

Social Media, Mobile Telecom & Law Enforcement Strategies



Presented By:

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Who are you and why are you qualified?



- Involved in internet / web development since 1995
- Active Web Agency for over 15 years
- Have been hired to help & hurt online reputations
- Speak and present to groups and crowds nationally
- I live my hobby!



What will we cover?

- What is expected of you as a public official?
- Policies
- Conduct that is not appropriate
- How to use Social Media & Telecommunications
- Social Media and the Law
- Q & A



Social Media Policies

- Every organization / department should have a policy in place!!!
 - What can be said on social media sites
 - What will not be tolerated (in and out of uniform)
 - Monitoring and relinquishment of accounts
 - Ownership of accounts
 - Reporting of misuse
 - Consequences
- Should state in specific what IS and IS NOT appropriate conduct
 - Not everything is obvious – state specifics!!!



Remember This...

Law enforcement officers need to realize that whatever they post online, on and off the job will affect their personal life. It will affect not only them, but their families, friends, associates and the organization they're working for or associated organizations.

Posting to social media is not a reflex gesture and you need to be aware of what you are saying. Once it is posted, or you hit "send" the message, picture, video or text can be recalled and you (they) would have to face the consequences of (their) actions.



Professional Conduct Online

- Officers realize their obligations to the community and should strive to act in a professional manner while investigating crimes on the internet in order to inspire the public trust and confidence.
- Maintaining professionalism should be a primary goal at all times and will ensure continued trust and respect of the community
- Keep all contacts with the public professional and courteous
- Maintain composure as if your *grandmother* is always watching



Remember these tips...

- As a public official paid by tax payers you are always required to represent yourself as a professional – in and out of uniform
- No matter the phone used (work or personal) messages, images and information you send and receive can be used against you
- You are not to send pictures, messages or video to co-workers or others that are of a sexual nature (jokes, videos, penis, butt, breasts, etc.)
- You are not to show pictures, videos or messages to another employee or civilian that are of sexual nature (jokes, videos, penis, butt, breasts, etc.)



...and these are good to know...

- Your right to privacy does not exist
- You need to make clear, clean separation of work and personal life; remember what you CAN and CANNOT talk about
- You are NOT permitted to send messages, photos or videos regarding current cases (MDT, text, social media, etc.)
(ref Rodney King “Gorillas in the Mist”)
- If you spend an excess amount of time on your personal phone, social media on the clock you are stealing from tax payers
- Civilians can take pictures and video of you and will probably share it somewhere that will get attention



..and finally....

- If you call in sick it's best not to post it on social media sites (check in at Tiger game, post pictures of where you are at, etc.)
- Photos of a crime scene are not to be shared with friends or posted on Reddit, Facebook or Twitter
- Lawsuits have been successful in awarding millions to victims and families
 - *Ref Nikki Catsouras accident*; Photographs of Catsouras' badly disfigured body were published on the Internet, leading her family to take legal action due to the distress this caused.
 - Sued California Highway Patrol and 2 service dispatchers
 - CHP cease and desist letters did little to have images removed
 - Emailing or texting photographs are NOT covered by the First Amendment
 - Family awarded \$2.37 million in damages



Right From Wrong

- **YES:** You can communicate professionally on social media. It is encouraged
- **YES:** Use social media to enhance your professional profile and communications with the public
- **NO:** Stop the wise guy / cutesy communications.
- **NO:** Posting pictures while on the clock
- **NO:** Posting information, images / video about a case
- **NO:** Posting locations and check in on the clock
- **THINK:** If this is ever recalled and placed in front of my peers, will it make me embarrassed, ashamed and possibly get me fired?



Please Note:

“If you would be embarrassed for your spouse, mother or grandmother to learn of your actions... **then don't do it!**”

(you could lose your job!)



Final Words of Advice...

Shut up when faced with the desire to do business with any form of social media, text messages or email.”

(you could lose your job!)



