

Social Media
Course Outline: Quarter 3 – August 2021

I. Introduction/Registration

A. Registration

1. Student sign-in

B. Introduction

1. Instructor introduction
2. Student introductions
3. Importance of social media
4. Course overview

II. Social Media

A. Statistics

1. 1 billion monthly active users on Instagram, 1.4 billion on Facebook, 68 million on twitter
2. Most agencies are now across social media platforms. There is a public expectation

B. Chino PD Social Media

1. Show each department platform (Facebook, Instagram, Twitter)
2. Discuss and display differences in use for each platform
3. Review statistics and insights on posts and pages
4. Members -- Ancillary assignment
5. Responsibilities: new technologies, platform design, create and update policy, publish posts, consult and train department
6. Same professional considerations as personal use (P-words = professional and perception)
7. Not monitored 24/7 – be responsive to comments & messages
8. Emergency response and EOC activation
9. Department issued phones – Lexipol policy and periodic audits (July 2021 audit)
10. Trainings and meetings
11. Don't debate
12. Copyright and trademark
13. Approvals

III. Personal Social Media

A. Policy

1. Applies to any online web-based platform (social media, blogs, forums, etc.)
2. Prohibited activity (ask for examples):

- i. Affect safety of personnel (i.e. personal information, family, address, UC officer, off-duty location)
 - ii. Compromise department function, mission, reputation or professionalism
 - iii. Impact credibility as a witness
 - iv. Compromise safety operations and tactics
 - v. Use of official photos, videos, recordings for financial or personal gain
 - vi. Use of information obtained through employment regarding any investigation
 - vii. Non-authorized use on-duty (brief communication, breaks)
 - viii. Can be mistaken for official department page
 - ix. Official endorsements (products and politics)
3. Privacy expectation forfeited: right to access and audit on department issued equipment

B. Safety and Security Considerations

1. Log-on information
2. Two-factor authentication
3. Location sharing
4. Photo tag settings

C. Personal Engagement Online

1. Be mindful of your engagement and activity on other accounts
2. You are responsible for the actions of others on your page as well

ACTIVITY #1

Break up into small groups and review the Chino Police Department and K9 Instagram account. Find a post that you felt was most successful. Share with the group why

1. Log into Instagram and pull up statistics
2. Compare similar posts

10 MINUTE BREAK

V. Social Media – The Good and The Bad

A. Good

1. Officer Rowland video – (1:53 minutes)
2. Special Operations Bureau Success story video (2:20 minutes)
3. Outreach, recruitment, education, news

B. Bad

1. Rookie officer fired video – (2:57 minutes)
2. Ask for and discuss examples of what we cannot use social media for

VI. Using Social Media as an Investigative Tool

- i. Sites used for Investigations
- ii. Monitor for future use in an Investigation
- iii. Stay on top of events and activities happening in the City and known associates
- iv. Courts recognized that if someone adds you on social media or publicly posts, they are opening their lives and it can be used in an investigation
- v. Crime Analysis Unit

ACTIVITY #2

Break up into small groups again and take a photo of something around the station. Come up with a caption and a few hashtags that you think would be relevant. Share the results with the class

VII. The Future of Social Media

- A. More video and live video content
- B. More personnel needs
- C. No more traditional news releases
- D. New form of customer service communication

VIII. Closing

- A. Question and answer
- B. Closing remarks