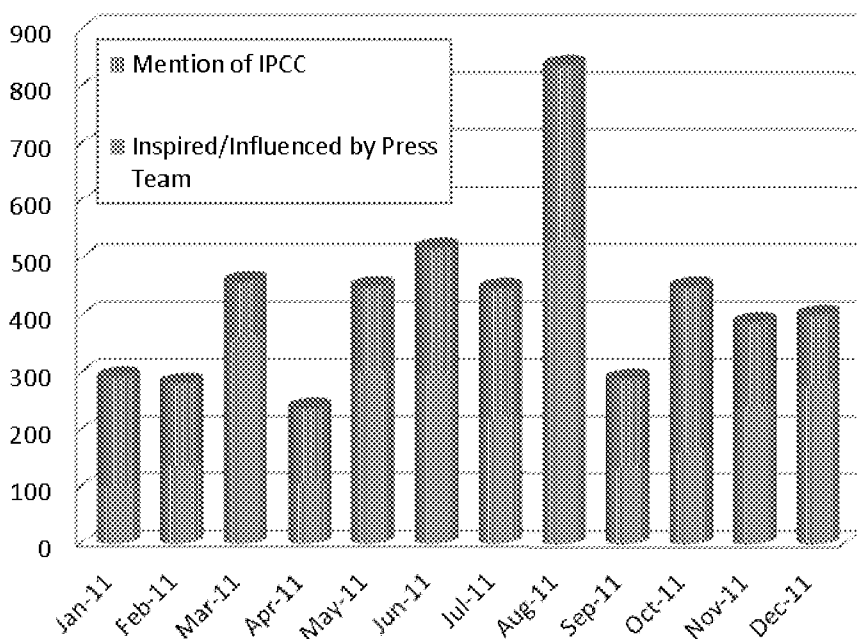


Media Activity and Social Media Information – Review of 2011

Coverage mentioning the IPCC in 2011



5047 items of coverage were recorded in 2011 with the IPCC mentioned by name

Only 8% of these portrayed the IPCC in a negative light.

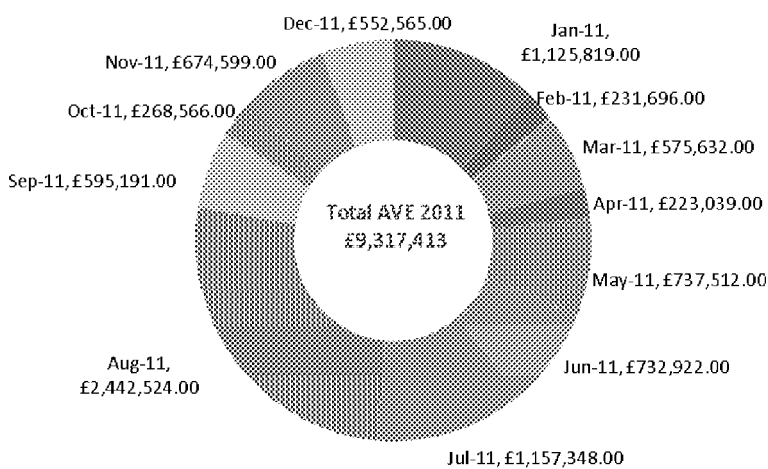
31% of the total negative press received in 2011 appeared in August

The press team directly inspired (via a news release) or influenced (by responding to an enquiry) almost 3000 items of coverage.

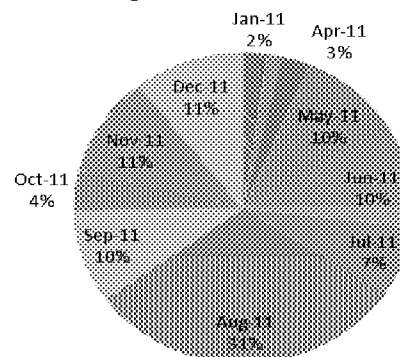
16% of the coverage logged was from the national press.

The remaining 84% was predominately regional press coverage but also included some online and trade coverage.

