SOCIAL MEDIA AS A TOOL FOR LAW ENFORCEMENT

-Sherry Bray, Kentucky State Police
Public Affairs Branch
Today’s Discussion Points

- KSP social media overview
- Social media uses by law enforcement
- Who should manage your social media
- Social media for investigations
- Social media privacy & policy issues
- Pro’s vs Con’s regarding social media
KSP Social Media Platforms

- KSP Mobile App – 13,300 downloads
- Twitter - 41,400 followers
- Facebook - 150,600 Likes
- Instagram – 20,500 followers
- YouTube – 419,000 views
- Flickr – 88,500 views
# KSP Social Media Growth

<table>
<thead>
<tr>
<th>Platform</th>
<th>1/1/2016</th>
<th>1/1/2017</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>113,500</td>
<td>150,600</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter</td>
<td>26,800</td>
<td>41,400</td>
<td>54%</td>
</tr>
<tr>
<td>Instagram</td>
<td>9,340</td>
<td>20,500</td>
<td>119%</td>
</tr>
<tr>
<td>YouTube (views)</td>
<td>335,600</td>
<td>419,000</td>
<td>25%</td>
</tr>
<tr>
<td>Flickr (views)</td>
<td>36,300</td>
<td>88,500</td>
<td>143%</td>
</tr>
<tr>
<td>Mobile App</td>
<td>11,200</td>
<td>13,300</td>
<td>18%</td>
</tr>
</tbody>
</table>
What Do We Use Social Media For?

• Promotion of agency initiatives, campaigns and personnel.
• Public dissemination of information
• Investigative tool: most wanted, escapees, missing persons, etc.
• Recruiting sworn and civilian personnel
• Interaction with the public through cyberspace
What if People Post Negative Comments?
Who Holds the Keys?

- Sworn or civilian
- One voice
- Social media savvy
- Temperament
- Grammatical aptitude
- Team approach
Social Media Enhances Investigations

- Improve clearance rates
- Increase/generate leads
- Missing, endangered individuals
- Cybervetting – background for LE candidates.
Social Media Enhances Investigations

- Posting on social media platforms immediately increases your potential audience.
- Keyboard Courage
KSP Post 6 Dry Ridge Seeks Public Assistance with a Cold Case:

Information:
- Unidentified white male, approx. age 20-30, 6'4" tall, weighing 220 lbs.
- Found April 9, 1989 in a tobacco barn on Hwy 22 in Grant County, Ky.
- Hands were severed off.
- Investigation indicates murder occurred at a different location.

Anyone with information about this crime or if you know the identity of this man, please contact KSP Post 6 at 859-428-1212.
#WANTED

WEDNESDAY

David M. Garrett

Description: 31 years old, 5’0”, 215 lbs, blonde hair, and blue eyes.
Mr. Garrett has 3 active arrest warrants issued out of Carroll and Trimble counties for: Probation Violation and two counts of Absconding.

If you have information about his whereabouts, please contact Post 5 Campbellsburg at 502-532-6363.
#TrafficTriviaTuesday

How many days can a motor vehicle be left upon the right of way of a state highway before it is presumed an abandoned vehicle?
Social Media enhances Partnerships

- Other agencies
  - #Superbowl Soberbowl
- Other companies
  - Jeep
- Other organizations
- Media
Social Media – Privacy Issues

- First Amendment for public employees.
  - The Supreme Court has long recognized that individuals do not relinquish their constitutional rights by entering into public service.

- Regulation of officers’ off-duty speech

- Agencies must have policy/SOP in place
  - “Keep my private life unsullied as an example to all and will behave in a manner that does not bring discredit to my agency.” – IACP Code of Ethics
Social Media – Privacy Issues

- **Cromer v. Lexington FUCG**
  - *Lex PD Officer arrested singer John Michael Montgomery. The publicity of the arrest increased traffic on his personal social media page.*
  - *His personal page represented himself as a member of the Lex PD Dept.*
  - *Posted photos of arrest and provided commentary*
  - *After further review, other content (racist, inappropriate sexual matter, use of force opinions) was discovered on the officers page.*
  - *Ultimately, brought agency into disrepute and impaired the operation of the agency.*
Tupelo police officer fired over social media posts

Sarah Powner, The Clarion-Ledger 4:45 p.m. CT Oct 5, 2016

An officer with the Tupelo Police Department has been fired for a post made on social media.

