Northamptonshire Police and Crime Commission

Freedom of Information Act
Request Response
No. 001308/15

Question

1) What is the name of the department which deals with communication/media in your police force? Has it had any previous names? If so, when was the name changed?

2) How much did your force spend on external communications in 2009, 2010,2011,2012,2013 and 2014?

   a. A break down by type e.g. marketing, advertising, campaigns, witness appeals and social media would be helpful.

   b. What percentage of the communications department budget it this?

3) How much did your force spend on internal communications in 2009,2010,2011, 2012,2013 and 2014?

4) How much did your force spend on staff for the communications/media department in 2009,2010,2011,2012,2013 and 2014?

   a. What percentage of the overall budget for the communications/media department was this?

5) When was your current website designed/launched

6) How much did it cost to develop this website?

7) Was the website designed in collaboration with any other police forces?

8) Does your force have a social media police? If so, could you please attach a copy.

9) Does your force have a media police? If so, could you please attach a copy.

Answer

1. News and Publishing (the team is responsible for media and communications for both Northamptonshire Police and the Office of the Northamptonshire Police and Crime Commissioner.
News and Public Involvement Team
Prior to 1st July 2014, the News and Publishing team was part of the News and Public Involvement team.
Prior to 1st July 2013, the department was known as Corporate Communications (and responsible for the media and communications for Northamptonshire Police only)

2. For the year 2009/10, the force did not have a specific budget for external communications. For the following 2 years, 2010/11 and 2011/12 a specific Strategic Marketing budget of £50K per annum was introduced and this was used solely for external works. The Budget in 2013/14 was £12,500 representing 3 months before cessation of the department on 30.06.13. There was no specific PCC budget for PR, marketing and promotional materials in the 2014/15 financial year as the Northamptonshire PCC's News & Public Involvement and Policy Team provides strategic support services to both The PCC and the Chief Constable. A budget of £81,195 was allocated for Marketing and Promotions for both the Force and the OPCC for 2014/15 which mainly supported large countywide campaign force campaigns, such as the annual drink driving campaign and our current campaign to recruit more special constables and volunteers. A breakdown by type is not readily available

3. Information not held

4.
2009/10 - £641K
2010/11 - £699k
2011/12 - £668k
2012/13 - £589k
2013/14 - £149k *Please note that the Corporate Communications team ceased as at 30.06.2013, therefore the budget represents only three months*

4a
2009/10 - £672K
2010/11 - £793k
2011/12 - £797k
2012/13 - £674k
2013/14 - £174k *Please note that the Corporate Communications team ceased as at 30.06.2013, therefore the budget represents only three months*
Details about the 2014/15 and 2015/16 budget can be found here

5. The current website was launched on the 12th December 2013

6. The current website was designed and developed in-house by the News and Public Involvement Team

7. No

8. Copy attached

9. Up to the introduction of the College of Policing's Guidance on Relationships with the media published in May 2013 (http://www.college.police.uk/en/docs/Media_Relationships_Guidance_0513.pdf), Northamptonshire Police in line with other forces utilised the guidance published by ACPO in 2010, which replaced the ACPO guidance published in 2003.

Social Media Policy

Northamptonshire Police

July 2014 Rev.4

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1 Introduction and background

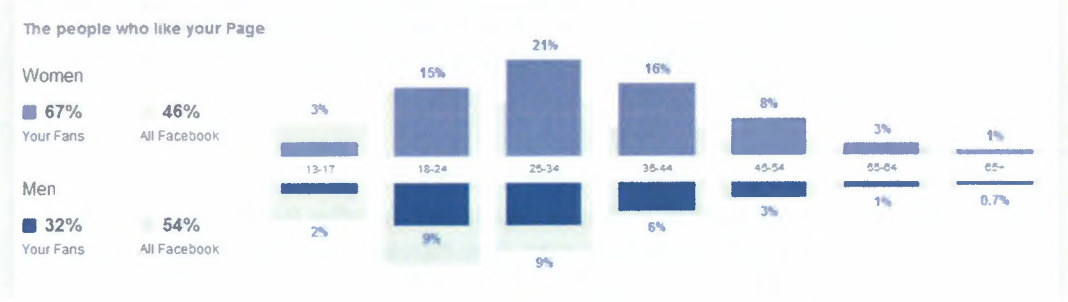
Social media has transformed the way people interact and consume information. There has been a shift from traditional publishing methods to an interactive model where everyone can be a publisher of content and where there is a far greater level of interaction and engagement between publishers and users.