AVE for articles mentioning IPCC in national newspapers



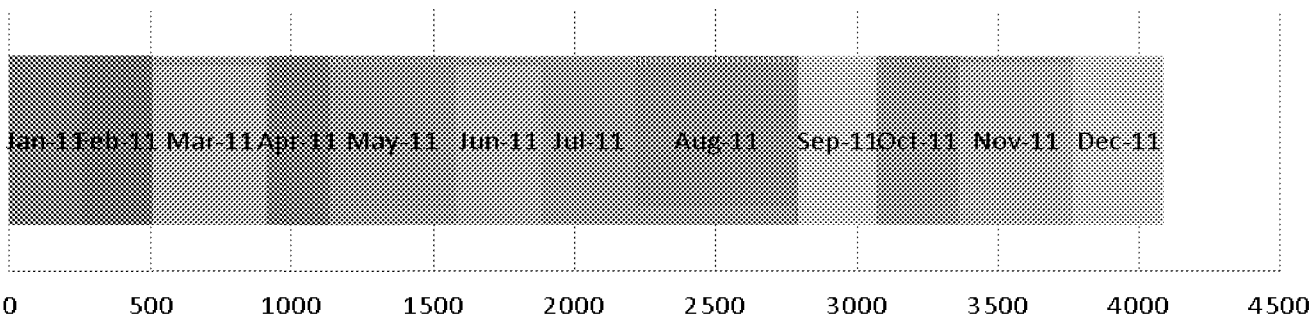
Negative Articles 2011



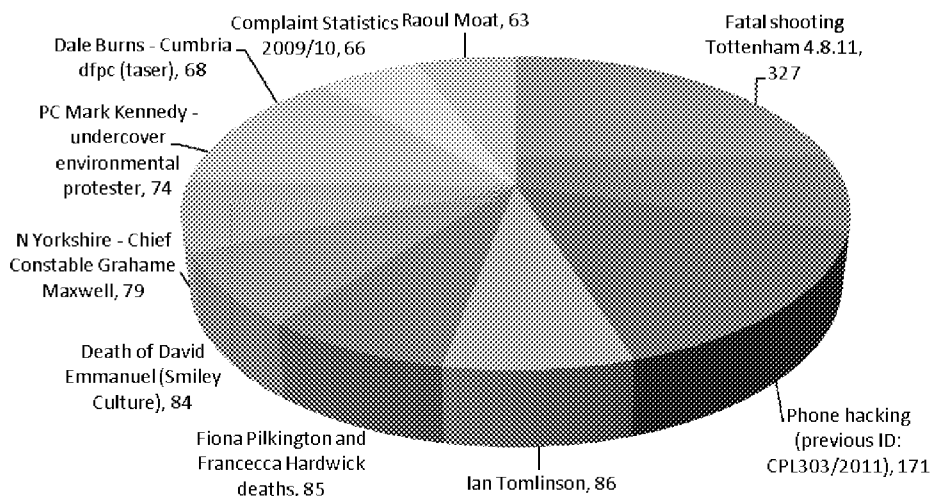
August 2011 was an incredibly busy month for the press team with 580 media enquiries, over 800 items of coverage with more than 20% from national sources.

The rise was due to a number of factors as well as our independent investigation into the circumstances surrounding the death of Mark Duggan. The IPCC played a key role in the phone hacking scandal and police information leaks. There was also spotlight on Taser and pepper spray use following the deaths of Dale Burns (Independent), Jacob Michael (Independent) and Phillip Hulme (Referral) in the North West. We also released findings from the Peter Chapman, independent investigation, which looked at Merseyside police contact with Peter Chapman prior to the death of Ashleigh Hall, and made the national news.

Media Enquiries received and responded to by the Press Team in 2011



Top 10 Subjects for media enquiries to the IPCC in 2011



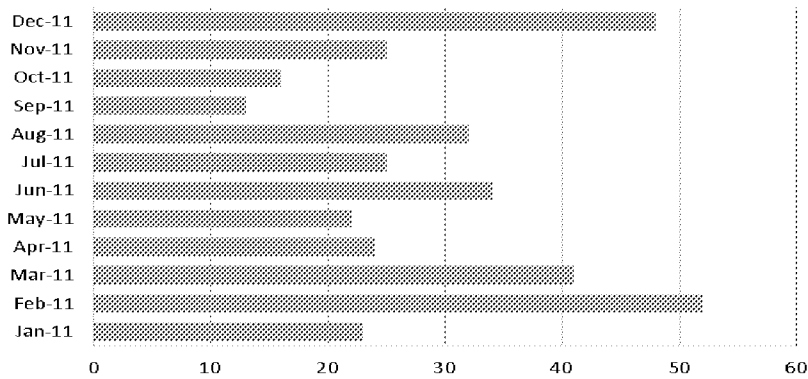
In 2011 press team received **4084** calls.

This is **658** more (almost **20%** more) enquiries received in 2011 than in 2010.

