



# Follow Us

*Using Social Media for  
Successful Community Policing*



*City of*  
**Fayetteville**  
*North Carolina*





# Overview



- Social Media provides us with the ability to provide information to the public using our own words, videos, and images.
- Timely manner
- The Big Four
  - Facebook | Twitter | Instagram | Snapchat



- Community Outreach
- Relationship Building
- Public Information
- Crime Prevention

# Branding



- Use the same logos and user names on all your profiles (if available).
- Hashtags





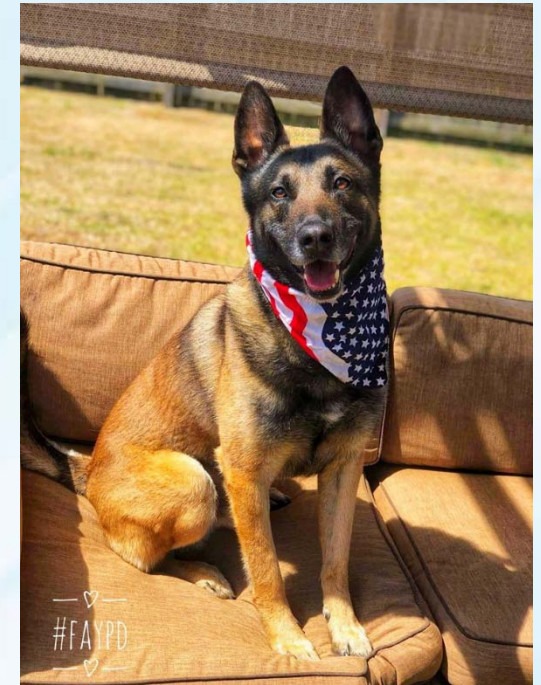
# Branding



**ONE AGENCY. ONE COMMUNITY. ONE FAMILY.**



# Branding



# Page Verification

- Facebook
  - Cover Photo
  - Profile Photo
  - Content Posted
  - Two-Factor Authentication must be enabled for all page managers.
- Twitter
  - New verified account program on hold.
- Instagram
  - Only accounts with a high likelihood of being impersonated have verified badges.
  - Request under settings

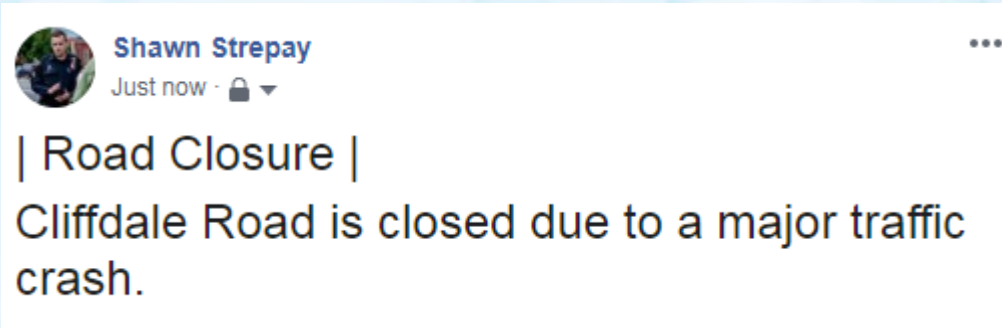




# Engaging Posts



- How do you scroll through Facebook, Twitter, Instagram?
- What is more likely to grab your attention?