Social media should be used as a platform to re-enforce the core priorities of Northamptonshire Police and the Office of the Police and Crime Commissioner.

It is an effective tool to engage with communities, identify concerns and emerging issues, gather intelligence and issue news releases and appeals for information. It is also an effective way to show the 'human' side of policing.

Social media has made it possible to reach and target a demographic traditionally harder to reach and engage with.

The following diagram shows the age and gender breakdown of the 35,000 users who 'like' Northamptonshire Police's Facebook page.



Northamptonshire Police has established accounts on a range of social media platforms including Twitter, Facebook, YouTube, LinkedIn and Flickr.

These all draw in content from and provide content to the main Northamptonshire Police and Office of the Police and Crime Commissioner websites:

www.northants.police.uk
www.northantspcc.org.uk

2 Scope

This document outlines guidelines for social media use and the process for setting up new accounts. It applies to all officers and staff using social media to represent Northamptonshire Police and the Office of the Police and Crime Commissioner.

It also offers guidance on the personal use of social media.

This document does not relate to intelligence gathering by way of open source research for which there is separate guidance.

2.1 Code Of Ethics

Anyone employed or volunteering within Northamptonshire Police or the Office of the Police and Crime Commissioner using social media for work purposes should ensure that any posts sent comply with the College Of Policing's Code of Ethics.

This states that you:

> Ensure nothing you publish online can reasonably be perceived by the public or your policing colleagues to be discriminatory, abusive, oppressive, harassing, bullying, victimising, offensive or otherwise incompatible with policing principles
>
> and,
>
> That you do not publish online or elsewhere, or offer for publication, any material that might undermine your own reputation or that of the policing profession or might run the risk of damaging public confidence in the police service.

The full version of the Code Of Ethics is available on Forcenet.

3 Terms and Definitions

Social Media – Any online network or platform which requires a dedicated account and encourages public comment and interaction

Twitter – A microblogging site designed to deliver brief, bite-sized updates and messages using no more than 140 characters to people who follow your account

Facebook – A social network intended to share messages, photos and videos with friends and / or groups.

YouTube – A video sharing site which allows users to publish and share their content

Flickr – A photo-sharing website allowing you to publish photos and 'follow' other users

Linked In – A business-oriented social network used mainly used for professional networking and to publicise employment vacancies.

4 Facebook

Facebook:
http://www.facebook.com/northantspolice

The force currently has one Facebook account with more than 35,000 'likes.

The current strategy is to maintain one page for the force in order to avoid multiple, conflicting, unused, accounts across different geographic areas and areas of policing.

Requests for individual officer / staff / departmental pages (representing the force) will currently be declined.

Ownership of the page rests with News & Publishing. It is used to share news articles, promote discussion, consult with and respond to enquiries from the public (where appropriate) and to promote the work of Northamptonshire Police and the Office of the Police and Crime Commissioner.

Oscar 1s also have access to the page in order to manage out-of-hours queries and respond to critical incidents.

Whoever publishes a post on Facebook owns and manages the responses where possible.

Administrators are responsible for maintaining oversight on the page.

News & Publishing will use the 'banner' image at the top of the profile to publicise ongoing campaigns or events. Requests for this to be changed will be considered and should be emailed to news@northants.pnn.police.uk

5 Twitter

Twitter @Northantspolice
http://twitter.com/#!/NorthantsPolice

There are 20,000 accounts which follow the main Northamptonshire Police account.

There are currently 70 profiles, made up of a mix of individual, departmental and geographic accounts owned and operated by members of Northamptonshire Police and the Office of the Police and Crime Commissioner.

Ownership of the force's main Twitter page rests with News & Publishing.

It is used to share news articles, promote discussion, consult with and respond to enquiries from the public (where appropriate) and to promote the work of Northamptonshire Police and the Office of the Police and Crime Commissioner.

