



Developing & Implementing Social Media Training for Policing Agencies

***National Sheriffs' Association Conference
Sun., Feb. 5, 2017***

Mike Parker, Commander @mplasd

Los Angeles County Sheriff's Office

Jim McDonnell, Sheriff



Introduction to Social Media, eCommunications and News Media Relations

- Cybersecurity: Employee use and misuse, Police & Public websites and Youth.
- Investigations: Criminal investigations, Anti-Terrorism, Activism and Legal issues.
- Technology used: Technology and eCommunications.
- Strategies, Staffing, Training and Resources.
- eCommunications: News Media, Direct to the Public, Recruitment and Retention, Reputation Management, Emergency Operations and Crisis Communications.



Mike Parker

November 19, 2012 · 🌐 ▼

Captain Mike Parker discussing communicate with the public, including social media, with Police commanders at the Headquarters of Angeles County Sheriff's Department (11/19/12).
<http://www.facebook.com/israelipolice> and
http://www.police.gov.il/English_contentPage.aspx

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👍 Sergey Stuzhuk, Michael Kurtz and 3 others

1 share



Write a comment...



LASD International

@LASDWorld

Police [#Bangladesh](#) meet [@CollegesLASD](#),
[@eCommLASD](#) on social media monitoring,
college threat assessment [@LASDHQ](#)
[#LASD](#)



11:36 AM · 04 Jun 14

 You follow each other



LASD International

@LASDWorld

@mpLASD talks #LASD & Social Media in Policing w/ @SingaporePolice Command researching E-Services @LASD_News



10:03 AM · 17 Apr 13

 You follow each other



LASD International

@LASDWorld

Dep. Boese discusses social media in policing w/ a delegation of Federal Police officials from Brazil [#policediplomacy](#)



11:44 AM · 16 Mar 12

 You follow each other



LASD International

@LASDWorld

Central & South America police [@ivc_la](#) visited [@LASDHQ](#), met [@eCommLASD](#) & [@LASDJUANITA](#) to learn [#LASD](#) media relations



 You follow each other



LASD International

@LASDWorld

@eCommLASD discusses media monitoring w/ visiting LTs from the New [#Taipei](#) City Police Dept [#Taiwan](#) [#lesm](#) @LASDHQ



 LASD eComm Unit

12:04 PM · 14 Jul 16



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1. Security and Cybersecurity:

a. Employee use and misuse
(Safety and Policy)

b. Policing & Public sites

c. Youth

Policies

Social media



ctrl

LASD MPP 3-01/000.10 PROFESSIONAL CONDUCT

All Department members shall be held accountable for their utterances, writings, conduct, and visual representations, [including electronic and web-based communications](#), when they conflict with Our Core Values, Our Mission, or Our Creed [and personnel can reasonably be identified as Department members](#). Personnel who cause undue embarrassment or damage the reputation of and/or erode the public's confidence in the Department shall be deemed to have violated this policy.

Unit commanders shall ensure copies of Our Mission, Our Core Values, and Our Creed are clearly and prominently displayed and maintained in the public lobbies of all Sheriff's Department facilities. Unit Commanders shall ensure copies of Our Mission, Our Core Values, and Our Creed are clearly and prominently displayed and maintained within a high-traffic work area in all Sheriff's Department's facilities (e.g., briefing room) for viewing by assigned personnel.

LASD MPP 3-01/000.15

ELECTRONIC AND WEB-BASED COMMUNICATIONS

Electronic and web-based communications include any medium used to deliver information electronically or digitally. Examples of electronic and web-based communications include, but are not limited to, websites, “smart” phone technologies, text messaging, Nixle, electronic mail (email) and “social media” sites such Facebook, Myspace, Pinterest, and Twitter; photo sharing websites such as Flickr; video sharing websites such as YouTube; and/or any other similar electronic or digital delivery system.

“Social media” includes any electronic medium where users may create, share, and view user-generated content, including uploading or downloading videos or still photographs, blogs, video blogs, podcasts, or instant messages, or online social networking content.

COUNTY OF LOS ANGELES
SHERIFF'S DEPARTMENT
A Tradition of Service

761551N25A -SH-AD-32A (2/72)

		DATE:	
		OFFICE CORRESPONDENCE	FILE NO.
FROM:		TO:	CAPTAIN SHERIFF'S INFORMATION BUREAU
SUBJECT:	WEB BASED COMMUNICATIONS, NIXLE SENDER , DEPT. UOA WEBSITE ACCOUNT AUTHORIZATION		

I am authorizing the issuance for access/sender accounts for the following:

☐ Nixle.com ☐ Web Based Social Media Communications ☐ UOA Website

For the employee listed below to send out Nixle messages, public information messages and provide feedback on social media accounts on behalf of my command.

I am verifying that they have attended the required social media classes on the following dates:

Completed Social Media Training Date: _____

Completed Nixle Training Date: _____

Full name of employee

Rank,

Employee number

All web based communications and Nixle messages are capable of being sent out for free directly to the public via geographically-specific e-mails and texts. Messages include arrests, neighborhood-specific alerts and advisories, traffic incidents, road closures, wanted persons, missing persons, crime trends and more.

