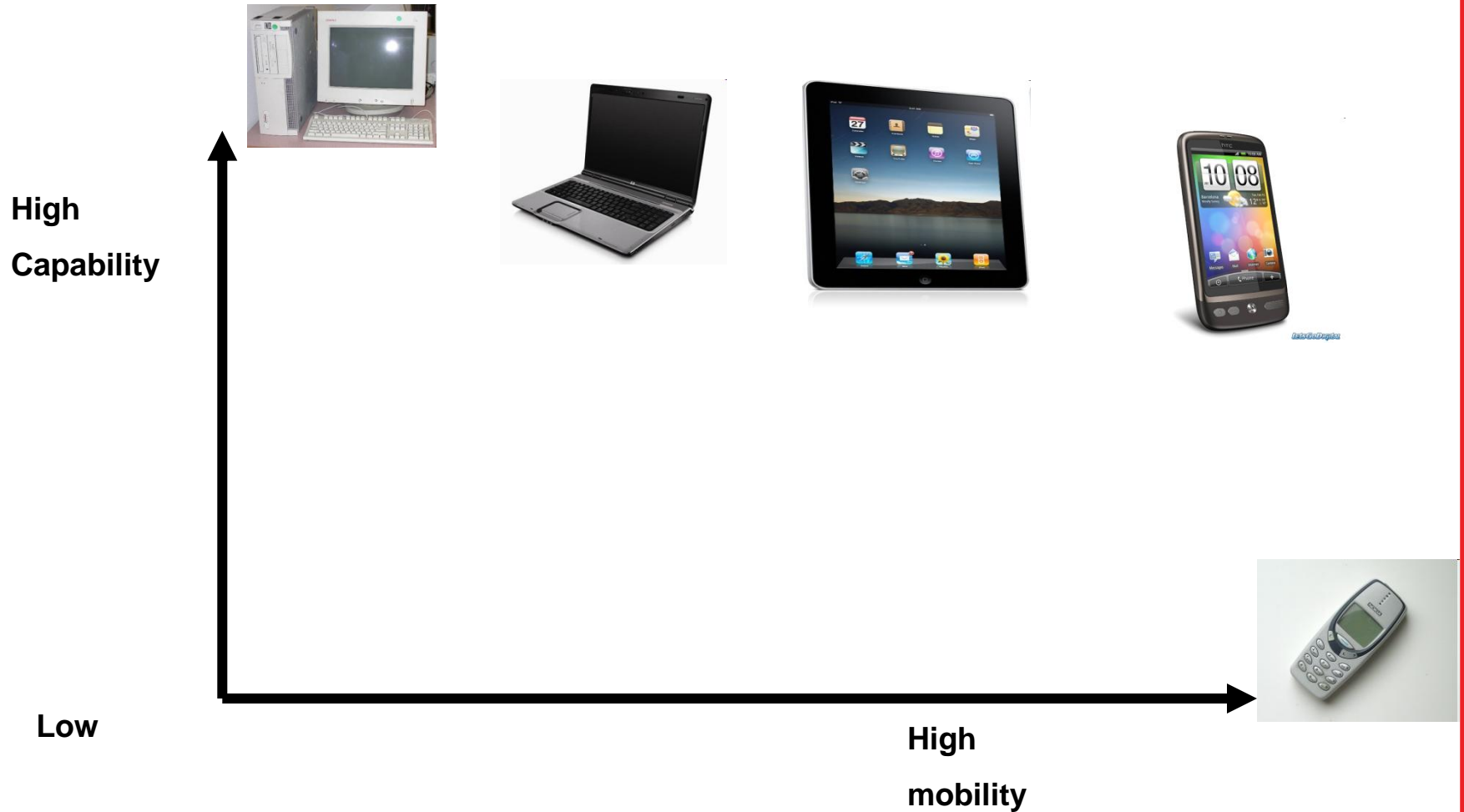




College of  
**Policing**

**Police use of social  
media  
February 2014**

# Changing technology



# News in the digital age

- Terror attack - London  
7<sup>th</sup> July 2005



- Information on the world wide web – 28 minutes

The screenshot shows the Wikipedia article page for "7 July 2005 London bombings". At the top right, there are links for "New features" and "Log in / create account". Below these are navigation tabs for "Article" and "Discussion", and a search bar. A notice states: "Notice something different? We've made a few improvements to Wikipedia. [Learn more!](#)". The article title is "7 July 2005 London bombings". Below the title, it says "From Wikipedia, the free encyclopedia". A red banner indicates: "This is an old revision of this page, as edited by [Morwen \(talk | contribs\)](#) at 05:16, 7 July 2005. It may differ significantly from the current revision." Below this, there are links for "(diff) ← Previous revision", "Current revision (diff)", and "(Newer revision → (diff))". A blue banner with a globe icon states: "This article documents a current event. Information may change rapidly as the event progresses." The main text begins: "On July 7, 2005, explosions or other incidents were reported at various London Underground stations in central London, specifically Aldgate, Edgware Road, Kings Cross St Pancras, Old Street and Russell Square tube station. They have been attributed to [power surges](#)". It continues: "The stations do not share the same line. The incidents led to the immediate evacuation of many stations and apparently now the entire London Underground network and much of the City of London." Below the text is an "External link" section with a bullet point: "• [BBC article](#)". At the bottom, there is a "Categories" section with "Current events". A footer note says: "This version of the page has been revised. Besides normal editing, the reason for revision may have been that this version contains factual inaccuracies, vandalism, or material not compatible with the [Creative Commons Attribution-ShareAlike License](#)." At the very bottom, there are links for "Privacy policy", "About Wikipedia", and "Disclaimers", along with logos for "Powered by Mediawiki" and "WIKIMEDIA project".

