

Social Media

The NSW Police Force experience

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NSW Police Force
www.police.nsw.gov.au

Why follow police on social media?

We can tell you about:

- **what criminals are doing in your local area**
- **when we have locked up those criminals**
- **local dangers, natural disasters, major events**
- **road closures or major traffic disruption**
- **when there will be heaps of cops out looking to book you**



What do we get out of it?

- when we tell people about crimes, they ring Crime Stoppers and tell us who might have done it
- maximise crime prevention
- improve behaviour by maximising expectation of being caught
- Show the public that police are doing their job (increased confidence = increased crime reporting)



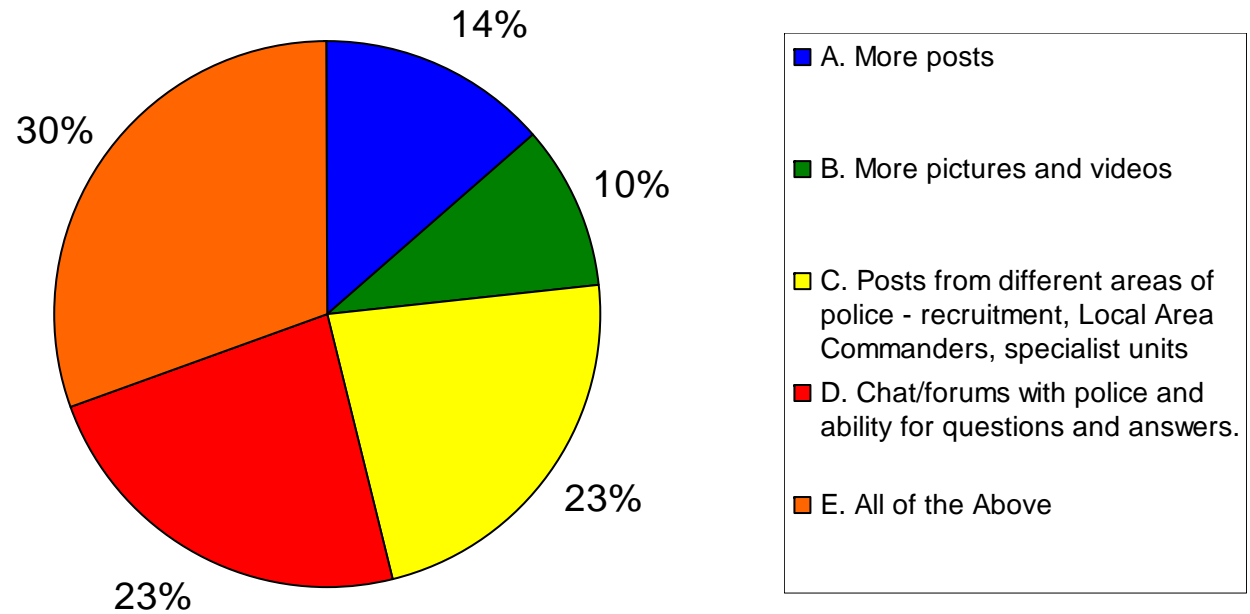
How often do we post?

- Police Media Unit = 24/7
- A dozen media releases per day
- Cherry picked 3-4 media releases per day
- What is best practice?
- 12-15 media releases per day
- Plus other content



What our fans are telling us

Q.7. How can we improve the NSWPF Facebook page?



Engaging content

- Images of missing people
- Images of baddies
- CCTV footage
- In car video
- Arrest footage
- Live stream media conferences
- Multimedia Unit



Examples



NSW Police Force



Drugs, cash, weapons and vehicles have been seized by a special strike force investigating an alleged drug supply and money laundering racket in Sydney's south. See the footage below.



Cocaine, ice and ecstasy supply ring smashed - Sutherland

www.youtube.com

Drugs, cash, weapons and vehicles have been seized by a special strike force investigating an alleged drug supply and money laundering racket in Sydney's south.



08 March at 14:55 · Like · Comment · Share



63 people like this.



View all 17 comments

Examples



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Examples



NSW Police Force

NSW Police release #nearmiss footage to remind drivers to slow down and drive carefully.



Motorcycle crash filmed by highway patrol

www.youtube.com

Police are appealing for all people on the roads to take caution and arrive safely at their destination after a motorcycle rider fell from his bike and slid ...

42,558 Impressions · 0.44% feedback



11 June at 13:00 · Like · Comment · Share

👍 107 people like this.

💬 View all 80 comments

Write a comment...



Over 40,000 views

Examples



NSW Police Force

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Write a comment...



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NSW Police Force Digital Media Properties



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Over 2 Million unique visits in 2010/11
30% annual growth.