Employees who have all web based communications and Nixle sender authorization are capable of posting, or sending messages via Station/UOA web pages, Nixle and Social Media based communication (ig., Facebook, Twitter, YouTube) without any editing, filter, or checks and balance system. Messages go from the sender directly to the e-mail or cell phone





Los Angeles County
Sheriff's Department
Sheriff's Headquarters Bureau
Leroy D. Baca, Sheriff

SHB eComm Newsletter

Volume 1 Issue 1 - April 28th, 2012
For law enforcement use—
Not for public distribution

Sheriff's Headquarters Bureau - Electronic Communications Triage Unit - 4700 Ramona Blvd. Monterey Park CA 91754

An Introduction to Personal Privacy Online

Through eCommunications: The Internet, Smartphones and Social Media

Personal Information and Privacy Online



Even at work, your personal information can be retrieved and stored online, but you can control this through browser settings.

Personal privacy has always been a topic of conversation amongst law enforcement. In our profession we have always been wary about which route to take home or who we speak to about our line of work.

readily available than ever before.

Some forms of personal identifying information have been available for decades: marriage and divorce records; property tax rolls; census statistics; voter registration forms, all of which we, as citizens have very little power in preventing its publication unless there are changes in these laws.

New emerging database technologies coupled with new business models have made your personal information a multimillion dollar industry. These companies, or information brokers, collect your

way to stop it? In short, the answer is yes. In California, the legislature has enacted laws to protect the information of public safety officers and their families.

However, did you ever think about other forms of personal information you share on a daily basis without even knowing? What about your home address through online shopping websites, sweepstakes and surveys? What about information about your line of work through the use of social networking and media sites? What about your exact location as you walk through the mall?

THINGS TO CONSIDER:

- ALL OF YOUR PERSONAL INFORMATION IS ONLINE.
- YOU ARE NOT THE ONLY ONE LEAVING INFORMATION ABOUT YOURSELF.
- YOUR PRIVACY SETTINGS ARE MORE IMPORTANT THAN YOU THINK.
- SOCIAL MEDIA, THE INTERNET, AND CELL PHONES ARE CONSIDERED ECOMMUNICATIONS.



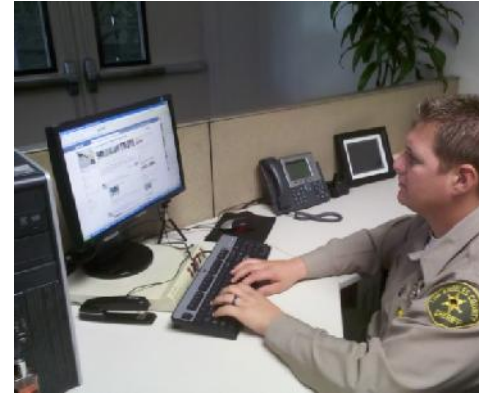
2. Investigations:

a. Criminal investigations

b. Anti-Terrorism

c. Activism

d. Legal issues



twitterfall.com

Panels - Clear Page - Pause Tweets - Link here

Paused: 1

GreenNewsReport RT @jeanniedean: Amazing Central - commemorating the Black Panther show

neogaia South Wind marching to central convergence

JeromeBerglund A million people in the streets.

joshleffler #southwind will be hitting convergence

c_c_k #M1GSLA http://t.co/xaD1ii3q

kimbui RT @RuxandraGuidi: Gas masks are de #M1GSLA

greenthumbnails 3:06p i stand corrected, just he yet... eta: 15mins #m1gs #M1GSLA

atvn Ten Arrests at May Day March today. #May

KevinFerguson if there were a nominee for "most definitely be in the running."

Ustream.Tv - Google Chrome

www.ustream.tv/channel-popup/savagetruth

huluPLUS Instantly watch

USTREAM MOBILE

02:31

Share

www.googleadservices.com/pagead/aclick?sa=L&ai=B...

USTREAM MOBILE LIVE

375 current / 4608 to

Share

Ustream.Tv - Google Chrome

www.ustream.tv/channel-popup/jeanniedean

huluPLUS Instantly watch

USTREAM MOBILE

CAMP

Off Air

Share

with Amanda de Cade

JOIN THE CONVO: f t p

USTREAM MOBILE LIVE

60 current / 1475 to

Share

Ustream.Tv - Google Chrome

www.ustream.tv/channel-popup/occupylosange

huluPLUS Instantly watch

USTREAM MOBILE

21 current / 632 to

Share

USTREAM MOBILE LIVE

15:22

Share

lenovo

3:14 PM
5/1/2011



facebook®

3. Technology used:

- a. Everything technology and
- b. eCommunications



twitter



facebook®

STAY INFORMED

nixle



LIVE LOCAL INFORMATION FEED

You Tube

Broadcast Yourself

www.lasd.org

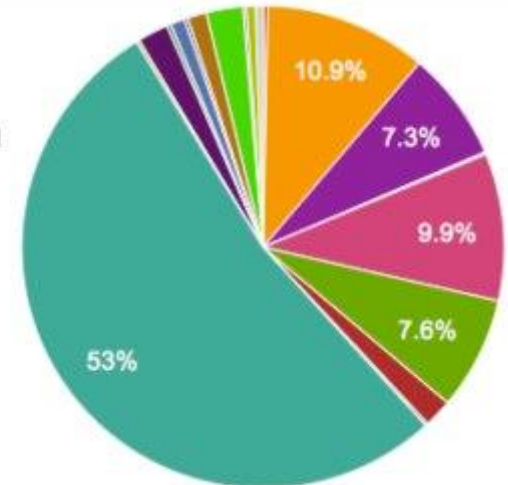
NIXLE

Coverage Map



Agencies	Monthly Emails	Monthly SMS
6,563*	8,000,000+	5,000,000+

- LE
- Administration
- EMS/OEM
- Fire
- Community
- School



*As of 3/11/2013. New agencies added every day.