Requests for individual or group Twitter accounts will be considered.
See section 8 for details.

6 LinkedIn

http://www.linkedin.com/company/northamptonshire-police-force

Ownership of the force LinkedIn account sits with News & Publishing.
The account is used to promote employment vacancies within Northamptonshire Police and the Office of the Police and Crime Commissioner and also provide the force a platform on the network.

Requests for items to be posted to the account should be emailed to news@northants.pnn.police.uk

7 YouTube

http://www.youtube.com/northantspolice/

Ownership of the force YouTube account sits with News & Publishing.

The account is used to host footage filmed by Northamptonshire Police and the Office of the Police and Crime Commissioner and CCTV used in appeals.

The page is monitored for inappropriate or offensive language which can be removed if required.

8 Setting up a new social media account

Northamptonshire Police will consider requests for new accounts across social media platforms. To set up a new account which represents Northamptonshire Police or the Office of the Police and Crime Commissioner, the following procedure must be followed:

1 – Email News & Publishing at news@northants.pnn.police.uk outlining what type of social media account you want, including your rank / position and an outline of how you intend to use it.

2 – News & Publishing will review the request and either email or speak to you directly.

3 – If approved, accounts will be set up by News & Publishing, branding applied and where necessary linked to existing accounts and lists.

3.1 – If an account is refused, a reason will be provided as to why.

4 – News & Publishing will provide a username, password and guidance documents to the individual.

This username and password must not be changed without authorisation of News & Publishing. The password must not be disclosed to anyone other than a member of News & Publishing.

5 – An individual provided for an account will be given training and guidance (regardless of their existing skill base) on areas including frequency of use and common 'dos and don'ts'.

9 Account Usage

If approved for a social media account on any platform, there is an expectation it will be regularly used.

Northamptonshire Police does not enforce a minimum or maximum number of posts or updates. However, social media usage should not detract from your day to day work for either the force or the Office of the Police and Crime Commissioner. Equally, it will only be effective if used on a frequent basis.

The News & Publishing team will monitor social media accounts to check their usage and content. Accounts will also be monitored for inappropriate posts or updates. If it deemed an account is being used inappropriately, posts / updates will be removed and the individual contacted and guidance offered. Refer to section 14 for more details on adherence.

Remember, posts are public. They may not only be shared by other force accounts but also by members of the public.

9.1 Account Removal

As outlined in section 9, is an expectation approved / existing social media accounts will be used. However, accounts will be closed if requested or deemed necessary.

News & Publishing will monitor approved accounts for inactivity. If previously approved accounts are not being used, the user will be contacted and guidance offered. News & Publishing will seek to close accounts which are not in regular use.

To request the removal of an account, email news@northants.pnn.police.uk

10 Language and Style

Formal tone and language is not appropriate on social media and should be avoided. Aim for a relaxed, conversational style.

Content should remain professional but avoid jargon, acronyms and 'police speak'.

> Bad – The female IP has been transferred to hospital following the RTC. One male has been RIC.
>
> Good – A man has been arrested following the collision. A woman has been taken to hospital.

Content should be concise and to the point.

Do not try to emulate 'youth' language. It appears patronising.

11 What to Post

Any social media account which identifies the user as an employee or volunteer of Northamptonshire Police or the Office of the Police and Crime Commissioner AND has been set up with the *main* intention of promoting their role within the force should primarily be used for that purpose.

However, a successful social media account should aim to strike a balance between being professional, representing Northamptonshire Police or the Office of the Police & Crime Commissioner and being an insight into the individual. Appearing 'human' to your followers is vital.

Your 'followers' will expect information relating to your role. Be professional and give information about campaigns and events.

Hashtags (#) work across both Twitter and Facebook and should be used when mentioning geographic locations (eg towns and villages) or as part of an ongoing campaigns.

Photos can be posted where appropriate. As with words, remain professional and do not post any photos which would compromise ongoing police activity or bring the force or yourself into disrepute.

Care should be taken to post appropriate photos.

> The Breakfast photo debate:
> Followers may be interested about what a PC had for breakfast on one occasion.
> However, they may be less interested in what a PC has for breakfast each morning.

