a MI Judge why you have an unregistered gun after a restful night in the B&B.

Moving is not fun. Its even less fun when you find some of your belongings missing from the "friends" that helped you move. #NEEDNEWFRIENDS

You stroll on into an electronics store. You grab a Macbook and an IPad. Then try to open a line of credit. You provide a different address then your ID shows. When asked to key in your social security number, you need a cheat sheet! Your failure to answer any of the ID questions correctly will prevent this transaction/FRAUD.

When an employee becomes very concerned about the surveillance system, this is a tad odd. You review video and find that you have been apparently paying this employee to steal your merchandise!!! SMH #DONTSTEAL
Before you do something stupid this weekend...

Just remember the judge won't be in until Tuesday morning.

Using comedy to keep things light & make people laugh.
Poking fun at yourself or your department shows you're not as stuck up as people think.

WHOEVER SAID BEING A COP IS STRESSFUL?

I'M 39 AND I FEEL GREAT!
That's an old photo
Pumpkin Spice Handcuffs

445 likes
28 comments
49 shares
7,570 people reached
Having a sense of humor can show the public that you don’t always have to be up tight and serious all the time. Sometimes a little laughter is all someone needs.

A police officer came to my house and asked me where I was between 5 and 6. He seemed irritated when I answered 'kindergarten!'
Christmas decorating contest on Facebook
Using Social Media properly is key, if the desired outcome is to maintain a positive image with the general public.

We need the public’s help as much as they need ours.

By promoting unity and making the residents part of “your team” you are making it easier for them to trust you and thereby making your job easier and even safer.
Protecting Our Agency with Social Media Archiving
Why do we need to archive?

Our social media is creating public records.

Open records laws maintain that we need to be able to produce social media records—both from our own content, and from content our constituents create—in response to records requests.

Social media is a mission-critical part of our communication strategy, and our constituents are creating, editing, and deleting records on a daily basis.

If we do not preserve our social media records, we are potentially out of compliance with state records regulations.

Beyond public records responsibilities, we will increasingly need to produce records for a variety of other types of requests.

Requests from internal stakeholders

E-discovery requests
Michigan Freedom of Information Act

15.232 Definitions
(e) “Public record” means a writing prepared, owned, used, in the possession of, or retained by a public body in the performance of an official function, from the time it is created.
(h) “Writing” means handwriting, typewriting, printing, photostating, photographing, photocopying, and every other means of recording, and includes letters, words, pictures, sounds, or symbols, or combinations thereof, and papers, maps, magnetic or paper tapes, photographic films or prints, microfilm, microfiche, magnetic or punched cards, discs, drums, or other means of recording or retaining meaningful content.

Social Media Operating Procedure Handbook
Oakland County, MI
November, 2015

1. Are the posts public records?
• If the posts are made or received in connection with the transaction of the department’s public business (such as providing advice or receiving comments about the department, its programs, core business, etc.), then they are public records for the purposes of records retention and need to be retained for their minimum retention periods.

Excerpt from Oakland County, Michigan Social Media Operating Procedures Handbook
Why do we need an archiving solution – is there another way to do this?

“Facebook has no records management capability.”

JERRY LUCENTE-KIRKPATRICK
Formerly State Records Analyst
State of Arizona

Other methods don’t capture the content we need.

› We cannot rely on the social networks to archive for us.

The social networks do not provide user comments or revisions to content (edited, deleted, and hidden content) in their download features.

The social networks are not bound to public records laws, and have no legal obligation to retain records.

› We cannot rely on “manual” archiving, or screenshots

Screenshots are only a snapshot in time, do not capture deleted or revised content, and are not searchable.

Screenshots have no metadata attached to them, and are not effective in court.

› We cannot just make our social media “one-way”

There's no way to consistently block users from generating content on our social media pages.

For example, on Facebook, we cannot disable users' ability to comment on our posts.
How much does it cost, and what is involved with implementation?

‣ Pricing is fully transparent and designed to fit into discretionary budgets.
  - 90% of agencies are priced under $5000 per year
  - The pricing is based on average monthly record counts

‣ Most agencies fully connect in 20 minutes.
  - The system is cloud-based, and all it requires is connecting our social media accounts
  - No IT resources are required

‣ ArchiveSocial never has access to our social network passwords, and can only “read” our content.

“I can’t even begin to explain how much simpler and easier ArchiveSocial has made things. It’s not something I even have to think about now.”

SGT. CHRISTOPHER FULCHER
Chief Technology Officer
Vineland, NJ Police Department
Why should we do this now?

‣ It gives us confidence that we are in compliance with state records laws, and can easily respond to records requests.

‣ Without it, we are losing records daily, through deleted and edited content.

‣ As engagement on our social media increases, it gives us insurance in case of unexpected events.

“"If you don’t have something like ArchiveSocial for your social media, you’re playing Russian roulette with your daily public records responsibilities — and that’s not a good idea. "

REBECCA MEDINA STEWART
Director of Public Affairs and Marketing
City of Deerfield Beach, FL
Why ArchiveSocial?

“ArchiveSocial’s functionality, ease-of-use, compliance, and reporting features are better than their competitors. I was impressed by how simple it was to add accounts and to pull up records. Brilliant!”

DAVID BRAUHN
Communications Manager
City of Walla Walla, WA

‣ The industry leader—working with more than 1500 agencies nationwide.

- From small towns to the largest cities, including NYC, Detroit, Chicago, and San Francisco
- Working with agencies throughout the state of Michigan

‣ It gives us the highest level of compliance.

- ArchiveSocial preserves more content than any other solution
- Search and replay features that enable us to easily respond to records requests

‣ They are in the top 1% of customer satisfaction scores for software companies, with a US-based customer support team ready to assist us.
City of Grand Rapids

• Social Media Examples
• Facebook
• Instagram
• Twitter
The City of Grand Rapids was live.