Started May 2009
16,000 followers



Started August 2009
1.3 Million views



Commenced March 2010
65,000 fans



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Future opportunities - Eyewatch

facebook Search


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 For emergencies or life threatening situations call **Triple Zero (000)**

 For non-urgent crime call the Police Assistance Line **131 444**

 To report crime anonymously call **Crime Stoppers 1800 333 000**

Wall
Info
Friend Activity (1+)
★ **Eyewatch pages**
★ Map of policing regions
★ Wall to Wall ride
★ A walk in police shoes
Notes
Photos
MORE -

About Edit
Welcome to the official Facebook page of the NSW Police Force.

NSW Police Force
www.police.nsw.gov.au

NSW Police Force ▶ **Eyewatch pages**
Government Organization · Parramatta, New South Wales · Edit Info



eyewatch

Facebook Links

1. [Ashfield](#)
2. [Bankstown](#)
3. [Barrier](#)
4. [Blacktown](#)
5. [Blue Mountains](#)
6. [Botany Bay](#)
7. [Brisbane Water](#)
8. [Burwood](#)
9. [Blacktown](#)
10. [Cabramatta](#)
11. [Camden](#)
12. [Campbelltown](#)
13. [Campsie](#)
14. [City Central](#)
15. [Eastern Beaches](#)
16. [Eastern Suburbs](#)
17. [Eastwood](#)
18. [Fairfield](#)
19. [Flemington](#)

Future opportunities - Eyewatch

We encourag...
More

65,086

like this

5,440

talking about this

428

were here

Likes See All



**Kuring Gai LAC -
NSW Police
Force**



**Youth Command
- PCYC - NSW
Police Force**



**Mount Drui...
LAC - NSW
Police Force**



**Deputy
Commissioner
Catherine Burn**



**Miranda LAC -
NSW Police
Force**

Remove from My Page's
Favorites

Get Updates via RSS

Unlike

Share

19. [Flemington](#)
20. [Green Valley](#)
21. [Griffith](#)
22. [Harbourside](#)
23. [Hawkesbury](#)
24. [Holroyd](#)
25. [Hurstville](#)
26. [Kings Cross](#)
27. [Kuring Gai](#)
28. [Lake Illawarra](#)
29. [Manly](#)
30. [Miranda](#)
31. [Mount Drui...](#)
32. [Newcastle City](#)
33. [Northern Beaches](#)
34. [Orana](#)
35. [Parramatta](#)
36. [Quakers Hill](#)
37. [Rose Bay](#)
38. [Sutherland](#)
39. [The Hills](#)
40. [Tuggerah Lakes](#)
41. [Tweed Byron](#)
42. [Wollongong](#)

Other Links

1. [Project Eyewatch](#)
2. [Rural Crime](#)
3. [Traffic Services Branch](#)
4. [Youth Command](#)
5. [Blue Mountains Police Rescue](#)
6. [Marine Area Command](#)
7. [NSW Police Homicide Squad](#)
8. [Eugowra Police](#)

✓ Recommend

Send

Pab Nswpf, ChiefInsp Josh Maxwell and 65,084 others recommend this. · [Admin Page](#) · [Insights](#)



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RAPID RESCUE

Police Facebook appeal finds missing woman

Bev Jordan

THE power of Facebook is adding strength to Castle Hill police with a Facebook friend finding a missing woman in Glenhaven.

Hills Commander Supt Philip Fogel told the Times

this week it was a great community outcome.

The alarm was raised at 7.35am on October 29 when Margaret Wignall, 79, disappeared from Carinya House in Mills Rd.

Police began a search of the suburb and surrounding

bushland with added help from the police helicopter.

Officers also posted an immediate appeal for help on The Hills LAC Facebook page and were contacted by several locals who said they would keep an eye out.

At 8.30pm police were con-

tacted by a resident who saw a woman in the clothing described on the Facebook page walking along Bannerman Rd. She picked up Mrs Wignall, called police and then returned her to the nursing home.

Supt Fogel told the Times

it was a great result. "We held genuine concerns," he said. "A lot of people were involved in the search.

"It certainly demonstrates the power of Facebook to communicate with people directly and quickly. It's the first time

(Facebook) has had such a great operational impact."

To become a Facebook friend, go to <http://www.facebook.com/pages/The-Hills-LAC-NSW-Police-Force-/196544737074051?sk=app--19032254433196>



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NEWSPAPER
OF THE YEAR
100
1911-2011

THE LAND

[Home](#) [News](#) [Cattle](#) [Sheep](#) [Grain](#) [Opinion](#) [Weather](#) [Markets](#) [Classifieds](#) [About Us](#) [Jobs](#) [Real Estate](#)

[News](#) → [State News](#) → [Agribusiness and General](#) → [General](#) → Facebook catches out chemical thief

Facebook catches out chemical thief

GABRIELLE JOHNSTON
28 Oct, 2011 04:00 AM

[Facebook](#) [Print](#) [A+](#) [A-](#)

CHEMICALS stolen from a business in the State's west have been identified by the owner after he recognised the products on Facebook.