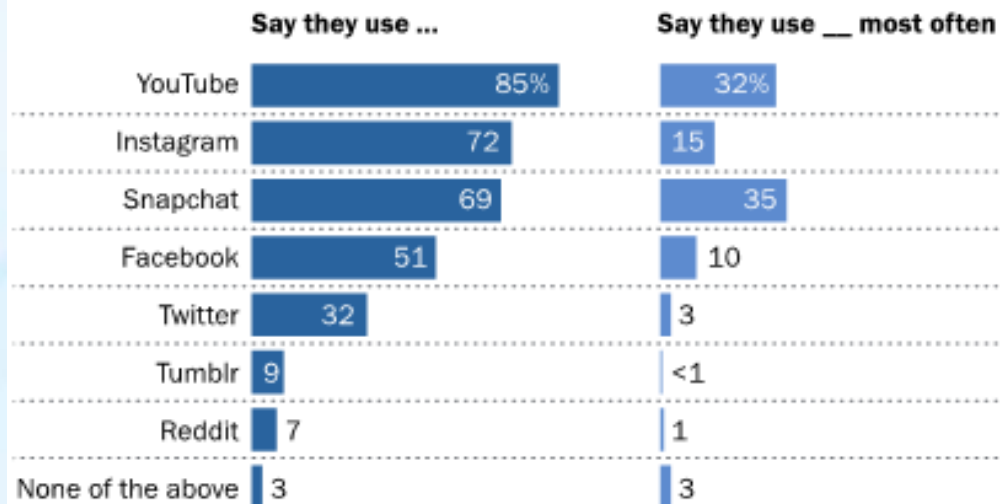




# Platform Statistics

## YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

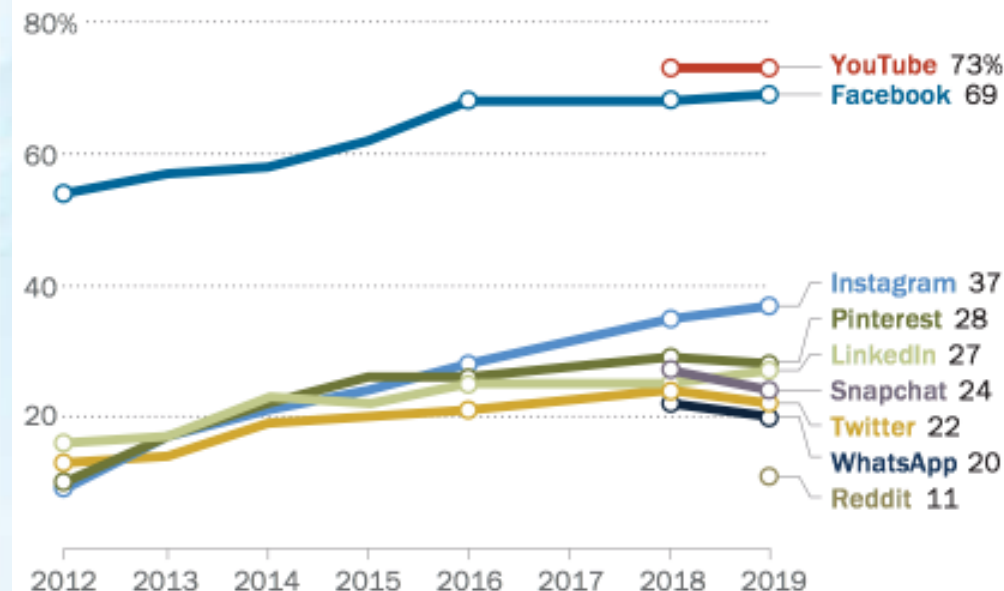
Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

# Cross Posting

| Traffic Alert - Raeford Road |

Portions of Raeford Road near Skibo Road are currently experiencing a power outage. Officers are being dispatched to intersections to direct traffic.

If you approach an intersection that does not yet have an Officer directing traffic, follow these rules of the road.

## WHAT TO DO IF TRAFFIC SIGNALS ARE NOT OPERATING



### NO SIGNAL LIGHTS

Lights should be treated as a four way stop

### FLASHING RED

Lights should be treated as a stop sign

### FLASHING YELLOW

Drivers should proceed with caution only when traffic permits



**Fayetteville Police** @Fayettevil... 1h  
| Traffic Alert - Raeford Road |

Portions of Raeford Road near Skibo Road are currently experiencing a power outage. Officers are being dispatched to intersections to direct traffic.

## WHAT TO DO IF TRAFFIC SIGNALS ARE NOT OPERATING



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### FLASHING YELLOW

Drivers should proceed with caution only when traffic permits

1 6 4 ...



# Update Posts



| Traffic Alert - Raeford Road |

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## WHAT TO DO IF TRAFFIC SIGNALS ARE NOT OPERATING



### NO SIGNAL LIGHTS

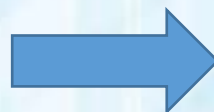
Lights should be treated as a four way stop

### FLASHING RED

Lights should be treated as a stop sign

### FLASHING YELLOW

Drivers should proceed with caution only when traffic permits



**Fayetteville Police Department** posted a local alert for Fayetteville.

Published by Shawn Strepay [?] · 1 hr ·

\*UPDATE: 06/12/19 10:30 AM: Power has been restored.\*

Original Post Follows:

| Traffic Alert - Raeford Road |

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1 6 4



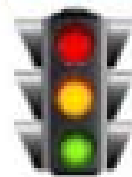
**FayettevilleObserver** 57m

Retweeted

**Fayetteville Police** @Fayettevil... 1h  
| Traffic Alert - Raeford Road |

Portions of Raeford Road near Skibo Road are currently experiencing a power outage. Officers are being dispatched to intersections to direct traffic.

**WHAT TO DO IF TRAFFIC SIGNALS ARE NOT OPERATING**



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Lights should be treated as a four way stop

**FLASHING RED**  
Lights should be treated as a stop sign

**FLASHING YELLOW**  
Drivers should proceed with caution only when traffic permits

By Kara Evenson

[Follow](#)

Posted Jun 12, 2019 at 9:25 AM

Updated Jun 12, 2019 at 9:25 AM



Raeford road, from Skibo road to the Hoke County line are experiencing a power outage, according to a tweet from the Fayetteville Police Department.

Officers have been sent to major intersections to direct traffic.

The Fayetteville Police Department requests that you approach intersections with caution.





## TRAFFIC ALERT

A serious vehicle crash has all lanes of Purdue Drive and all inbound lanes of Raeford Road CLOSED. Avoid the area and use an alternate route.



1:47pm · 14 Mar 2019 · Twitter for Android

Fayetteville police are asking motorists to avoid the Raeford Road and Purdue Drive area because of a serious crash.

All lanes of Purdue Drive and all the lanes of Raeford Road going toward Fayetteville were closed at about 1:45 p.m. today, according to a tweet by the Fayetteville Police Department.

"Avoid the area and use an alternate route," the tweet said.

A photo accompanying the tweet showed a vehicle on its side. Firefighters and emergency workers were on the scene.

Staff writer Steve DeVane can be reached at [sdevane@fayobserver.com](mailto:sdevane@fayobserver.com) or 910-486-3572.



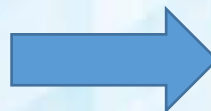


**Fayetteville Police Department**   
about 4 months ago



**#FayPD Officer Saves a Life |**  
Officer Evans responded to a house fire yesterday (Monday, February 25th) and was not only the first officer on scene, but the first emergency responder on scene. Upon his arrival, he found an unresponsive female inside of the doorway of the home. Officer Evans went in to the residence and carried the unresponsive female to safety.  
First aid was provided and she was transported to the hospital to recover.  
Way to go, Officer Evans!

