

Law Enforcement Advisory Board Meeting APRIL 12, 2017

Meeting was called to order by Tony Carter at 4:00pm with the following in attendance: x denotes presence

X Paul Soptick
Patrick Dunn

X Scott Mackey

X Reed Partridge

X Lee Brown
Lt Col Bob Gunja

X Dixie Kaster

X Don Jolley

X Tony Carter

X Maria Cecilia Ysaac

X Terry Zeigler
Tyrone Garner

X Irene Caudillo
Don Ash
Mary Hopkins
Rodney Smith
Kelli Bailiff

X JoanDeMoss

X Carol Diehl

X Dan Soptic

Tony Carter opened the meeting at 4:00pm

Reed Partridge gave a report on the Social Media Audit of the Police Department.

BACKGROUND

Social Media

Social media is an integrated web-based technology allowing users to generate content and then share that content through various platforms.¹ Those platforms include social networking sites, blogs, micro-blogging sites, photo and video sharing sites and many others. Facebook is an example of a social networking site utilized by the Kansas City, Kansas Police Department (KCKPD). KCKPD also uses Twitter, a micro-blogging site, and Instagram, a photo sharing site. The importance of these technologies, sometimes referred to as Web 2.0, stems in part from their ability to enhance integration, collaboration and interaction between their users.¹ Social media's instantaneous nature, wide reach and low cost also add to its value.¹

“Organizations in any arena that dismiss social media will find themselves falling behind.”

International Association of
Chiefs of Police

Social Media Platforms

There are over a billion social media users world-wide but the popularity of the social media platforms changes frequently and differs based on various reports. Nevertheless, surveys consistently report Facebook is by far the most popular social media platform in the world and in the United States. In the U.S. following Facebook in popularity are Instagram, Pinterest, LinkedIn and Twitter.² Currently, the KCKPD utilizes Facebook, Instagram, and Twitter.

Reed talked about the different platforms; ie: Facebook, Instagram and Twitter, and the following of each as to population and %'s of certain groups of people. He also pointed out the benefits and risks of using social media.

The Benefits of Using Social Media in Law Enforcement

In general, organizations communicate using social media in order to reach and influence a wide audience. A police department's use of social media is much the same. The February 2013 FBI Law Enforcement Bulletin identified three broad benefits social media can provide to law enforcement: public relations, crime prevention and criminal investigation.¹⁰

Social media can shape the relationship between police departments and the public in several ways. Social media allows police departments to communicate decision-making which shows transparency and increases trust. With social

media, police departments become the gatekeepers of information.¹¹ This helps them to gain control of the department's reputation. Posting useful information on road closings and accidents as well as positive stories such as awards and honors can influence a department's standing in the community. Additionally, social media can create a dialogue between the public and the department. By definition, social media allows for a two-way flow of communication and encourages collaboration.¹⁰ Increasing trust, engaging the community in dialogue, and providing information quickly are all examples of how police departments can use social media to establish a positive relationship with citizens.

Opportunities for crime prevention and criminal investigation also exist for police departments using social media. Incriminating photos and statements sometimes appear on social network sites.¹⁰ If so, those photos and statements can be treated as evidence.¹² Tips on how to maintain personal safety can prevent crime and help forge a trusted relationship.

The Risks of Using Social Media in Law Enforcement

Using social media in law enforcement is not without risks. Those risks vary and include revealing too much personal information,¹⁰ negative viral situations, posting inappropriate content, the risk of being hacked¹³ and issues surrounding records retention.¹⁴ Posting personal information on social media can potentially reveal an officer's identity which in turn may lead to retaliation.¹⁵ Negative viral situations can stem from inappropriate or inaccurate posts and can damage the organization's reputation.¹⁶ Similarly, a department that posts too much content on criminal activity risk damaging community relations.¹⁷

He pointed out increasing effectiveness of social media and minimizing the risks in Law Enforcement.

He also pointed out the KCKPD use of Facebook, Twitter and Instagram and posted the audit results and recommendations as follows.

Finding 1

UG policy on social media directs departments to maintain a copy of all content posted on any social media site maintained by the department, including any content that has been removed.²⁶ The purpose of the policy relates to open records requests and compliance with record retention schedules. Currently, KCKPD does not maintain a copy or archive all content posted, including any content that has been removed, to its social media sites. Additionally, we contacted other UG departments and found some departments were either unaware of the policy or viewed compliance as unrealistic.

Recommendation - The risk of non-compliance may be mitigated in several ways. Being reluctant to delete comments and other posts helps ensure social media records remain readily available. KCKPD uses the “hide” function on Facebook to keep inappropriate posts from being seen but still available for review by the administrator. We recommend KCKPD continue to utilize the hide function when faced with inappropriate content. We recommend KCKPD consider using the Facebook and Twitter archiving features that could help with compliance with the UG social media policy. If UG management believes a comprehensive solution is necessary, UG management should consider procuring social media archiving services for the entire UG and not individual departments or accounts.

Major Dan Soptic reported for Sheriff Don Ash that they had 7 recruits in training with the recruits taking the physical agility on April 20th.

The next class will be in June of this year.

Chief Zeigler announced they are on facebook live with with 1000 watching and possible 7000 the next day.

He talked about promoting two captains, 1 sergeant and 4 detectives.

He said they have 7 cadets in the present class with 13 for the next class.

He explained the DDACTS, Data-Driven Approaches to Crime and Traffic Safety, program and the many ways he wants to promote this to the public.

He wants to be on the program of Livable Neighborhoods May meeting (which he was put on the agenda). And on the PD media to spin the program the way we want it seen and not the public media interpretation .

He talked about changing our pursuit policy with 178 people running after being stopped.

We adjourned at 5:00

Submitted 5-10-2017