Avoid using long URL links in your post. If you are going to include a link in a post, use a URL shortening service such as Bitly (https://bitly.com).
This looks smarter and will save you characters.

Use common sense. Think before you post. If in doubt, don't post.

11.1 Responding to questions and messages

Accounts should be regularly checked for questions and / or direct messages. Any questions should be answered accordingly.

Members of the public should be reminded not to report incidents via social accounts and should use 101 or 999.

Despite this, it is acknowledged accounts may still receive reports of incidents. If this happens, the owner or moderator of the account in question should use their judgement as to whether the post needs to be replied to or forwarded to the force control room.

11.2 Non work-related posts

The following guidance relates predominantly to the use of individual Twitter accounts as Northamptonshire Police's main Facebook is not used for non-work related posts.

Geographic or departmental Twitter accounts should not be used for posts which do not relate directly to the work of Northamptonshire Police or the Office of the Police and Crime Commissioner.

Individual accounts approved by Northamptonshire Police can be used to tweet non work-related / *personal* posts. However, the user is reminded the primary purpose of the account is to highlight their role within Northamptonshire Police or the Office of the Police and Crime Commissioner and this should remain the core content of the account.

Personal posts should not bring your role, Northamptonshire Police or the Office of the Police and Crime Commissioner into disrepute.

Users should also think carefully about what personal information they choose to divulge.

11.3 Team Accounts

Posts from group or team accounts should adopt the same language and style as outlined in section 11.

However, group accounts should only be used to post information directly relating to the work of Northamptonshire Police or the Office of the Police and Crime Commissioner.

12 What Not To Post

Don't divulge sensitive information or anything which will compromise ongoing police investigations or operations. This applies to both words and images.

> EG: "About to go out on a drugs raid. Part of a big operation across #Northampton this morning."

If you have a social media account, it will probably be followed by members of the media as well as members of the public. Do not post anything which will alert the media to something they have not been intentionally informed about:

> EG: "Here's a #selfie of me at a scene guard in #Northampton following a covert op this morning."

If you are contacted through social media by a member of the media to provide an official comment or statement, refer the individual to News & Publishing.

Think very carefully before posting personal information that may identify your family or divulge where you live.

Don't 'chat' among colleagues in the same post / update / thread.
Use email or phones to discuss things with other staff members.

Don't post personal information or anything that identifies someone or their property without their permission

Don't post anything potentially defamatory.

> Judges tell juries a statement about a person is defamatory if it 'tends' to do any one of the following:
> - Exposes an individual to ridicule, hatred or contempt
> - Causes an individual to be shunned or avoided
> - Lowers an individual in the estimation of right-thinking members of society, or
> - Disparages an individual in their trade, office or profession

12.1 Data Protection

Employees of Northamptonshire Police and the Office of the Police and Crime Commissioner using social media should comply with the Data Protection 1998 at all times.

The act contains eight Data Protection Principles.
These specify that personal data must be:

1. Processed fairly and lawfully.
2. Obtained for specified and lawful purposes.
3. Adequate, relevant and not excessive.
4. Accurate and up to date.
5. Not kept any longer than necessary.
6. Processed in accordance with the "data subject's" (the individual's) rights.
7. Securely kept.
8. Not transferred to any other country without adequate protection in situ.

Full details about the act are available on ForceNet.

12.2 Location Based Tracking

Most modern social media applications and services will provide a geotagging option to link a status update, post, photo or video to a location. This can as detailed as position in a street.

Think carefully before turning location based services 'on' as they may reveal operational locations or personal information. Turning this service on or off varies depending on the handset or computer being used. Further guidance is available from News & Publishing.

13 Social Moderation

Social media accounts run by Northamptonshire Police and the Office of the Police and Crime Commissioner are monitored for inappropriate comments and replies made by users which 'follow' or 'like' pages and profiles.

Accounts are monitored during 'office hours' by News & Publishing. Limited moderation will take place out of 'office hours' by a member of the News & Publishing team if they are aware of a 'post' which may require attention.