3.9K 663 1.3K



## Fayetteville officer saves woman from house fire



EMBED < MORE VIDEOS >

The Fayetteville Police Department is praising an officer after he helped save a woman's life.

 Thursday, March 7, 2019

FAYETTEVILLE, N.C. (WTVD) -- The Fayetteville Police Department is praising an officer after he helped save a woman's life.



 **Kanisha Reena** is 🥰 feeling super.  
March 27 · 🌐

She didn't have to but she did!! She just entered the building and checked in the student and was about to leave... I'm an Assistant Principal that asks questions...(Is everything okay..etc?) so... Thank you Officer K. TUDOR for extending love and kindness to one of our students this morning. Officer Tudor took a student to the store and PURCHASED her clothes so that she could come to school today(student did not have clean pants and had on shorts..SN...it was extremely cold this morning) and DROVE her to school. The student stated to her, "I never knew a cop to be so nice." Fayetteville Police Department 🚔 Tudor thank you for all you do! You are appreciated! I asked if I could take her picture Bc she made my day and my students day.. She didn't do what she did for recognition, but I think she should be recognized!  
#SheAlsoHasAstory #YouNeverKnow #GivingBack #ShareThisPostFriends #FayPd



**Fayetteville Police Department** ✓

March 28 at 7:53 AM · 🌐

Way to go! #OneAgencyOneCommunityOneFamilyONE  
#LoveONE

**Kanisha Reena's Post**

She didn't have to but she did!! She just entered the... 🚔



James Nolette, Gina V Hawkins and 988 others

50 Comments 112 Shares



Fayetteville police officer goes beyond call of duty to help student in need of clothes



**ABC11 WTVD**

5 hrs • 🌐

...

Police Chief \_\_\_\_\_ said Tuesday that the rumors being spread on social media are making it difficult for them to their jobs.

"We need these rumors stopped. It makes it harder to find \_\_\_\_\_."



News Retweeted



@

· 44m ▾

We're trying to figure what happened at this house in \_\_\_\_\_. Police have been holding this crime scene for nearly 24 hours now and not releasing much information. #\_\_\_\_\_



1



1





- What is more engaging?

(Fayetteville, NC) -- Detectives with the Fayetteville Police Department's Homicide Unit have charged a second suspect in connection with the homicide of Rayd Hezam Ali Al Qadhi, which occurred along the 1500 block of Clinton Road on Wednesday, May 22, 2019.

Detectives obtained warrants charging Rodriquez D. McNeill (B/M, 23 years of age), of the 800 block of Thompson Avenue in Elizabethtown, North Carolina with 1st Degree Murder, Robbery with a Dangerous Weapon, and Conspiracy to Commit Robbery with a Dangerous Weapon.

McNeill is currently being treated at a local medical facility regarding an unrelated injury. McNeill will be transported to the Cumberland County Detention Center upon his release from the medical facility.

There is no additional information to release.



## Fayetteville Police Department

Published by Shawn Strepay (?) · June 7 at 8:04 PM · 🌐

Detectives with our Homicide Unit have charged a second suspect in connection with the homicide of Rayd Hezam Ali Al Qadhi, which occurred along the 1500 block of Clinton Road on Wednesday, May 22, 2019.

Detectives obtained warrants charging Rodriquez D. McNeill (23) with 1st Degree Murder, Robbery with a Dangerous Weapon, and Conspiracy to Commit Robbery with a Dangerous Weapon.

McNeill is currently being treated at a local medical facility regarding an unrelated injury. McNeill will be transported to the Cumberland County Detention Center upon his release from the medical facility.

Media Release:

<https://fayettevillenc.gov/H.../Components/News/News/8725/1969>



## ARRESTED FOR HOMICIDE



Victim: Rayd Ali Al Qadhi

**Arrested for:**

- 1st Degree Murder
- Robbery with a Dangerous Weapon
- Felonious Conspiracy



**ARRESTED**

**Rodriquez McNeill**  
(Aug. 2016 Photo)



**ARRESTED**

**Jaequan Ernest**  
Arrested 06/06/19

McNeill and Ernest were charged with the homicide of Rayd Hezam Ali Al Qadhi which occurred on May 22, 2019 along the 1500 block of Clinton Road (Express Mart)

FayPD.com / fay-nccrimestoppers.org

# Facebook: Less = More?




- Goal should be no more than three posts a day.
  - Spread out throughout the day, not back to back.
- Facebook algorithms show people what it thinks they want to see.
  - Based on previous engagement from that person.
- If someone is not interacting with your posts and just scrolling by, Facebook will start showing fewer of your posts to that person.
- Your goal should also be to have at least one post a day.
  - Maintain your presence.



- Free Speech
- Sexual Comments, Strong Language, Political Comments, Insults
- Banning Considerations
- Hiding Comments
- Deleting Comments

**Page Moderation**

Block posts or comments containing the following words [?]

 **Add**


**Profanity Filter**

Strong ▼ [?]

**Save Changes** **Cancel**

Most Relevant ▼

**Paula Morris-Burgess** Hooray!! For FPD. I love you guys. It's so nice to see the way you are improving the community around. You are truly a beacon of hope for the USA...  
[Like](#) · [Reply](#) · [Message](#) · 1d

**Tracey Smith** Dam sorry I missed it. I...  
[Like](#) · [Reply](#) · [Message](#) · 1d

 Delete...  
 Hide Comment  
[Give feedback or report this comment](#)

[View 2 more comments](#)

- Respond to Messages – Don't ignore them.
- Do you accept complaints through social media?
- Set up an auto-response.
- Set up auto-away.