4. eCommunications:

facebook®

- a. News Media
- b. Direct to the Public
- c. Recruitment and Retention
- d. Reputation management
- e. Emergency Operations and Crisis Communications

Translate from Spanish



8/5/15, 9:27 PM

Nothing stopped Adam from rescuing a frightened
child trapped on a rock ledge #faithfulfriend
bit.ly/1JNfakb

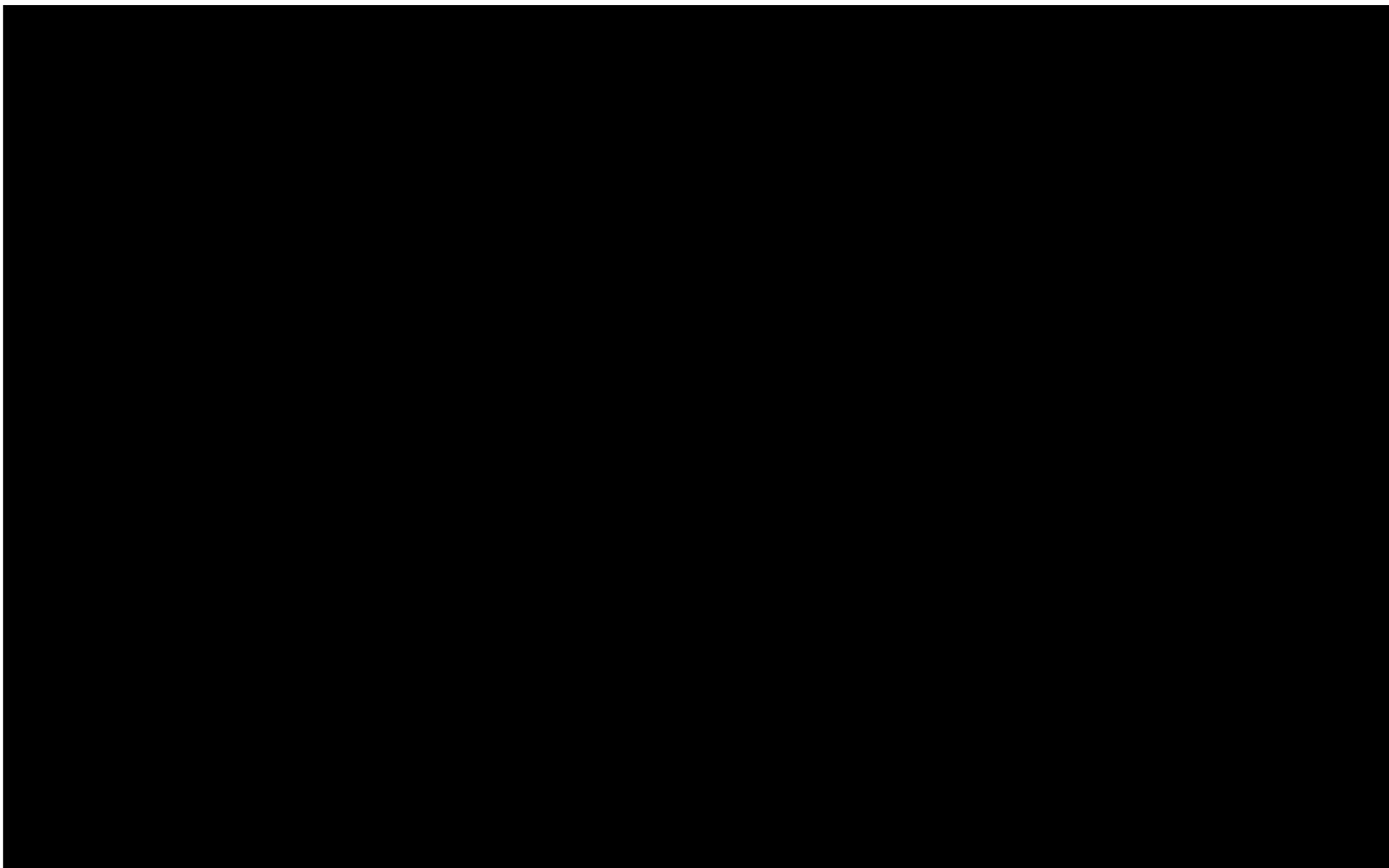




Come and Physically Prepare. LASD offers physical training each Tues/Thurs, 6pm, Biscailuz Academy







Join LASD / Recruitment IG: 2015-2016

/lasdrecruitment/



Mail - Parker, Michael J. (Cmdr...

(97) LASD Recruitment Unit

JoinLASD (@lasdrecruitmen... X



lasdrecruitment

Follow

491 posts

6,215 followers

160 following

JoinLASD Recruitment Unit Los Angeles County Sheriff's Department One Badge.
Unlimited Possibilities. 1-800-233-7889 #LASD #JoinLASD
Facebook.com/joinLASD LASDcareers.org



Join LASD / Recruitment IG: 2015-2016

<https://www.instagram.com/p/BP5NIT1IrmV/?take>

Mail - Parker, Michael J. (Cmdr...

(100) Mike Parker

JoinLASD (@lasdrecruitmen... x



lasdrecruitment

Lasd Biscailuz Trainin...

Follow

811 likes

3d

running circuits up and down The Green Mile, during Crossfit training for deputy sheriff and police recruits at the Los Angeles County Sheriff's Department Academy.