Officer John Bingham was fired after he made a Facebook post Monday calling out the mayor, chief of police and city council as well as addressing Black Lives Matter, sources confirmed to The Clarion-Ledger. Bingham’s name has not been released by the city.

A press release was issued by the city Wednesday, saying, in part, that city employees are “free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships.”

However, the release stated, “This officer’s remarks in no way reflect the philosophy of the City of Tupelo, which is demonstrating through its six working committees the City’s resolve to address needs that have been identified within the city government through a series of meetings with various civic groups to discuss best practices for...”
Statements Made by Officer in an Official Capacity

- First Amendment for public employees.
  - *Garcetti v. Ceballos*
  - “When public employees make statements pursuant to their official duties, the employees are not speaking as citizens for First Amendment purposes, and the Constitution does not insulate their communications from employee discipline.”
Gresham v. City of Atlanta

- **US District Court:**
  - Officer alleged she was looked over for promotion in retaliation of comments she made on her Facebook page about another officer.
  - Officer stated her FB page setting is ‘private’ and therefore safeguarded her comments. Also cited her First Amendment right.
  - Officer violated **policy**: “requiring any criticism of a fellow officer be directed only through official department channels”
  - Court ruled in favor of the City.
Social Media – Protocol & Procedure

- Must have!
  - Safeguard your staff
  - Safeguard your agency
Social Media – Double Edged Sword

- Victims right to privacy
- Preserving the integrity of an investigation.
- Fake social media accounts: LE use these but are prohibited by Facebook
- Wading through the tips to determine information that is valid
The Con’s.
The Con’s.
Kentucky Mike  5 hours ago  
Lmfao KSP is a JOKE. I go to EKU and one of my professors who does not have a shining for LE totally ripped you all to shreds. Why the do you need militarized police in kentucky..? Also why do you spend MILLIONS of dollars for a drug bust (rental of the Blackhawk chopper alone was $900,000) that resulted in 42 citations and 8 arrests 😂😂

Trey Dog  5 months ago
The fact ksp has a female graduating go's to show their training isn't anything like BUDS. She probably couldn't even meet the minimum requirements to get into BUDS with pull ups.. not to undermine KSP they have the best police training in ky. But to become a seal takes over 2 years of dedication and training, there's no comparison.

Matthew Foust  3 months ago
They were not comparing KSP to Seals. What was being demonstrated is that KSP is an elite unit, and that they can be viewed in a similar manner when compared to other agencies, such as how a general infantry troop would view a Navy Seal.

yosi1653  8 months ago
so just so people would understand the yelling, the mental difficulty, the physical difficulty and all together... its so they can break you and then rebuild you from ground up! awesome job, and good luck to everyone who tries!
Joe Huber @joehuber · 2 Aug 2013
@kystatepolice cruiser #3309 was driving 85+, swerving, tailgating, and made 2 illegal lane changes... No lights.
At one time, we could count on the media to tell our story for us. Those days are over. We must take charge of our own narrative.

-Ret. Col. Ron Replogle, Missouri State Patrol
Humanize your agency

Shows a side of our agency that many people don’t get to see everyday
Justin @Justin275 · May 12
The reason I do what I do...to make the world a safer place for him and his 2 brothers! #WhyILoveMyUniform #KSPPost9

Robert Purdy @TprPurdy · May 12
Thank you for serving us, you are a true hero!
This is how I want my son to always feel about those who protect & serve. Thx @kystatepolice #ThunderOverLouisville
Proactive Social Media
Final Thoughts:

• Policy/Protocols must be in place
• ‘one-voice’ strategy
• Allow followers to express their opinions
• Follow like-minded agency’s for new ideas
• Don’t be afraid to tell your own story.
Closing Comments and Questions

Sherry Bray
Public Affairs Branch