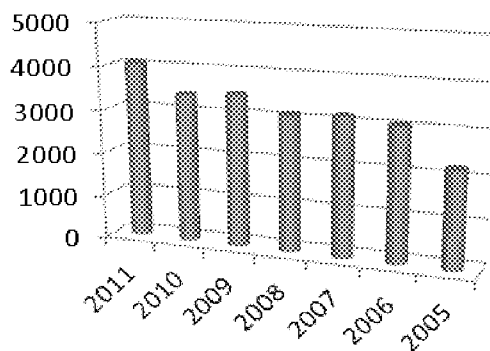
The top 10 media enquiry subjects shown made up **27%** of the 2011 total media enquiries received.

355 news releases were written and distributed by the Press team in 2011. **8** more than in 2010.

Number of Distributed Press Releases in 2011



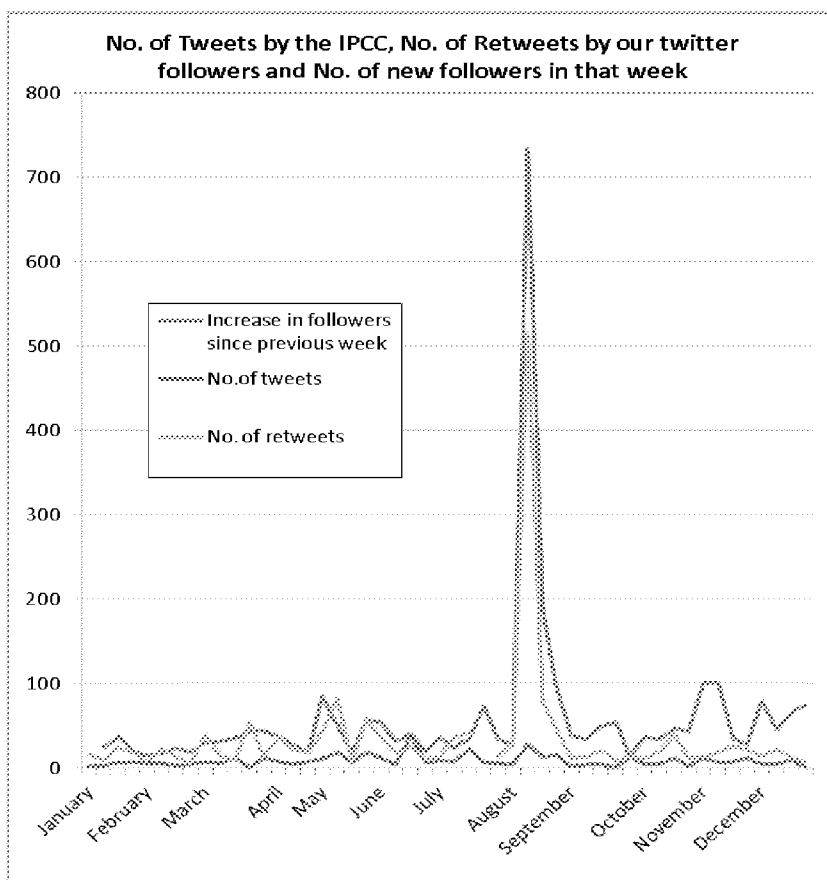
Media Enquiries received by Year since 2005



- March and November proved busy months for the press team. The increase in enquires in both these months directly relates to the investigation in to the death of David Emmanuel (Smiley Culture). March being the beginning of the investigation and November seeing the investigation findings released.


Social Media in 2011

- We started 2011 with just over **1000** twitter followers and ended with almost **3924** followers. An increase in 2011 of almost 3000 people. The news team tweeted almost **400 times** during the course of 2011.



- The statistics above show that there is a strong correlation between the number of tweets we send out, the number of retweets by others and the growth in the number of followers week on week. This demonstrates that the more times we tweet the more interest there is in our twitter page.
- There is a distinct growth in the number of followers and number of retweets at the end of August/September and this corresponds to the IPCC being in the news due to involvement in the Tottenham fatal shooting of Mark Duggan and the riots which followed.



- In 2011 we issued **7** videos on  mainly of commissioners releasing information about investigations or announcing the IPCC's involvement in investigations. In total these videos were viewed over 3000 times. The most successful one with **1812** views was Mike Franklin discussing the Smiley Culture investigation.
- In 2012 we are going to attempt to monitor and evaluate the tone of social media activity in order to drill down further into this impact social media has on IPCC's reputation. In addition to this we hope to focus more resource on all the activities mentioned above.