1:24 PM

Best Karma witnessed ever. Car speeds past me doing 65, nearly hitting my car, zooming in and out of traffic on Skibo gets pulled over by undercover cop.



Thank you for all you guys do!!

Hi Alayna, We try to be as responsive as possible; social media may not be monitored 24/7. If this is an emergency or to report a crime please call 911. Submit anonymous tips at [fay-nccrimestoppers.org](https://fay-nccrimestoppers.org). Call 910-433-1925 to reach our dispatch center.



# Facebook: Events



- Facebook Events help your community know what you are doing.
- “Going” & “Interesting”
- Event Reminders

Upcoming Events				<a href="#">Share Events</a>
JUN 15	<b>Grand Opening Fundraiser</b> Sat 10 AM · 6 friends are going	3500 Bragg Blvd, Fayetteville...	<a href="#">Boost Event</a>	<a href="#">More ▼</a>
JUN 21	<b>2nd Quarter Faith Based Forum</b> Fri 8:30 AM · 2 friends are going	City Hall Fayetteville	<a href="#">Boost Event</a>	<a href="#">More ▼</a>
JUN 24	<b>January 2020 Applicant Orientation</b> Mon 6 PM · by Fayetteville Police Department	Fayetteville Police Training A... Fayetteville	<a href="#">Boost Event</a>	<a href="#">More ▼</a>
JUN 25	<b>Community Watch Meeting</b> Tue 5:30 PM · Kimberly Thomas is going	Longhill Pointe Apartments a... Fayetteville	<a href="#">Boost Event</a>	<a href="#">More ▼</a>
JUN 29	<b>January 2020 Academy Applicant Orientation</b> Sat 9 AM · by Fayetteville Police Department	Fayetteville Police Training A... Fayetteville	<a href="#">Boost Event</a>	<a href="#">More ▼</a>

- Twitter users are more forgiving with frequent posts.
  - They expect constant engagement.
- The Half-Life of a Tweet is 24 minutes.
  - Within the first half hour, a tweet gets half its interactions.
  - It then starts dying.
- Most brands tweeted an average of 122 times a month in 2017.

▪ **Most U.S. adult Twitter users don't engage much.** The median Twitter user posts two tweets a month, favorites one tweet a month, follows 89 accounts and has 25 followers.



# Twitter: Tweetdeck

- Free dashboard to assist brands manage twitter.
- Not as complicated as it looks.
- Better notification tracking
- Allows you to monitor columns
  - Can be customized

The screenshot displays the Twitter TweetDeck interface, a multi-column dashboard for monitoring and managing social media. The interface is divided into several sections:

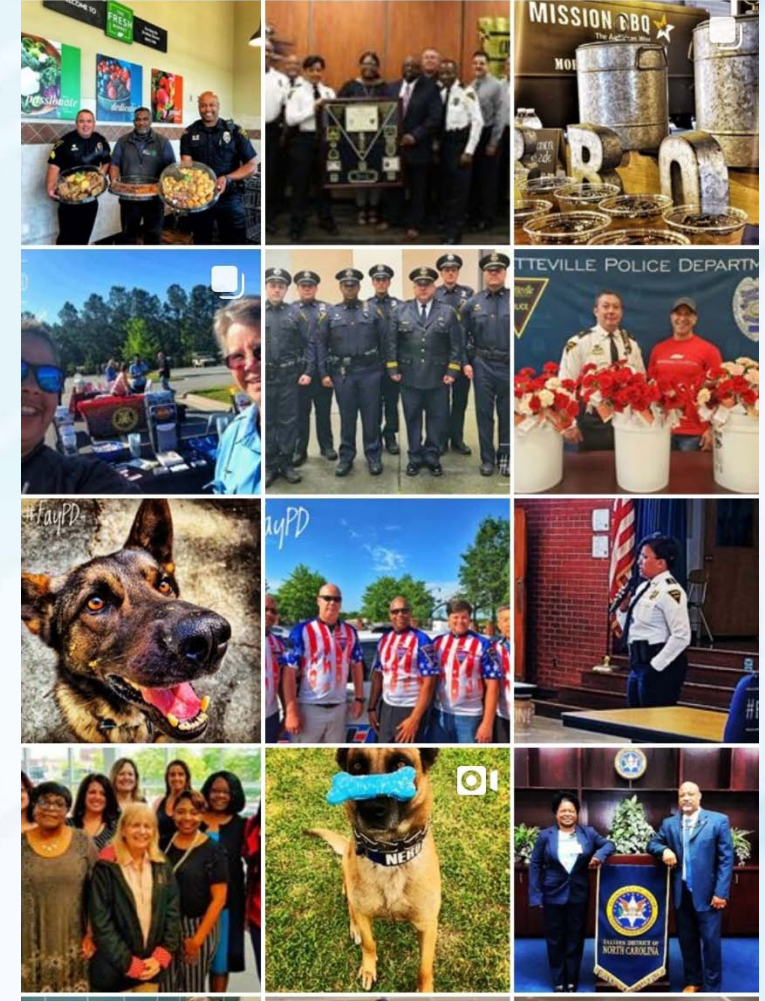
- Left Sidebar (Navigation):** Contains a search bar and a list of columns to monitor, including 'User @FayettevillePD', 'Notifications @FayettevillePD', 'PD & City Accounts', 'Local / Media @FayettevillePD', and 'Home @FayettevillePD'. There are also links for 'Collapse', 'Accounts', 'Settings', and 'TweetDeck'.
- Main Content Area:** Displays a grid of tweets and notifications across four columns.
  - Column 1 (User @FayettevillePD):** Shows tweets from the Fayetteville Police (PWC) and other local accounts. A tweet from PWC mentions a '72-HOUR GO BAG' and provides information about hurricane preparedness. Another tweet from PWC mentions a power outage on Raeford Road.
  - Column 2 (Notifications @FayettevillePD):** Shows notifications from users like Jamies Price and Public Power, as well as retweets from The Salvation Army of the Sandhills Region.
  - Column 3 (PD & City Accounts):** Shows tweets from Fayetteville Airport, Fayetteville PWC, and the City of Fayetteville. A tweet from the City of Fayetteville mentions the 9th Congressional District.
  - Column 4 (Local / Media @FayettevillePD):** Shows tweets from local media outlets like The Charlotte Observer, The News & Observer, NBC Charlotte, and WECT News. A tweet from NBC Charlotte mentions a search for a teen who disappeared on South Fork River.