One Badge. Unlimited Possibilities.
#LASD #JoinLASD #motivationmonday
#crossfit #run #workout #trainhard
#motivation

view all 28 comments

big_hommie_1029 How long on average does an officer spend working in the custody division

suprwmn94 Following this page definitely motivates me for when I can join the department! #goals


lasdrecruitment @big_hommie_1029 custody time varies based on the patrol station you choose. It can be as short as a handful of months to a few years.

Join LASD / Recruitment IG: 2015-2016

gram.com/p/BP8V_DVIKhW/?take

Mail - Parker, Michael J. (Cmdr... (97) LASD Recruitment Unit JoinLASD (@lasdrecruitmen...

Instagram Search Get the app Sign up



lasdrecruitment Follow

1,223 likes

jessemorenor Do I need to travel down south to take the test?

jjlikesfood What if I live in another state I'm about to graduate this spring and I am interested in joining.

lasdrecruitment @jjlikesfood check you messages we will have a recruiter send you our out of area applicant flyer.

jjlikesfood @lasdrecruitment alright awesome!

Log in to like or comment.

LASD HQ Instagram 2015-2016

instagram.com/lasdhq/



Mail - Parker, Michael J. (Cmdr...

(96) LASD Recruitment Unit

LA County Sheriff's Depart... x



lasdhq

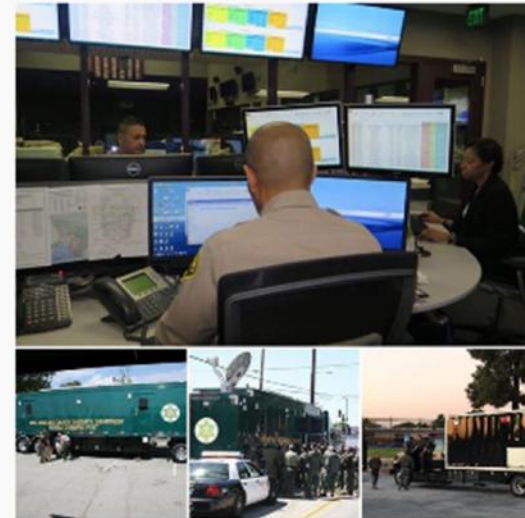
Follow

249 posts

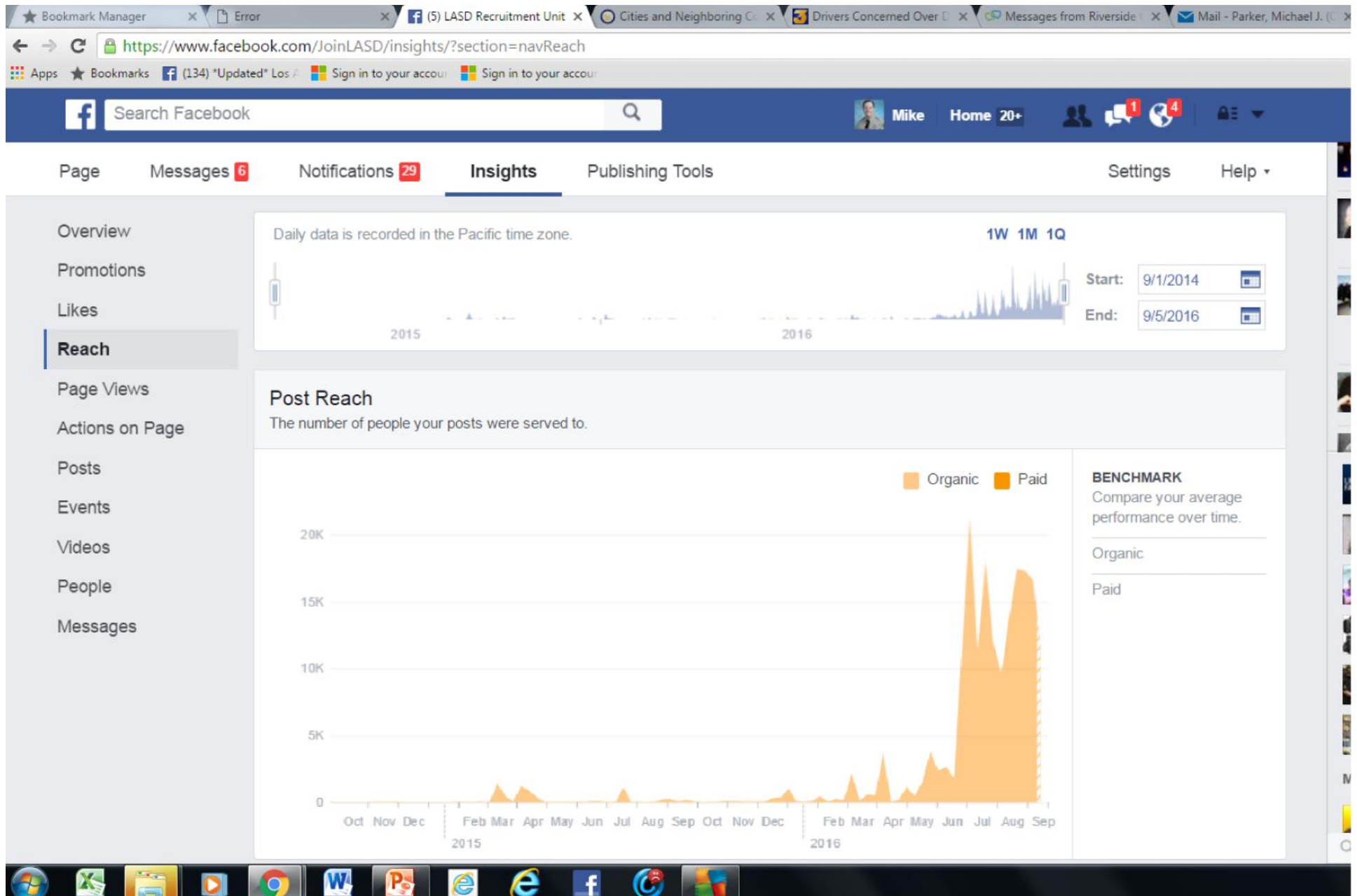
15.9k followers

63 following

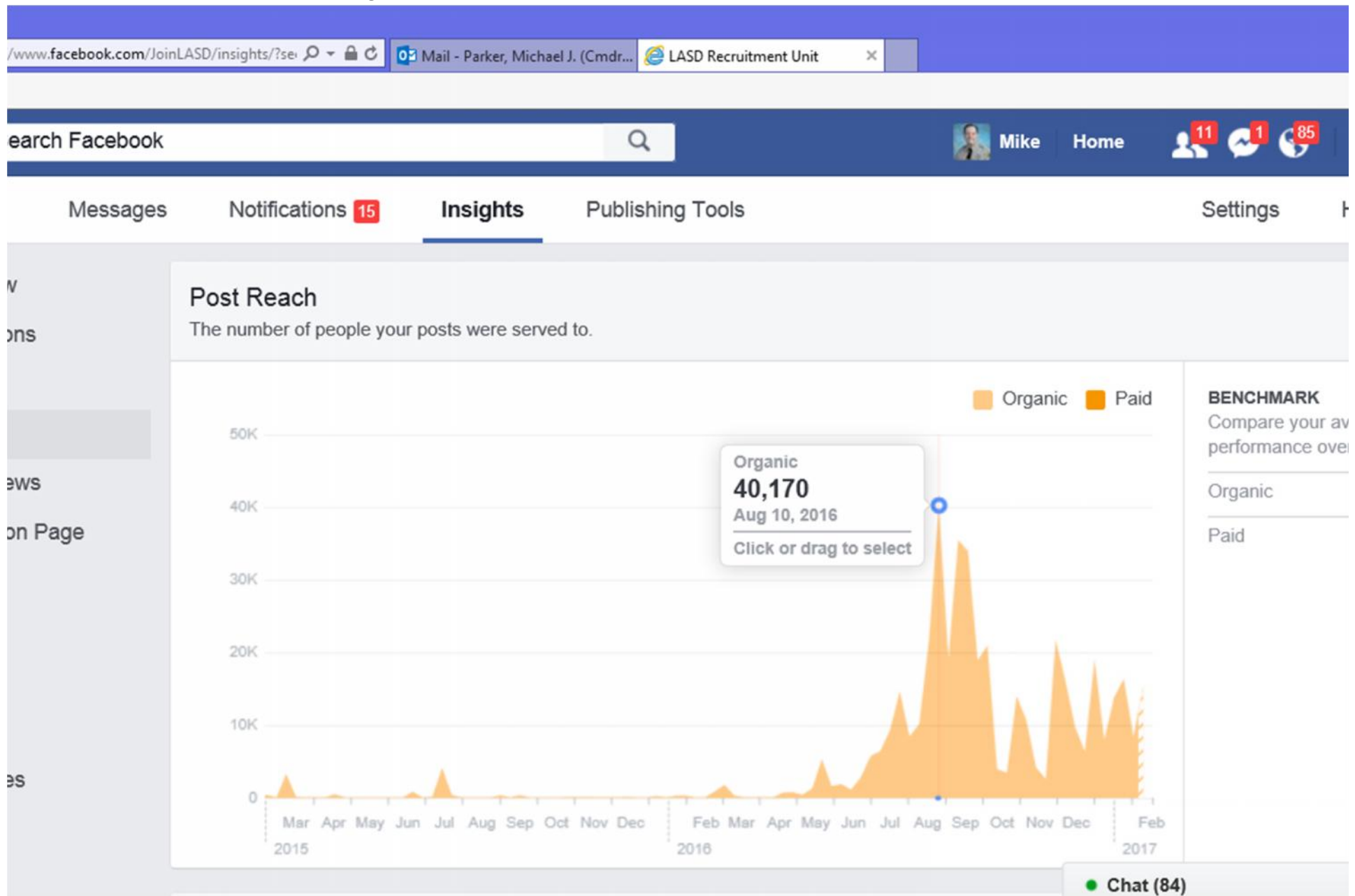
LA County Sheriff's Department The official Instagram account of the Los Angeles County Sheriff's Department. Twitter: @LASDHQ, Facebook/LosAngelescountysheriffsdepartment www.lasdcareers.org



