

**NOT PROTECTIVELY MARKED**

**Procedure owned by OSDG**

**Social Media - Monitoring of Content**

**WARNING - THIS INFORMATION HAS EXPIRED**

**Please contact the OSDG department**

Social media monitoring will be undertaken by the Corporate Communication Department and Professional Standards. Conversations taking place through digital media may impact on the safety and security of local communities or pose risks and reputational issues which may impact on the Force. More often than not incidents and/or images are posted on social media sites prior to their emergence on traditional media sites, e.g. television, radio or news outlets.

Social media monitoring can be used to:

- Horizon scan for risks and issues which may impact on the Force and the communities we serve
- Identify issues of reputational risk in order that they may be responded to appropriately and in a timely manner
- Evaluate the effectiveness of police campaigns
- Provide evidence of policing confidence issues and how they may be improved
- Challenge and correct perceptions of police operations and enforcement activity
- Proactive scanning of sites should take place after and during an incident likely to generate interest, concern or fear in the community, to ensure prompt response to those concerns.

Web Communications will set up any links between social media services such as Facebook updating Twitter, to ensure workloads can be reduced.

Monitoring will consist of weekly dip sampling of sites. Following this, feedback will be provided to users and line managers if necessary / appropriate.

Web Communications and local Communications Managers should have access to tools such as <http://twitterfall.com>,

[www.twittersheep.com](http://www.twittersheep.com), [www.twinfluence.com](http://www.twinfluence.com), [Qwitter](#),  
<http://twitter.grader.com> which are free to use evaluation tools.