Social Media & The Law

- What you or others post will likely be out online forever... somewhere
- Sites scrape information to redisplay on other sites to produce content of interest to display advertising and make revenue
- Employers may use User Generated Content for hiring/firing decisions
- Electronic Communications Privacy Act of 1986 & Computer Fraud and Abuse Act of 1984 may protect non-consensual intrusion into a third-party employee account

Laws are Being Written

- 2012, Utica, MI man charged with Cyber Bullying against cop who gave him a ticket
- Created fake FB account
- Followed many of the cop's friends
- Posted dumb, insulting comments
- Prosecuted on two felonies, awaiting sentencing
- Computer crime – 2 years
- Unlawful posting messages – 2 years

Utica man admits cyber-bullying cop who gave him ticket

Published: Thursday, January 26, 2012



By Jameson Cook
Macomb Daily Staff Writer

A 32-year-old Utica man accused of cyber-bullying a Clinton Township cop who gave him a traffic ticket pleaded guilty to two felonies after a jury appeared to be leaning toward a guilty verdict.



Click to enlarge

Jeremy Wakeman admitted to unlawful posting of a message and using a computer to commit a crime late Thursday afternoon following a two-day trial and before a Macomb County jury delivered its decision.

In exchange for his plea, a habitual status, due to two prior convictions on minor felonies, will be dismissed. Judge Mary Chrzanowski of Macomb County Circuit Court also indicated she will not incarcerate him unless problems arise from the presentence investigation.

Wakeman said he made the plea because any incarceration would put his job as an interpreter in jeopardy and be a hardship on his wife and three children.

"I wanted a not guilty verdict but I didn't want a guilty verdict and risk my family becoming homeless," he said moments after the plea late Thursday afternoon.

If the habitual status had remained, it "probably would have guaranteed him prison time or jail time, this.com... of incarceration," said one of his attorneys, Joseph Kosmala.

It's Newsworthy too!

- 2012, Kuwaiti billionaire Bassam Alghanim hired Chinese hackers to uncover information from his brother's email accounts
- Cost him \$400
- Now in pending investigation over family fortune
- Technology section coverage on WSJ

TECHNOLOGY | JANUARY 23, 2012

Hackers-for-Hire Are Easy to Find

Article | Video | Comments (43)

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By CASSELL BRYAN-LOW

Sitting in his Los Angeles home, Kuwaiti billionaire Bassam Alghanim received an alarming call from a business associate: Hundreds of his personal emails were posted online for anyone to see.

Mr. Alghanim checked and found it to be true, according to a person familiar with the matter. The emails included information on his personal finances, legal affairs, even his pharmacy bills, this person said.



Enlarge Image

Reuters

Kuwaiti billionaire Kutayba Alghanim, above, allegedly commissioned hackers to copy emails of his brother, Bassam.

That led to another surprise. Mr. Alghanim discovered the person who had allegedly commissioned the hackers was his own brother, with whom he is fighting over how to divide up billions of dollars of joint assets. Mr. Alghanim's lawyers allege in court filings that the brother hired investigators to illegally access his email with the help of Chinese hackers. Cost to hire the hackers: about \$400.

Although the brothers' feud involves big money, documents filed in two civil cases



How to Use Social Media

- Continuity of information released
- Accessibility to all
- Continuously monitored
- Post relevant information
 - Pictures, Video, PDF, Stats, Helpful info
- Be specific and short
- Respond to consumers promptly
- Be professional at all times
- Do not engage in debate
- Lead people back to your site

Honolulu Police Dept. Twitter



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Follow Honolulu Police

Full name

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Honolulu Police @honolulupolice

City and County of Honolulu · <http://www.honolulupd.org>

 Honolulu Police Department
Making Honolulu the Safest Place to Live, Work and Play

1,185 TWEETS 1,824 FOLLOWING 4,232 FOLLOWERS

 **Follow**

Tweets



Honolulu Police @honolulupolice 3h

Hi Friends! @ 10:00 a.m. today, the HPD will announce some awards for HPD employees @ Mission Memorial Auditorium. You're invited to attend.