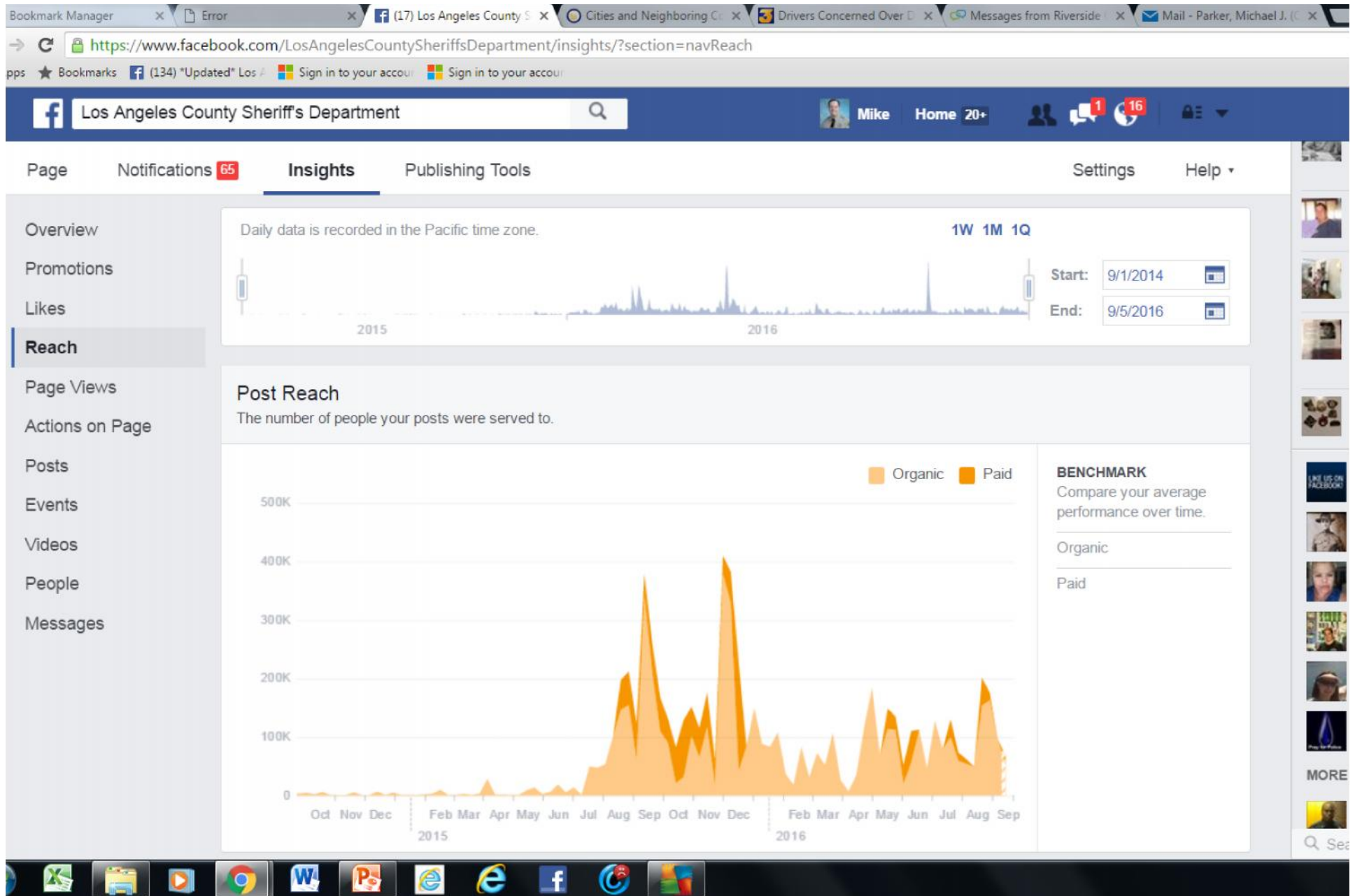
Join LASD Facebook Jan. 2015-Sept. 2016



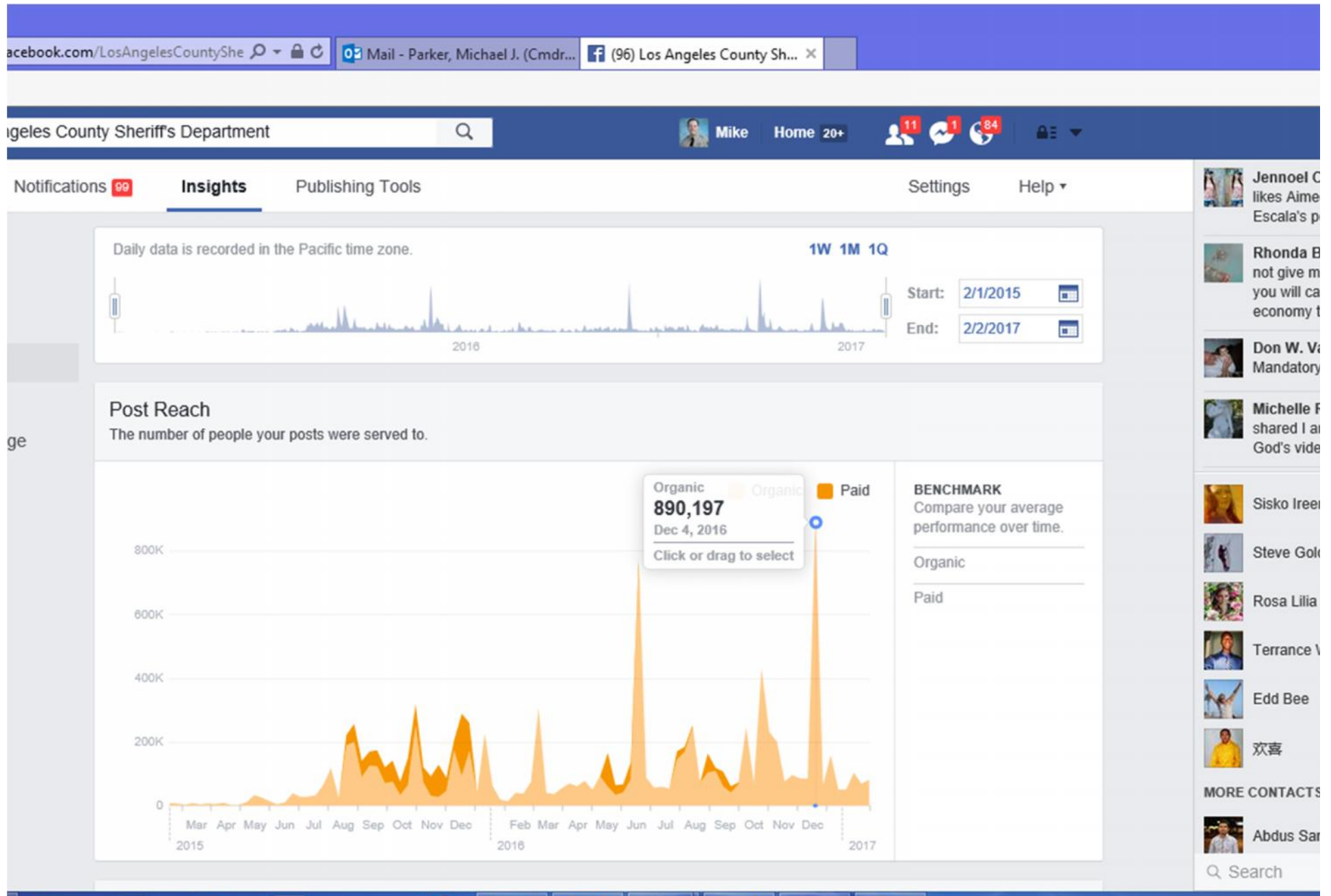
Join LASD / Recruitment FB: 2015-2016



LASD HQ Facebook 2015-Sept.2016



LASD HQ Facebook 2015-2016





Los Angeles County Sheriff's Department

Published by Mike Parker (M) · August 31 at 11:52pm · Edited ·

The first deputy sheriff to reach six victims 300' over a cliff can get a little dirty

A car went 300' over the side of a cliff in the Angeles National Forest Sunday night and Deputy Noe Ramos and Deputy Jeff DeMooy of San Dimas Sheriff's Station were the first on scene. A first aid and CPR instructor, Deputy Ramos heard there were six people still in the Audi so he scrambled over the side and made his way down the embankment to the car, assisted by Deputy DeMooy. Passers-b... [See More](#)



1,430,409 People Reached

60,264 Likes, Comments & Shares

50,167

Likes

15,921

On Post

34,246

On Shares

3,491

Comments

1,838

On Post

1,956

On Shares

6,606

Shares

6,507

On Post

99

On Shares

163,104 Post Clicks

24,537

Photo Views

18

Link Clicks

138,549

Other Clicks (#)

NEGATIVE FEEDBACK

446 Hide Post

163 Hide All Posts

0 Report as Spam

1 Unlike Page

Crisis Communications today:

1. Sense of urgency to share information
2. Declare the obvious. Now.



#LAquake

#LAfire

#LAwind

#LArain

#LATraffic

#LACounty

#LAarson

#LAflood

#SMEM

#SMEMChat

#lesm

#LASD

The “#” symbol, called a hash-tag, is used to mark keywords or topics in a Tweet.

It was created organically by Twitter users as a way to categorize messages.

Strategic listening...
by the News Media



24



aizoz

35m

#smc we are in ICE staying out from the gunshots



nicheornonsense

32m

yo. can u call me ASAP



nicheornonsense

32m

I'm with KPCC RADIO. 626 583 5162



aizoz

32m

What??



nicheornonsense

30m

@aizoz call me regarding SMC



molpicturedesk

26m

We're covering the story and will include this photo. Please let us know if that is not ok. Thanks!



_iainmartin

26m

Hey Abdulaziz, Iain here from news agency Storyful. Can the media use your photo with credit to you. Stay safe. Hope everyone is OK!



denisebeigarten

23m

Hi there. I hope you are safe! I'm the social media manager at @abc7la. Please give us a call if you can 626 583 6007

To add a comment, please sign in.