# Instagram



- Best for positive posts
  - Crime posts don't do as well
- Filters matter
- No native scheduling feature
- No native over all analytical feature
  - Analytics available per post
- Younger users typically

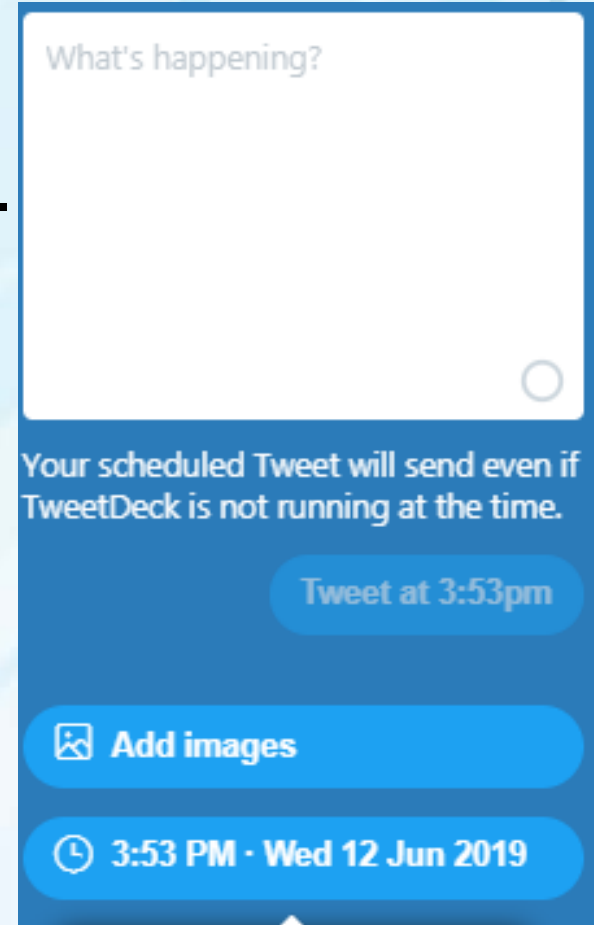
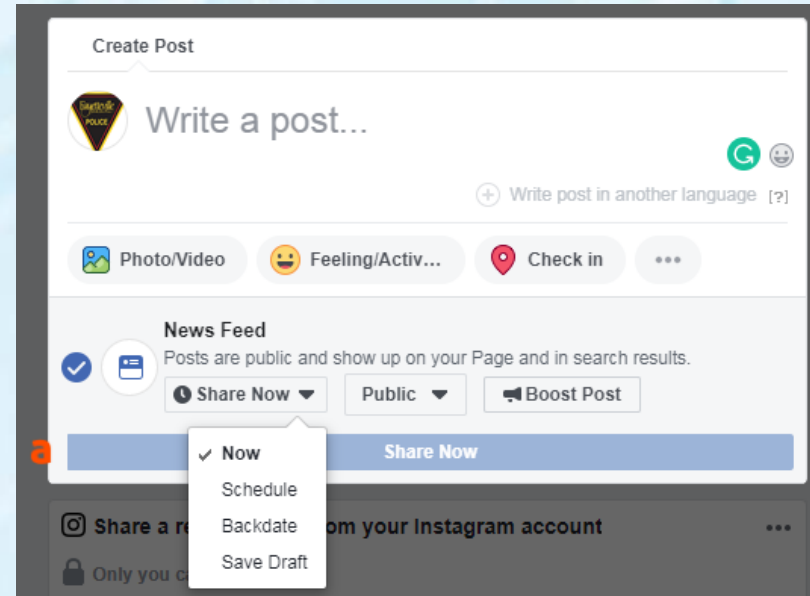
✕ Insights	
❤️	160
💬	7
📌	0
🚩	4
Interactions ⓘ	
	13
Actions taken from this post	
Profile Visits	13
Discovery ⓘ	
	1,686
Accounts reached 2% weren't following you	
Follows	0
Reach	1,686
Impressions	2,990
From Home	2,940
From Hashtags	28
From Profile	5
From Other	17





# Scheduling

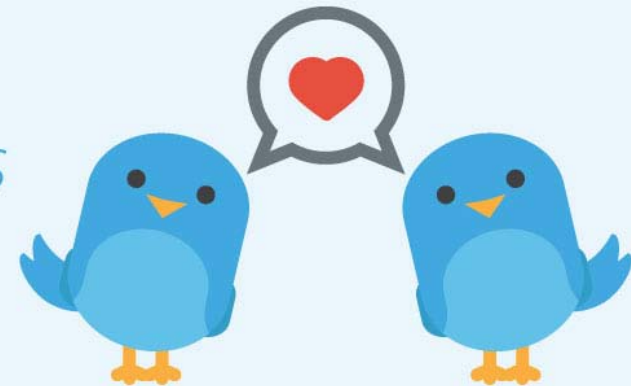
- Facebook & Twitter allow you to schedule posts.
- Use scheduling to maintain your presence after hours.
- Be prepared to reschedule the posts if a significant event occurs.