# News in the digital age

- Terror attack - London  
22<sup>nd</sup> May 2013

- Information released on  
line



- 11 seconds



- 22 seconds



- 14 minutes



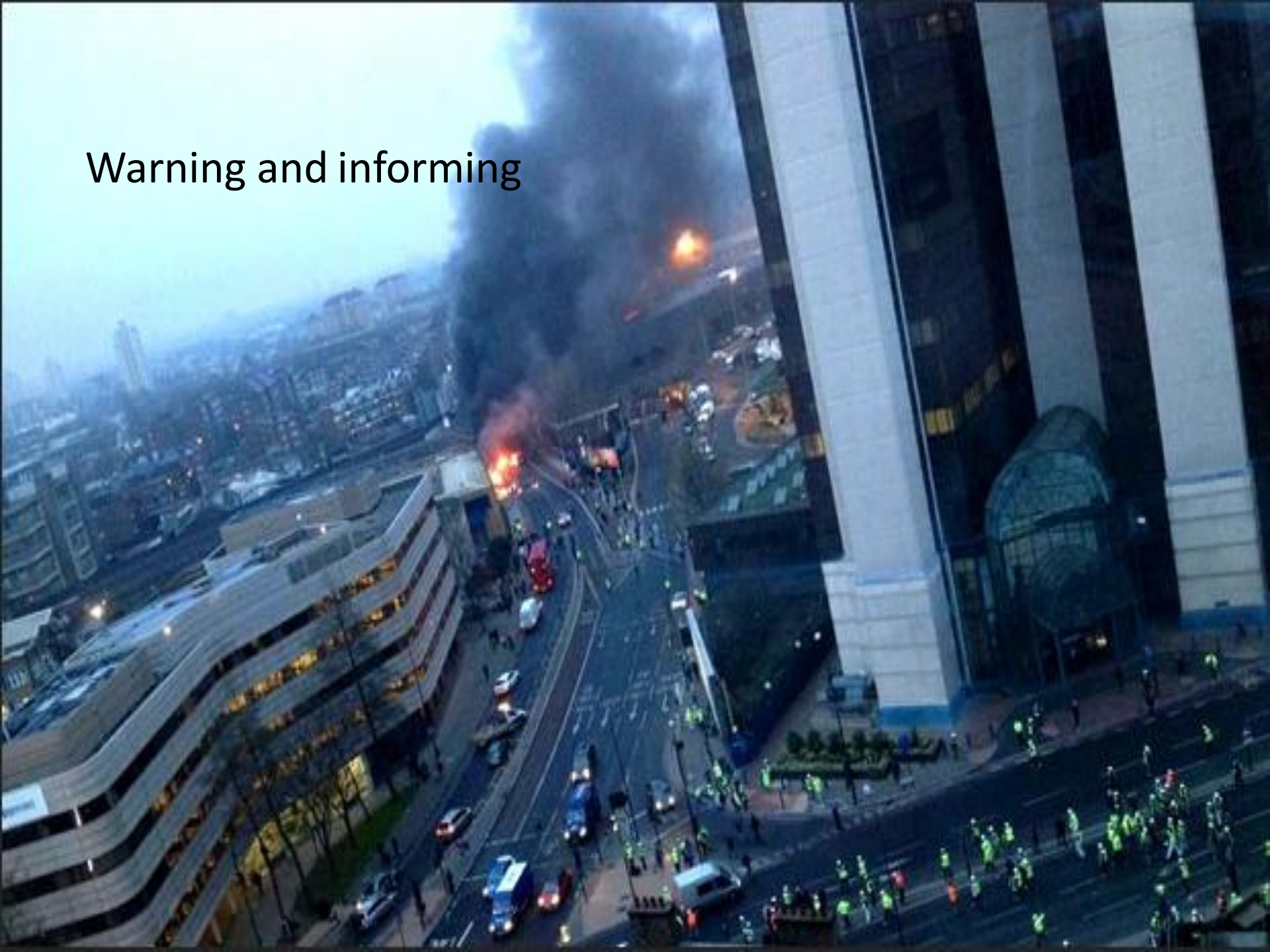
- 22 minutes

# Best use scenarios for social media

- Warning and informing in critical incidents
- Disorder management
- Reassurance at time of crisis
- Targeted appeals
- Crowd sourcing investigations
- Contact and communication



Warning and informing





# Social media and disorder









# Targeted Appeals





# Crowd Sourced Investigations



# Crowd sourcing appeals



**Boston Police Dept.** 

@Boston\_Police

 Follow

Boston Police looking for video of the finish line  
[#tweetfromthebeat](#) via [@CherylFiandaca](#)

9:29 PM - 15 Apr 2013

3,240 RETWEETS 152 FAVORITES





# Crowd Sourced Investigations





**Solihull Police** @SolihullPolice

7 Dec

Anyone lost a huge amount of cannabis in the Chelmsley Wood area? Don't panic, we found it. Please come to the police station to collect it.

 Retweeted by Greg Turner

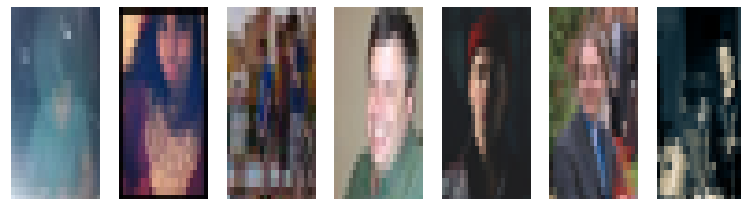
[Collapse](#) [Reply](#) [Delete](#) [Favorite](#)

**22,092**

RETWEETS

**3,639**

FAVORITES





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