



ALAMEDA POLICE DEPT.
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TRAINING BULLETIN

**Department Use of Social Media
Platforms**

NO: 21-03

DATE: 4/01/2021

FOR FURTHER INFO CONTACT:

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The purpose of this Training Bulletin is to provide further direction to APD employees who are authorized to post on APD's social media platforms.

Background

Recently, there has been discussion regarding the use of APD's social media platforms. Policy 391-Department/Office Use of Social Media provides overall direction to employees who are authorized to post to our social media accounts. APD's social media platforms' goal is to provide the public with practical information regarding services, issues, investigations, and other relevant events. The updated procedure is not replacing our current Social Media Policy. The Training Bulletin is an operational guide to assist those authorized to post to our platforms.

New Procedure

ALAMEDA PD MEDIA TEAM MISSION STATEMENT

Our mission is to educate our community about the various duties and services provided by the Alameda Police Department (APD). Through transparent engagement on our social media platforms, we are providing a clearer understanding of our department with the intent of creating a stronger and collaborative relationship with our community. By growing our social media platforms, we want to better educate, inform, and engage our community about impending emergencies, crime prevention, traffic safety, and events that impact their lives.

PLATFORMS

Facebook

Twitter

Instagram

YouTube

Nextdoor

BRAND GUIDELINES AND CONFIDENTIALITY

- Only use photos/videos of minors with parental consent on positive stories.
- All posts should reflect the values of APD and represent APD as a whole.
- Booking photos of those who have been arrested will not be posted. Booking photos may only to be used in cases of searching for a missing individual, sex crimes suspect, or wanted suspects, when there is a compelling public safety reason for doing so.

TEAM GUIDELINES

- Recruit media team members from APD (patrol, dispatch, community policing, specialty units).
- Contributors should attend the bi-monthly social media meeting to review social media post performance, generate and contribute ideas, learn the latest social media trends, and discuss what events are being covered in the upcoming month and best platforms to showcase events.

GUIDELINES FOR SOCIAL MEDIA POSTS

- Team members will attend bi-monthly communications meetings to review posts, collaborate, and brainstorm ideas.
- During meetings, members will be assigned social media posts with clear deadlines.
- Once a post is assigned, it is the responsibility of the assigned staff member to coordinate, gather content, write post, and post the content on assigned platform.
- If a team member cannot fulfill their assignment, the team member must give notice to the Public Information Officer/team lead.
- It is the team member's responsibility to communicate the progress of their assignment.
- The Social Media Planner will be distributed to team members every month summarizing assignments.

WHAT MAKES GOOD SOCIAL MEDIA CONTENT?

- Highlight positive stories with the goal of humanizing.
- Tell a story. Keep it conversational, precise, thank the community, a call to action.
- Show the work APD does.
- Show how officers interact with community.
- Use photos and videos with each post.
- Behind-the-scenes posts.
- Don't wait for a crisis.
- Post original/authentic content.

BEST PRACTICES FOR SOCIAL MEDIA

- Content goals: 1/3 events, 1/3 crime-related (including crime prevention and traffic safety tips), 1/3 feature stories.
- Who APD should follow: influencers (news organizations, stakeholders), groups that do business with the City of Alameda (COA) or APD. (Generally, individuals will not be followed except when necessary to engage in an exchange of messages/information.)
- Always remember it's not about "you," but the community "you" serve.
- Keep posts short and concise.
- Write conversationally. Think about how one would explain a tough topic to a friend or family member. Ask oneself, "Why would they care?"
- When appropriate, use emojis and have fun.
- Hashtag for branding and to join broader social media conversations.
- Always post with a visual: pictures or video.
- When in doubt, contact Cole Pro Media advisors.

ETIQUETTE AND ENGAGEMENT

- Be respectful of the audience.
- Contributor should respond to all comments the first time.
- A potential response to a positive comment: "Thank you, Kathy. We appreciate the support."
- Response to negative comment: "Thank you for letting us know, Kathy. We'll look into it." or "Thank you for your comment, Kathy. Please call xxx for more information."
- Comments may be blocked, hidden or deleted if they fall into one of the following categories: obscenity as defined by the California Penal Code, Criminal threats as defined by the California Penal Code, illegal activities, links to malware, encouraging hate crimes as defined by the California Penal Code.

Attachments:
APD Policy 391-Department/Office Use of Social Media