# Responsiveness

- Don't ignore comments or messages.
  - You don't have to respond to every comment, but consider engaging.
    - We go through and 'like' comments as an acknowledgement
- Social media cannot go unmonitored.
  - Who is going to monitor it after-hours.

*Responsiveness*  
in Social Media





# Critical Incidents



- Natural Disaster
- High Profile Crime
- Officer Involved Shooting
- Negative Viral Videos

**Fayetteville Police Department** was live.  
October 8, 2016 · 🌐

#HurricaneMatthew rescue operations underway on Robeson St in Fayetteville

03:50

👍 Get More Likes, Comments and Shares  
Boost this post for \$30 to reach up to 5,300 people.

1,466,747 People Reached      203,469 Engagements      [Boost Post](#)

👍👎❤️ 5.2K      1.8K Comments      11,122 Shares

👍 Like      💬 Comment      ➦ Share      Agorapulse      🔔

Performance for Your Post		
1,466,747 People Reached		
595,343 3-Second Video Views		
18,246 Reactions, Comments & Shares		
2,196 👍 Like	2,196 On Post	0 On Shares
830 ❤️ Love	830 On Post	0 On Shares
37 😂 Haha	37 On Post	0 On Shares
1,719 😲 Wow	1,719 On Post	0 On Shares
404 😞 Sad	404 On Post	0 On Shares
26 😡 Angry	26 On Post	0 On Shares
1,912 Comments	1,912 On Post	0 On Shares
11,122 Shares	11,122 On Post	0 On Shares
200,417 Post Clicks		
49,044 Clicks to Play	114 Link Clicks	151,259 Other Clicks
NEGATIVE FEEDBACK		
180 Hide Post		25 Hide All Posts

# Analytics: Goals



Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.



# Twitter: Analytics



- Twitter has its own version of analytics
- Rolling 28-day summary
- Monthly summary
  - Includes top tweet
  - Top mention
  - Top media tweet
- [Analytics.twitter.com](https://analytics.twitter.com)