The owner contacted authorities within hours after police posted photographs of the chemicals on their Rural Eyewatch Facebook page.

"It was a very quick result and something we may not have got previously," said commander of police for the western region, Assistant Commissioner Geoff McKechnie.

NSW Police last week used the Australian National Field Days at Orange to officially launch its State-wide Rural Eyewatch page, which is being described as "neighbourhood watch in the 21st century", allowing people to stay up to date with rural crime alerts and to communicate with police.

Superintendent McKechnie said the site had already received about 18,000 hits and had about 560 fans.

While he admits he is "no Facebook guru", he believes the social media tool will make it easier to stay abreast of rural crime issues.

"It doesn't replace calling the police, but it allows us to disseminate information about suspicious vehicles, suspicious activities, and to get the message out there quickly to our Facebook fans, so they're aware of something that may be happening in their community," Superintendent McKechnie said.



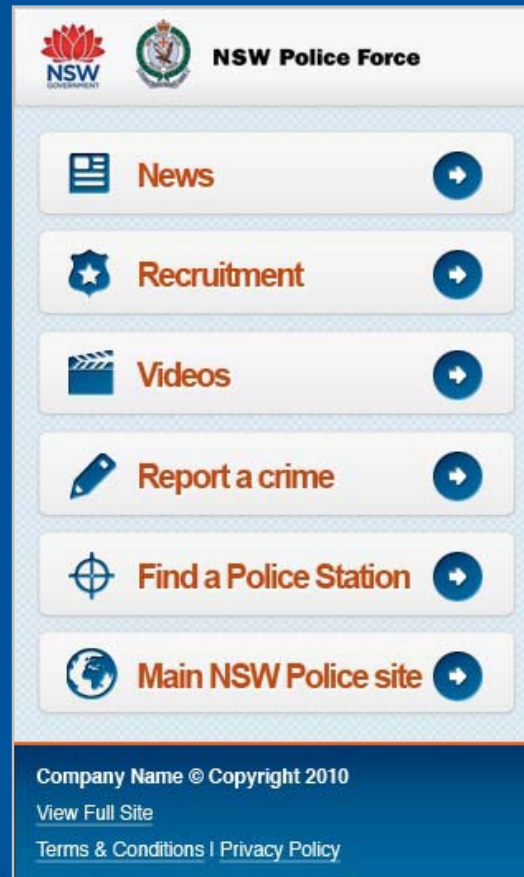
Superintendent Geoff McKechnie, Dubbo, and Chief Inspector Josh Maxwell, keep an eye on the Rural Eyewatch Facebook page.



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Future opportunities

Mobile site



The screenshot displays the mobile site interface for the NSW Police Force. At the top, there is a header with the NSW Government logo on the left and the NSW Police Force crest and name on the right. Below the header is a vertical list of six menu items, each with an icon and a right-pointing arrow:

- News**: Represented by a document icon.
- Recruitment**: Represented by a police badge icon.
- Videos**: Represented by a clapperboard icon.
- Report a crime**: Represented by a pencil icon.
- Find a Police Station**: Represented by a location pin icon.
- Main NSW Police site**: Represented by a globe icon.

At the bottom of the interface, there is a footer section containing the following text:

Company Name © Copyright 2010
[View Full Site](#)
[Terms & Conditions](#) | [Privacy Policy](#)

Future challenges



The screenshot shows a Facebook page for a community titled "Supporting the Met Police against the London rioters". The page has 927,526 likes. The "About" section contains the text: "For those that support the Met police against these petty thieves and vandals costing us tax payers even more with their mindless vandalism and theft." The "Description" section contains: "Thanks for the support, lets show the police forces, fire service and paramedics we support them and are thinking of them putting their lives at risk whilst these animals are running loose!" and "Finally thanks to all those hard working people like myself who are paying for the destruction they are causing through our taxes." The "Website" section contains: "Follow me on twitter for my general rants and foul jokes! @SeanBoscott" and "http://twitter.com/@SeanBoscott".

facebook

Search

Supporting the Met Police against the London rioters

Community

Basic Information

About

For those that support the Met police against these petty thieves and vandals costing us tax payers even more with their mindless vandalism and theft.

Description

Thanks for the support, lets show the police forces, fire service and paramedics we support them and are thinking of them putting their lives at risk whilst these animals are running loose!

Finally thanks to all those hard working people like myself who are paying for the destruction they are causing through our taxes.