Northamptonshire Police's main Facebook page has a 'profanity' filter. This prevents offensive language from being posted. Additional words and names can be added and removed as required. To request the addition of a name or phrase, email news@northants.pnn.police.uk

When inappropriate, offensive, defamatory, intimidating or threatening comments are made, the following actions / procedure should be taken.

1- Take a screen grab using the 'PrtScn/SysRq' keyboard key. (Usually located next to the F12 key), 'paste' the image into an email and send it to news@northants.pnn.police.uk.

   Alternatively, if viewing on a smartphone, use the 'capture screen' function of your device. This differs between handsets, but on iPhones this is done by pressing the 'home' button and 'power' button at the same time. This will save the image to your default photo gallery.

2- The offending post should be 'hidden' from public view if the social media platform allows. If not, it should be removed.

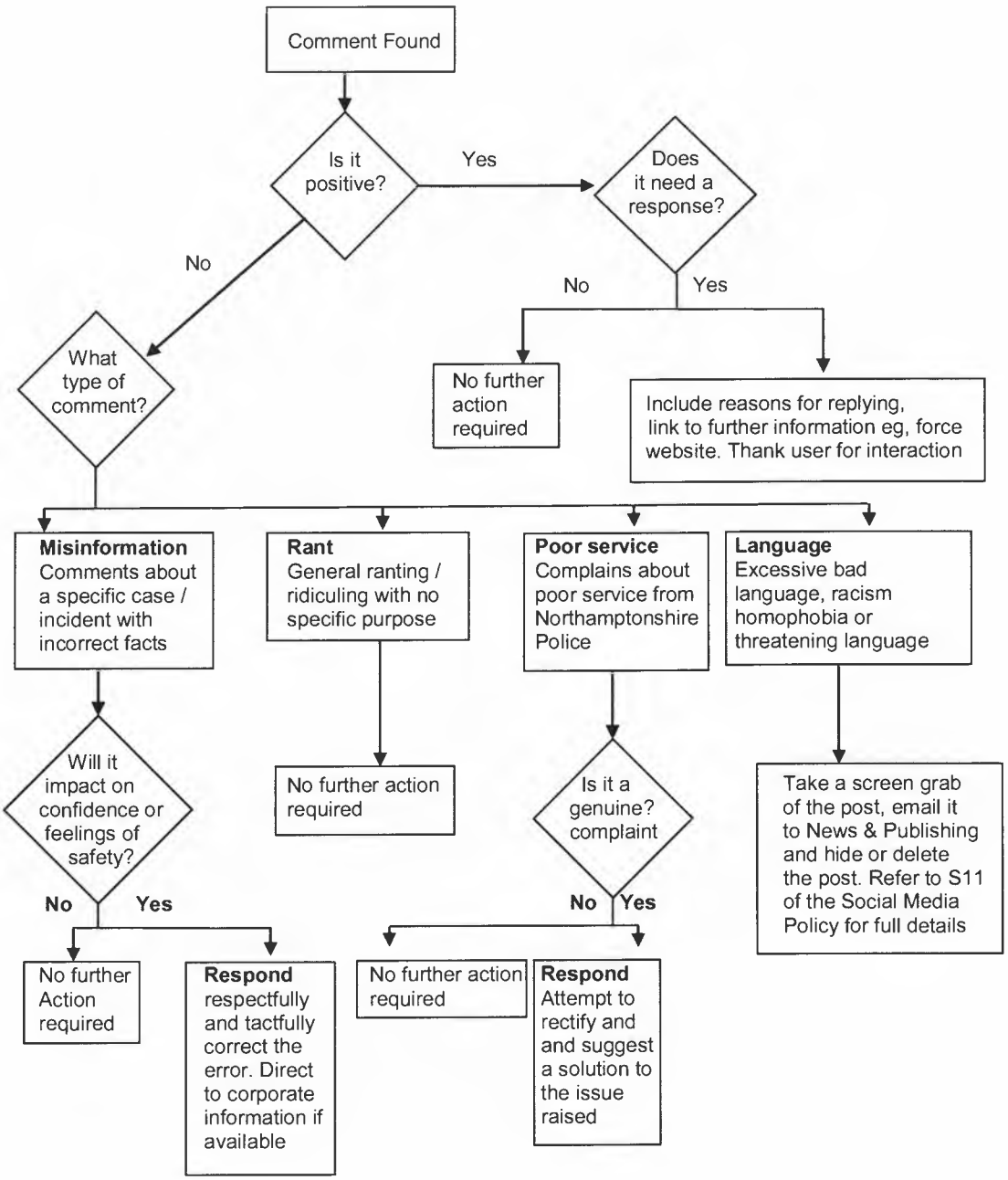
3- A warning will be provided to either the individual user or wider user base by News & Publishing.