## 28 day summary with change over previous period

Tweets

80 ↑12.7%



Tweet impressions

170K ↑4.6%



Profile visits

4,123 ↑16.4%



Mentions

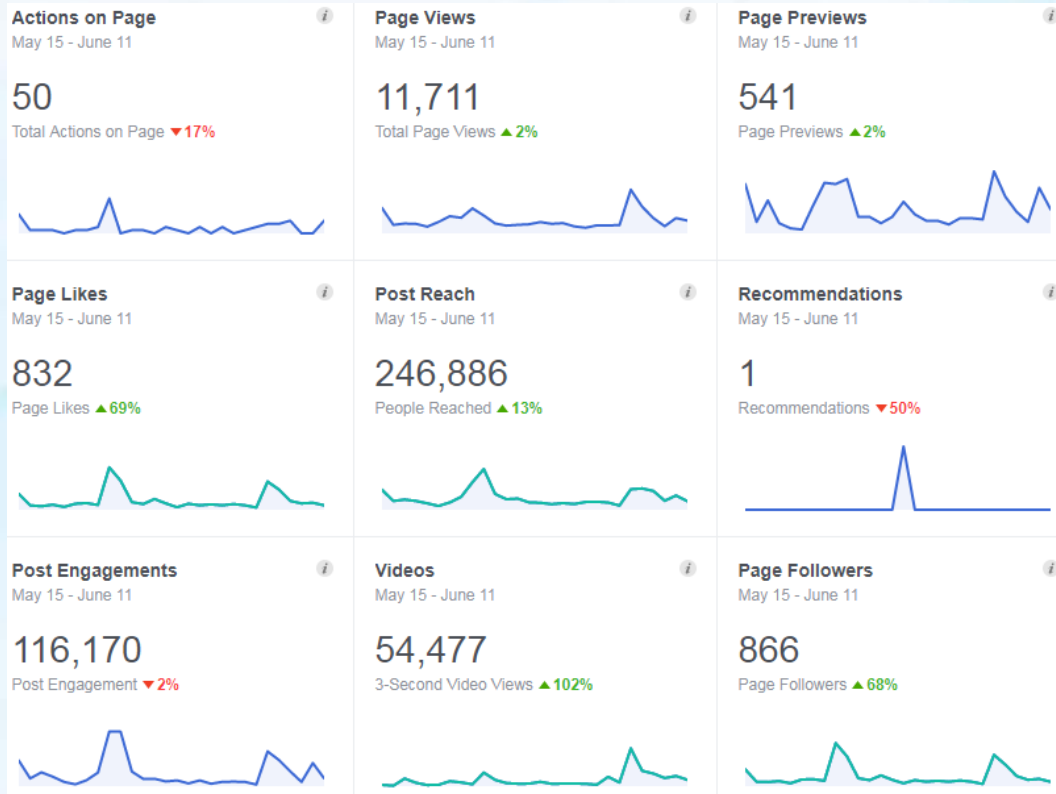
178 ↑10.6%



Followers

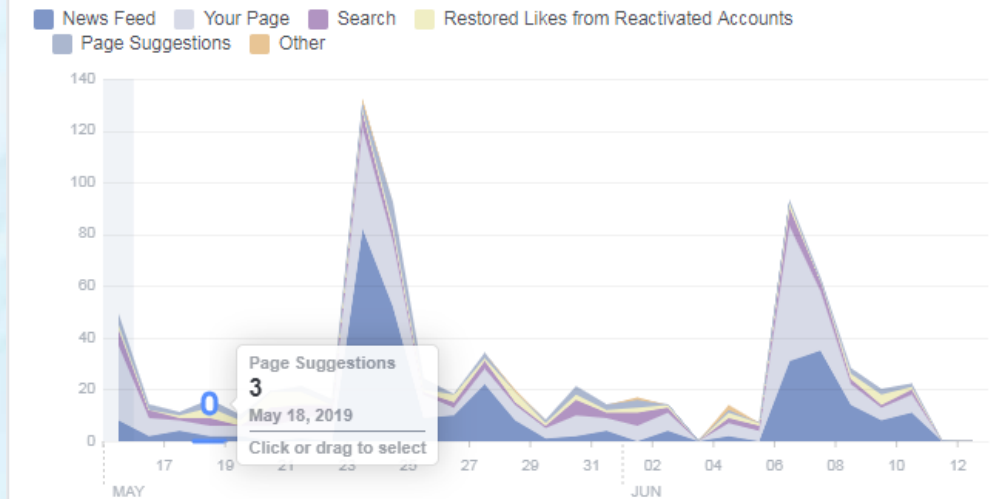
9,154 ↑60





## Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



## TIMES





## Performance for Your Post

**6,413** People Reached

**155** Reactions, Comments & Shares ⓘ

<b>61</b> Like	<b>55</b> On Post	<b>6</b> On Shares
-------------------	----------------------	-----------------------

<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
------------------	---------------------	-----------------------

<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
-----------------	---------------------	-----------------------

<b>23</b> Comments	<b>22</b> On Post	<b>1</b> On Shares
-----------------------	----------------------	-----------------------

<b>71</b> Shares	<b>71</b> On Post	<b>0</b> On Shares
---------------------	----------------------	-----------------------

**248** Post Clicks

<b>17</b> Photo Views	<b>0</b> Link Clicks	<b>231</b> Other Clicks ⓘ
--------------------------	-------------------------	------------------------------

### NEGATIVE FEEDBACK

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Page **Inbox** Events Notifications Insights Publishing T... More ▾
Settings Help ▾

---

Messenger

Comments & More 20+

Facebook 20+

Instagram

Automated Responses

Main ▾
🔍

**| Traffic Alert - Raeferd Road |...**  
 Anne Morrison, Cassandra McNally an...

9:53 AM

**Fayetteville Police Department...**  
 Mary Lee Williams · Congratulations 143...

9:29 AM

Please join us in congratulating...  
 Nancy Byrd, Cathy Gunkel Tanner and...

8:49 AM

**| Runaway / Missing Person |...**  
 Marie Wojnarowski and 6 others...

Tue

**Fayetteville Police Department...**  
 Robin P Cox and 12 others commented ...

Tue

**Fayetteville Police Department...**  
 Robin P Cox and Barbara Walters...

Tue  
2

**Fayetteville Police Department...**  
 Robin P Cox, Lisa Shaner and 10 others...

Tue  
12

**Fayetteville Police Department...**  
 Robin P Cox, Michelle Mills and 8 others...

Tue  
10

**| Traffic Alert - Raeferd Road |** Portions of Raeferd Road near Skibo Road are currently experiencing a power outage. Officers are being dispatched to intersections to direct traffic. If you approach an intersection that does not yet have an Officer directing traffic, follow these rules of the road.

[Boost Post](#)
✉ ☆ ✓ Mark as done

Anne Morrison Tyvm for this alert. Pay attention drivers.  
 #ThankFPD  
 #ThankLinemen

Like
Reply
Message · 1m

Cassandra McNally Angela Howard

Like
Reply
Message · 7m

Beby Cedeño Vergara I've haven't seen yet drivers treating no signal lights as for way stop

Like
Reply
Message · 7m

Pendy Lee Carter Seems almost like a weekly occurrence lately.

Like
Reply
Message · 13m

↓ 1

Like
Reply
Message · 19m


Sarah Elizabeth Osbourn Delbert Soucier Julianne Harrelson


Like
Reply
Message · 20m


Eloise Stroughn Please !!!!!  
 Be and Drive Safe, My Neighbors

Like
Reply
Message · 22m · Edited


Zaira Jones Please use CAUTION!!!! And be PATIENT!!!






**Notifications** @FayettevillePD



**Barbie Searles** liked






**Fayetteville Police** @Fayettevil... 6h  
 | Traffic Alert - Raeford Road |

Portions of Raeford Road near Skibo Road are currently experiencing a power outage. Officers are being dispatched to intersections to direct traffic.





 7
  7
 



**Barbie Searles** @bls\_mpls 5h  
 Replying to @FayettevillePD  
 Congratulations to each of you!  
 Thank you for keeping all of us safe!







 1
 


**Barbie Searles** liked







**Fayetteville Police** @Fayettevil... 2d  
 Please join us in congratulating Major Braden, Captain Ellis, and Lieutenant Holloway, on their promotions which are effective today!


Also please join us in congratulating and welcoming Major Torres to the #FayPD family!





 8
  4
  34
 





 FPD Facebook 8
  Crimestoppers Facebook
  FPD Twitter
  FPD Instagram
  Fayetteville Police Dep...