Website

Follow me on twitter for my general rants and foul jokes! @SeanBoscott
<http://twitter.com/@SeanBoscott>

927,526 people like this





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On a brighter note



NSW Police Force

Here's a photo of our team gearing up for the State of Origin curtain-raiser at 4:30pm against Queensland cops. Best of luck to them. Give us a 'like' here or RT to show your support!



Wall Photos

22 hours ago · Like · Comment · Share

720 people like this.

View all 60 comments



NSW Police Force

Its fulltime at Suncorp Stadium with QLD Police scoring in the last minute to make it 30-18 to NSW Police. Well played boys and let's hope it sets the stage for a victory for the other boys in blue tonight. Thanks for all the 'likes' and retweets from our Facebook and Twitter followers. We hope to have some photos up tomorrow.

19 hours ago · Like · Comment · Share

467 people like this.

View all 81 comments



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Case study

What can we give back
to our fans ?



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Examples

Getting the community involved - Police Puppy Naming Poll

Our new "A Litter" of Labrador pups, born 1 April 2011

By NSW Police Force (Albums) · Updated at about a week ago · Add a location · Edit album



Facebook exclusive: here are the first shots of the Dog Squad's new litter of Labrador puppies. Vote for the names of the seven puppies on the Police Puppy Poll (via Facebook Questions - <http://tinyurl.com/4y17xh8>). Keeping with our tradition of naming all litters alphabetically, all names should start with "A".

Post on
Facebook and
media release

A screenshot of a news article from the Sydney Morning Herald website. The article is titled "Cuddly new police recruits on Facebook" and is dated May 4, 2011. The main image is a close-up of a light-colored Labrador puppy. To the right of the article is a large advertisement for "velocity rewards" featuring a blue background and the text "And 2 single entry passes to the Virgin Australia lounge each year". The website header includes "smh.com.au" and "The Sydney Morning Herald". There are navigation links for "Weather", "Climate Change", "Whale Watch", "Animals", "Conservation", "Water Issues", "Energy Smart", and "Earth Hour". A search bar is visible at the top right of the article area.



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Examples

What should we name our seven new Labrador puppies? All names must begin with A, and be no more than two syllables. ✕

- Axle ...
- Aussie ...
- Archie ...
- Ace ...
- Astro ...
- Angus ...
- Angel ...
- Archer ...
- Abbey ...
- Ajax ...

90 more ▾

Asked by

12,881 votes · 460 followers



NSW Police Force
about 3 weeks ago · Share · Edit options · Delete

Ask friends Unfollow

Over 12,800
votes



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Examples



NSW Police Force

The Police Puppy Poll has now closed and we'd like to thank all of you who voted to name our first litter of Labrador puppies. We have been staggered by the sheer response to the poll with more than 12,500 votes tallied. We will announce the names of the three male and four female puppies on Wednesday during a special report on the Police Dog Unit on Ch 7's Sunrise program. Thanks again for all your support.



38,751 Impressions · 0.59% feedback

📅 20 May at 13:37 · Like · Comment · Share

👍 202 people like this.

💬 View all 27 comments

Puppy naming posts received almost 1,900 Likes and 1,100 Comments.



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Examples

The image shows a screenshot of the Yahoo! 7 TV website for the Sunrise program. At the top, the 'YAHOO! 7 TV' logo is visible. Below it is the Sunrise logo, which consists of a stylized orange and red sun rising over a horizon, followed by the word 'sunrise' in a bold, lowercase font. To the right of the logo is a row of six headshots of the show's hosts. Below the headshots, the text 'Australia's number one breakfast show' is displayed. A navigation bar contains the following menu items: HOME, VIDEO, FACTSHEETS, SOAPBOX, ENTERTAINMENT, WEEKEND SUNRISE, and RECIPES. The main content area features a live video feed of two hosts, a woman and a man, sitting at a desk. The woman is wearing a dark green shirt, and the man is wearing a grey suit jacket. The background is a blue wall with the Sunrise logo repeated. At the bottom of the video feed, there is a news ticker with the text 'ADE 15 AFL: RATTEN TO SACK ANYONE LEAKING INFO' and a '6:09' timer. The date and time '2011-05-25 06:10:24' are also visible at the bottom of the video frame.

YAHOO! 7 TV

sunrise Australia's number one breakfast show

HOME VIDEO FACTSHEETS SOAPBOX ENTERTAINMENT WEEKEND SUNRISE RECIPES

3.7

ADE 15 AFL: RATTEN TO SACK ANYONE LEAKING INFO 6:09

2011-05-25 06:10:24



RESULT

Perfect “money can’t buy” engagement

20 % growth in Facebook fans

Zero cost



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Questions ?

Meet a police puppy named by
our Facebook fans?



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