Published by Travis Rapids [?]. August 28 at 6:53 PM.

Join us for the August 28 City Commission meeting. Our livestream will begin at 6:50p and the meeting is scheduled to start at 7p.

The meeting agenda can be found here:
http://grandrapidscitymi.iqm2.com/Cities/Detail_Meeting.aspx.....

See More
In this month's video blog, Police Chief David Rahinsky talks about a few upcoming opportunities to engage with the Grand Rapids Police Department, including the IMPACT initiative, African American Arts and Music Festival and the department's first ROCK: Reach Out Cops and Kids music event.

For more information, check out www.grandrapidsmi.gov/Government/Departments/Police-Department or visit the department's Facebook page @GrandRapidsPD.
Mayor Rosalynn Bliss wraps up August by talking about the openings of Bridge Street Market and Grand Rapids Public Schools’ Public Museum School, the Mayors Innovation Project, the City’s rebranded DASH, plans for street lighting infrastructure, the upcoming Michigan Municipal League Convention and more.

For more information, check out www.grandrapidsmi.gov.
WHAT’S UP, GR?! As kids head back to school, Evette and Kayleigh are back to give you a rundown of all the events coming up in September. The next few weeks are packed full of holiday festivities, neighborhood engagements, charity 5Ks/walks, festivals, street fairs, concerts, pow wows and many opportunities to volunteer and get involved in the community.

Find your fun and more information by checking out www.grandrapidsmi.gov/events.
Temporada 5, episodio 9 de The City Talk, Manuel Medina habla con Tom Almonte, Guillermo Cisneros, Daniella Rojas, Javier Cervantes y Jefe David Rahinsky del Departamento de Policía de Grand Rapids.


Season 5, episode 9 of the city talk, Manuel Medina talks to Tom Almonte, Guillermo Cisneros, Daniella Rojas, Javier Cervantes and Chief David Rahinsky of the Grand Rapids Police Department.

As students return to school -- where did the summer go? -- it’s only fitting that we celebrate this Throwback Thursday with an image of children entering Fountain Elementary School. The photo is undated and the students are unidentified. Anyone look familiar? Let us know in the comments.

Thanks, City of Grand Rapids Archives, for another great look at our history.
Mayor Bliss is live with Josh Naramore, the City's Mobile GR manager, to talk about the DASH's new services.
City of Grand Rapids - Instagram

OFFICE OF SPECIAL EVENTS

WHAT'S UP GR?

SEPTEMBER 3 - SEPTEMBER 9

SWIPE FOR THIS WEEK'S LINEUP <

Office of Special Events
City of Grand Rapids

citygrandrapids • Following

citygrandrapids WHAT'S UP GR?! Check out all the events going on in Grand Rapids this week. For more information, follow the link in our bio.

#GREvents #CityOfGrandRapids eringoeslocal So many good things!

ericfreeman @brows_by_kiki

27 likes

5 DAYS AGO

Add a comment...
"LIFE IS ALL ABOUT PERCEPTION. POSITIVE VERSUS NEGATIVE. WHICHEVER YOU CHOOSE WILL AFFECT AND MORE THAN LIKELY REFLECT YOUR OUTCOMES."

SONYA TECLAI

#MOTIVATIONMONDAY
citygrandrapids • Following
Grand Rapids, Michigan

citygrandrapids They say home isn’t a place... it’s a feeling. But here we feel at home. #CityOfGrandRapids #GrandRapids #WeAreGR #TGIF 🌅: Shout-out to @irwin.nick for this beautiful photo.
irwin.nick Thanks for sharing!
kellyannblik #eastjordanironworks cynthiakaybiz Love this city.

164 likes
AUGUST 17

Add a comment...
City of Grand Rapids - Twitter

City Commission votes to appoint Mark Washington as Grand Rapids’ next city manager. Stay tuned for the full press release.

City Commission is back in the Chambers to discuss the city manager candidates. Watch the discussion live at facebook.com/cityofgrandrap....

City Commission wraps up city manager candidate interviews and takes a 20-minute break. Back at 4:25 p.m. for a review of the candidates and discussion on next steps.

Fifth of five candidates -- Mark Washington, assistant city manager of Austin, Texas, is answering questions now. Watch live at facebook.com/cityofgrandrap....

City manager candidate Michael Cernach, city manager of Tamarac, Fla., is now answering questions from the City Commission. Watch live at facebook.com/cityofgrandrap....
City of Grand Rapids - Twitter

City of Grand Rapids @CityGrandRapids · Sep 1

EAST PARIS AVENUE UPDATE: East Paris between 36th and 32nd streets has reopened to traffic with lane shifts for two-way travel following a water main break. The road will be restored to normal Tuesday. Shout-out to crews for their hard work the past few days.

Road Open Ahead
City of Grand Rapids - Twitter

City of Grand Rapids @CityGrandRapids · Aug 22
Double the media fun this morning on a new DASH bus. Thanks, @FaranFrontczakTV and @wzzm13 for joining us. We look forward to seeing your interviews with @mayortliss and @JoshNaramore.

City of Grand Rapids @CityGrandRapids · Aug 22
We’re hanging with @mayortliss, @JoshNaramore and @trafficcom8 this morning on a new DASH bus. Tune in to WOODTV to hear all about the exciting changes coming to DASH.
City of Grand Rapids - Twitter

City of Grand Rapids @CityGrandRapids · Aug 21

You know you want to help us, @kaboom, @Amway and @friendsGRparks build a playground Thursday at Eastern Park. Sign up at friendsofgrparks.org/kaboom-volunte....
Additional questions?
Contact Info

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➢ Det. Jim Thorburn
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