 Cassandra McAnally  
Angela Howard 5 minutes


 Beby Cedeño Vergara  
I've haven't seen yet drivers treating no signal lights as for way stop 5 minutes

 Pendy Lee Carter  
Seems almost like a weekly occurrence lately. 11 minutes

 Sarah Elizabeth Osbourn  
Delbert Soucier Julianne Harrelson 19 minutes

 Eloise Stroughn  
Please !!!!! Be and Drive Safe, My Neighbors 20 minutes

 Mary Lee Williams  
Congratulations143 23 minutes




**FLASHING RED**  
Lights should be treated as a stop sign

**FLASHING YELLOW**  
Drivers should proceed with caution only when traffic permits

9 • Like 12 Comments

Reply

[View previous comments](#)

 Cassandra McAnally  
JUNE 12, 2019 9:46 AM(UTC-04:00)


Angela Howard  
[View translation](#)  
 0 • Like

Reply Assign Review

Mention in your comment ☐ Cassandra McAnally

Write your reply

Send

 Cassandra McAnally

Ban

2 comments

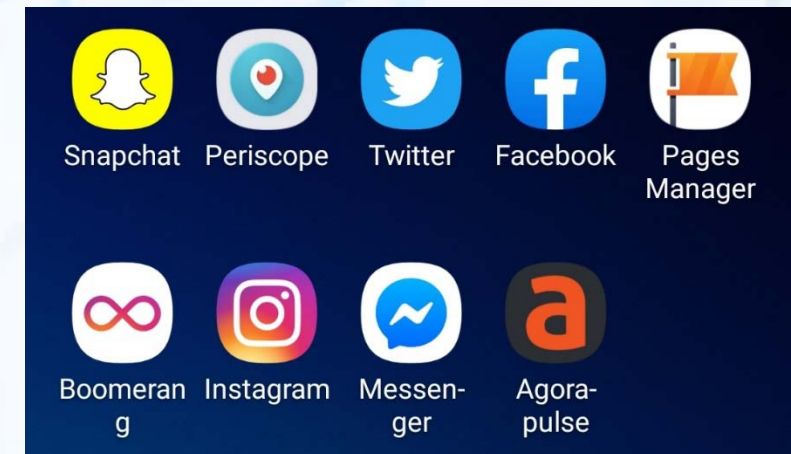
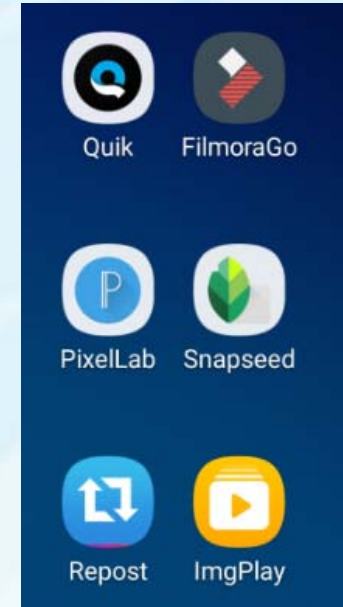
0 posts

0 private messages

Label user

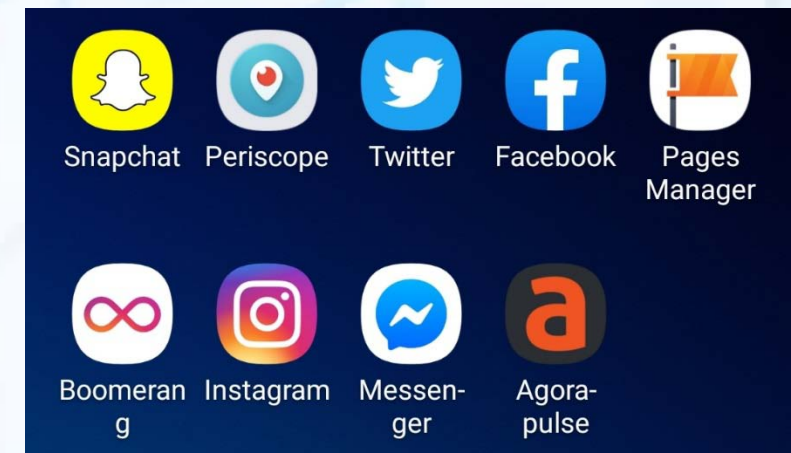
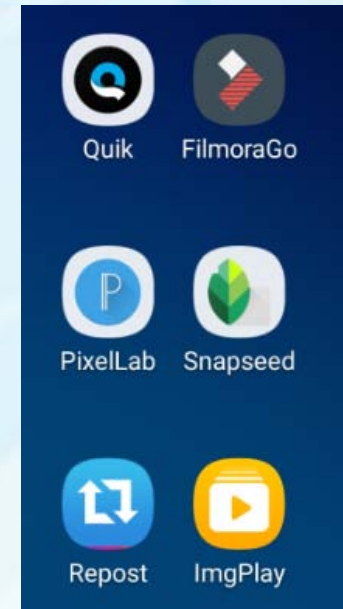
engaged

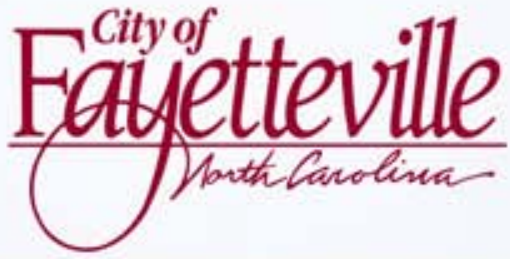
# Mobile Apps





# Mobile Apps





# Contact Information



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