[Expand](#)



Honolulu Police @honolulupolice 3h

Good Morning! What are your plans for today? Today we're recognizing outstanding HPD officers and employees for 2013. #HPD #PoliceWeek

[Expand](#)



Honolulu Police @honolulupolice 5h

Ewa Beach Area - Halolani Street is re-opened. nixle.us/87AB8

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Worldwide Trends · [Change](#)

#GHIGORYSONIA

#GIDEPCAG

Honolulu Police Dept. Website



The screenshot shows the Honolulu Police Department website. At the top is a banner image of police officers in uniform standing in front of a modern building. The Honolulu Police Department seal is on the left. The main title 'Honolulu Police Department' is in the center, with the tagline 'Making Honolulu the Safest Place to Live, Work and Play' below it. A navigation bar contains links: HOME, DEPARTMENT, INFORMATION, COMMUNITY, CONTACT US, and SITE MAP. Social media icons for Facebook, Twitter, YouTube, and a generic site icon are on the right. Below the navigation bar is a section titled 'INFORMATION' with four buttons: 'Firearms' (with a handgun icon), 'Statistics' (with a calendar icon), 'Police Reports' (with a brown folder icon), and 'Hire a Special Duty Officer' (with a police cap icon). Below these buttons is a large blue button with white text that says 'HPD Alerts', flanked by two blue light icons. To the right of the 'INFORMATION' section is a sidebar titled 'HPD INFORMATION' containing a list of links: News Story Archive, Burglar Alarm Registration, Hire a Special Duty Officer, Identity Theft, Patch Request, Police Reports, Sex Offenders, Deadly Weapons and Knives, Project Graduation, and HPD Alerts Page. Below this list is a section titled 'FAQ'. Further down is a section titled 'Firearms'. Below that is a section titled 'Statistics Reports' containing links for Annual Statistic Reports and Crime Mapping. At the bottom is a section titled 'Traffic Safety'. In the bottom left corner, under the heading 'Other Popular Requests', are links for Police Activities League, Calendar of Events, Museum Tours, and Police Auction.

Honolulu Police Department
Making Honolulu the Safest Place to Live, Work and Play

HOME DEPARTMENT INFORMATION COMMUNITY CONTACT US SITE MAP

INFORMATION

Firearms **Statistics** **Police Reports** **Hire a Special Duty Officer**

HPD Alerts

HPD INFORMATION

- [News Story Archive](#)
- [Burglar Alarm Registration](#)
- [Hire a Special Duty Officer](#)
- [Identity Theft](#)
- [Patch Request](#)
- [Police Reports](#)
- [Sex Offenders](#)
- [Deadly Weapons and Knives](#)
- [Project Graduation](#)
- [HPD Alerts Page](#)

FAQ

Firearms

Statistics Reports

- [Annual Statistic Reports](#)
- [Crime Mapping](#)

Traffic Safety

Other Popular Requests

- [Police Activities League](#)
- [Calendar of Events](#)
- [Museum Tours](#)
- [Police Auction](#)



10 Things – Dept. Facebook

1. Regular Updates
2. Mission & Purpose
3. Full Contact Information
4. Events & Engagement
5. A way for people to participate or vote on priorities
6. Appeals for wanted, missing persons, information
 1. “Become a Crime Stopper – Submit a Tip”
7. Useful links to other sites (county partners, social services, neighborhood watch, FAQ’s, etc.)
8. Extend the reach with a Police Dept. Blog
9. Pictures and Video
10. Live Q & A sessions (Twitter, Google hangout)



What Success Looks Like

1. Community feels comfortable participating and help one-another
2. Officers feel comfortable regularly sharing and maintaining community; setting a tone and culture
3. Social interaction build relationships – before you need them so they are there when you do need them!
4. Become a reliable source for sharing info, better than a news site
5. Admin/calls will be reduced
6. Lost dogs and curiosity will be a part of the conversation; accept it and participate



Strategy for Policing

- Is it true?
- Is it fair to all concerned?
- Will it breed goodwill and better friendships?
- Is it beneficial to all concerned?

Your obligations are:

- To protect the public
- To make communities safer
- To improve what you do

Use these to guide your social media efforts!