5. Strategies



Staffing

Training

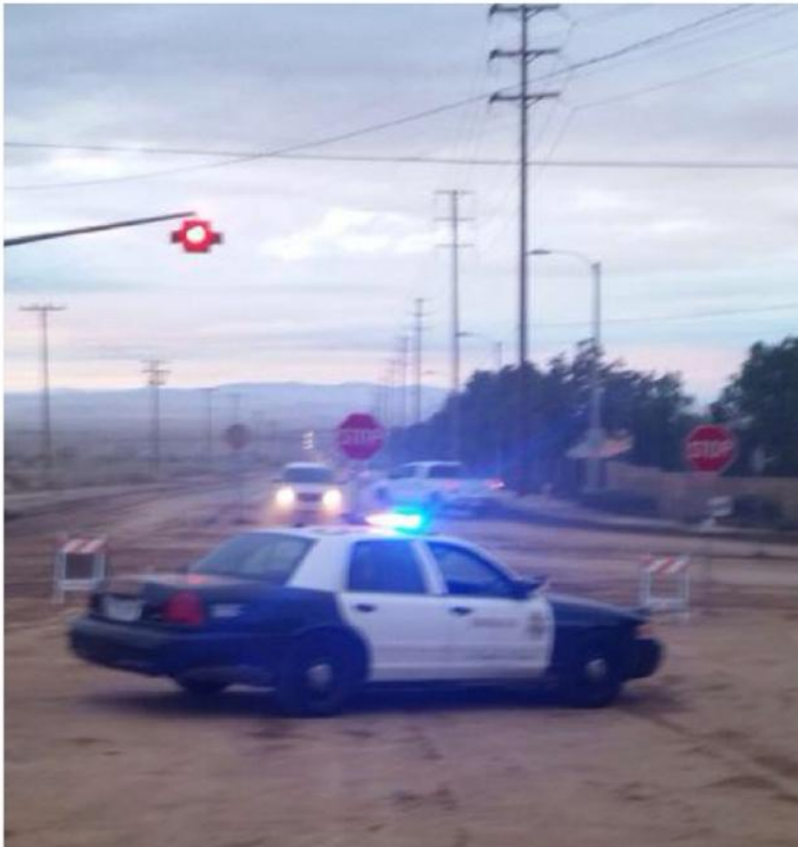
& Resources



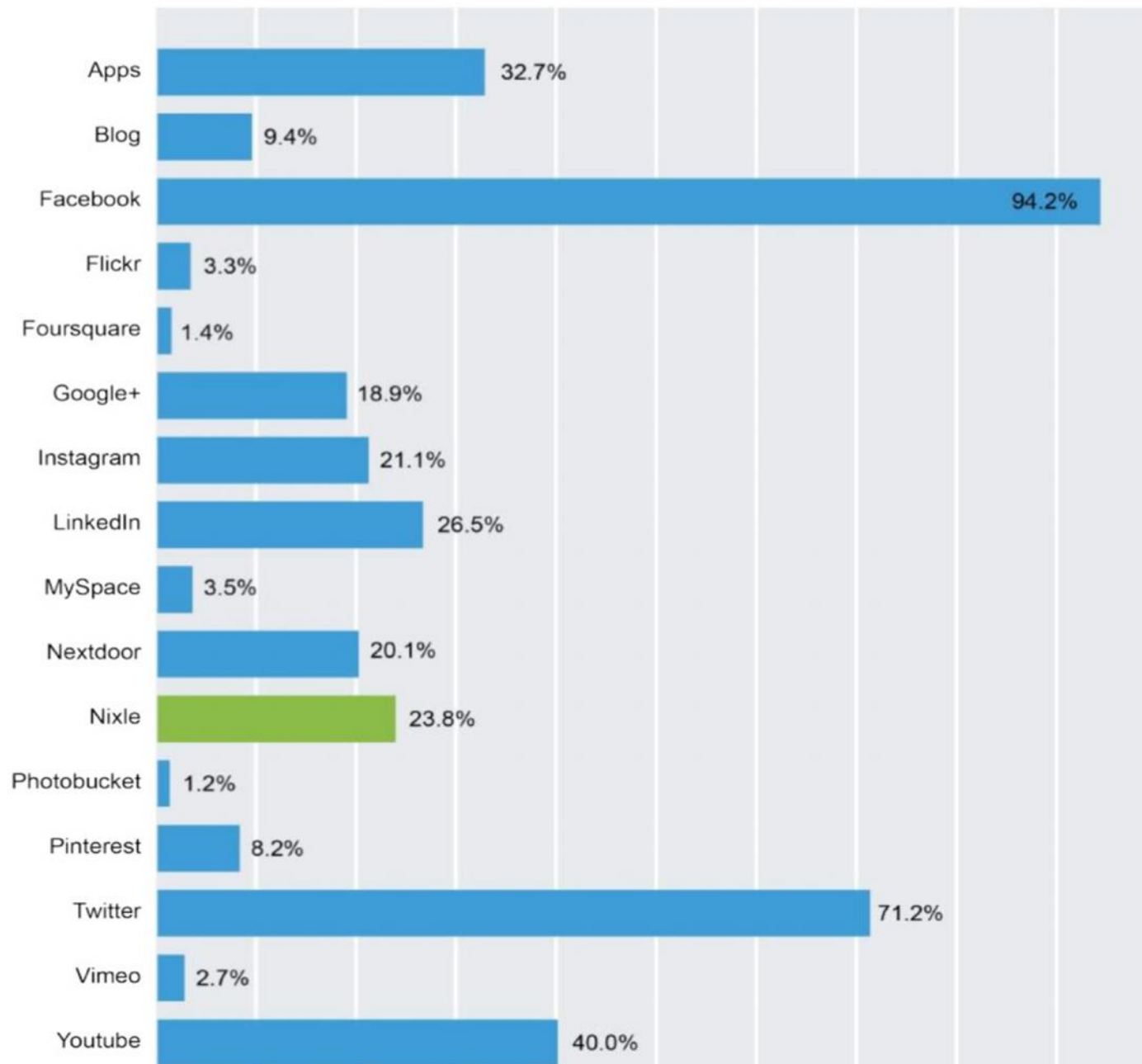
Cmdr. Mike Parker

@mpLASD

Thank you for patience at frustrating traffic control posts during rains /mud. We want to avoid harm to you @LASD^{HQ}



What social media tools does your agency currently use?





*International Association of Chiefs of Police
Center for Social Media*

<http://www.iacpsocialmedia.org/>

California P.O.S.T. Video:

Social Media

@mpLASD @TRLeVeque @LASDTony
@LASDChris day 2 of @CalPeaceOfficer
#lesm #smem #Pio training series w/
@poalac. #APDCA



9:52 AM · 30 Oct 12



Mike Parker, Commander
Personnel and Training Command
Los Angeles County Sheriff's Office

mjparker@lasd.org

(213) 229-1700

@mplasd : Twitter, Instagram, Pinterest, SnapChat

MikeParkerlasd : Facebook

Jim McDonnell, Sheriff