4- If similar posts by the same individual persist, News & Publishing will ban uses from the social network in question.

Please refer to the flow chart on the following page for guidance on how and when it is appropriate to respond to comments.

Note: It is important to respond to positive and negative comments.

13.1 Responding to comments on social media sites



14 Use Of Non-Force Social Media Accounts

Northamptonshire Police recognises force employees and employees of the Office of the Police and Crime Commissioner will have personal social media accounts used outside of work.

Any employee using a personal social media account outside of work is reminded not to post anything which would bring Northamptonshire Police or the Office of the Police and Crime Commissioner into disrepute or compromise any aspect of ongoing police work.

It is the responsibility of the individual to ensure privacy settings on any personal social media account are set accordingly. Guidance on privacy settings will be provided by the social network but advice can also be given by News & Publishing if requested.

Certain social media sites, including Facebook and LinkedIn, allow users to formally identify themselves as employees of Northamptonshire Police by selecting the force from employer lists or suggested groups. Users choosing to do this should be aware of the potential implications of doing so (particularly as outlined in section 14.1).

ACPO guidance recommends you do not declare your status with a Police Force.

Individuals should be aware personal social media accounts, which are publically visible, may be monitored by members of the media and other members of the public.

14.1 Facebook Graph Search

Facebook launched Graph Search in 2013 and is in the process of rolling it out across its user base.

As of June 2014, this is not a default option in the UK. However, it can be activated by altering language settings to US English from UK English. If language settings are already set to US, it will already be activated.

Graph Search is designed to give answers to 'natural language' questions rather than lists of links when typing queries into Facebook's main search bar.

It can return searches based on Facebook pages you have 'liked', locations you have 'checked in' at and employers you have said you work for.

The public results returned depend on your privacy settings.

In practice, this can be used in the following ways:

- "Show me friends who have visited London recently."
- "Show me photos of people who work for Northamptonshire Police"
- "Show me recent photos of people who work for Northamptonshire Police and live in Daventry"
- "Show me recent photos of people who work for Northamptonshire Police and like the British National Party."

Media organisations are aware of the way in which Graph Search can be utilised.

More information about Graph Search is available at https://www.facebook.com/about/graphsearch

15 Key Social Media Guidelines

The following 10 points provide simple 'do' and 'don'ts' for social media.

1. Think before you post and if in doubt, don't
2. Don't post in anger or while drunk
3. Don't compromise operational activities
4. Use common sense, proper English and no jargon
5. Promote the work of Northamptonshire Police / OPCC
6. Don't post irrelevant photos
7. Don't share your password
8. Reply to direct questions promptly and respectfully
9. Don't criticise a judge's sentencing
10. Don't talk politics

16 Adherence

All employees of Northamptonshire Police and the Office of the Police Crime Commissioner who use social media accounts are required to abide by this this policy.

Non-adherence may result in referral to line managers and / or PSD as appropriate.

If inappropriate content is posted on a force social network by an employee of Northamptonshire Police or an employee of the Office of the Police Crime Commissioner, News & Publishing will ask for it to be removed or remove it. The individual may be reported to their line manager and or PSD as appropriate.

Depending on the severity of inappropriate comments, accounts may be frozen and / or removed by News & Publishing.

Users of accounts which have been frozen for 'non-adherence' will be required to undergo further training by a member of News & Publishing before their account is returned.

If inappropriate content is published or found on a personal social media account, guidance will be offered to the individual by News & Publishing.

17 Further Information

For more information about anything outlined in this document email News & Publishing at news news@northants.pnn.police.uk