

# **Social Media Basics**

2017 Crime Stoppers USA Annual Training Conference

# What is social media?

- [Merriam-Webster](#): Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).
- A standard way of communicating
- Useful tool that can reach the masses



# Social Media Platforms



# Why do we use it?

- Personal use
  - Connect with family and friends
  - See what others are doing on a day-to-day basis
- Business/organization
  - Increase brand recognition, traffic, followers
  - Create dialogue
  - Connect with other groups and agencies
  - Free marketing/exposure



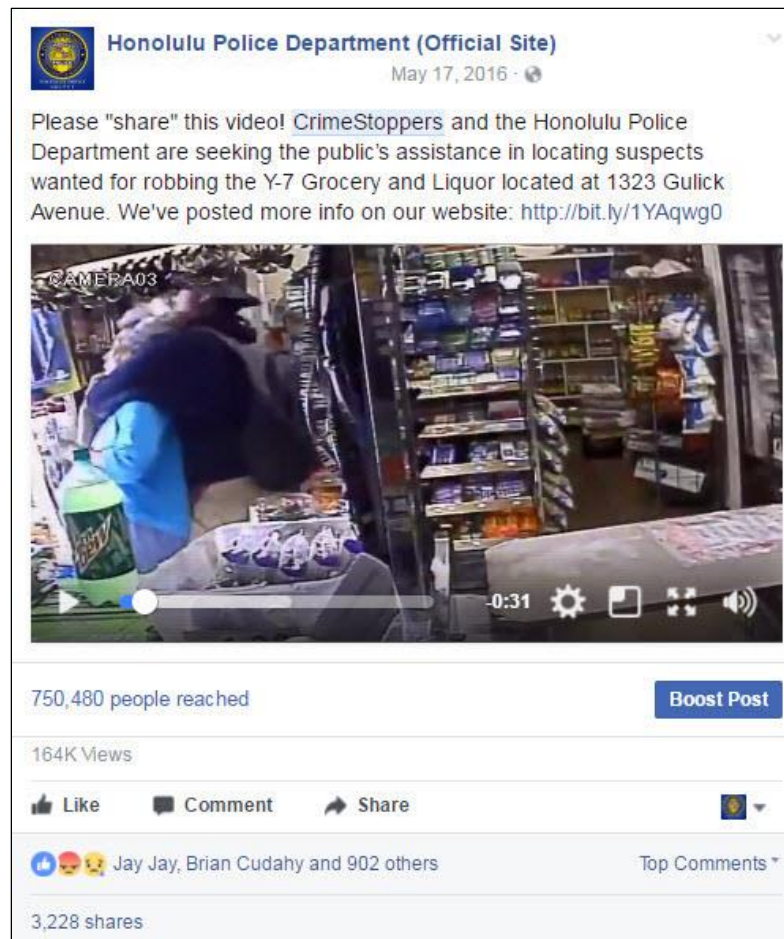
# CrimeStoppers Honolulu

KHON2: Surveillance video from Kalihi store robbery



# CrimeStoppers Honolulu

- Community outraged by this video
- More than 3,000 shares on the HPD Facebook





# Success Story

KHON2: 4 juvenile suspects charged in Kalihi mom-and-pop store robberies



# CrimeStoppers Honolulu

Elderly man robbed at the ATM





# CrimeStoppers Honolulu

KHON2: Three men knocked on the door and claimed to be police officers before robbing the occupants



# Success Story



Honolulu Police Department (Official Site) shared their video.


UPDATE: Honolulu police have arrested a second suspect in this case. On Saturday, May 27, a 30-year-old male was arrested in the Keeaumoku area for three counts of first-degree robbery, three counts of kidnapping, fourth-degree sexual assault, impersonating a law enforcement officer, and first-degree burglary. A third suspect remains at large. Anyone with information is asked to call [Crimestoppers Honolulu](#) at 955-8300.



13,917 Views

# CrimeStoppers Honolulu

Two-year-old girl goes missing for several hours

**Honolulu Police Department (Official Site)**

UPDATE: Mika has been found unharmed and is currently being reunited with her family. Mahalo for everyone's participation in this and for doing your part to spread the word.

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Please share! - CrimeStoppers and the Honolulu Police Department are seeking the public's assistance in locating a two-year-old female, [Mika Garen](#). She was last seen on Wednesday, March 8, 2017, at approximately 1 p.m., in the Kaumualii area. She walked out of her home without her families' knowledge. Anyone with information is asked to call CrimeStoppers at 955-8300.




**Missing:** Mika Garen  
**Race:** Filipino  
**Age:** 2 years old  
**Height:** 2'  
**Weight:** 40 lbs.  
**Hair:** Black  
**Eyes:** Brown  
**Clothing:** Blue dress with white polka dots, gray pants, and pink slippers. She has two ponytails.





Missing Person: [Mika Garen](#)

HONOLULUPD.ORG

17,695 people reached [Boost Post](#)

 Like  Comment  Share 

   Karen Fujimoto, Finian McLonergan and 114 others [Top Comments \\*](#)

126 shares

# Success Story

KHON2: Girl, 2, reunited with family after going missing for hours



# What can go wrong?

- Personal use
  - Negative stories or posts can go viral
  - Well-intentioned posts can be perceived otherwise
  - Can bring negative attention to you, your family, friends, and employer
  - A lot of stories or posts are inaccurate
- Business/organization
  - CrimeStoppers: Sometimes people give false information or bad tips
  - Users sound off and create a distraction (opinion/speculation)

# Social Media Fails

## [Whole Foods sells pre-peeled oranges](#)





# Social Media Fails

[Man dragged off United Airlines flight](#)



[Photo courtesy: NY Daily News](#)

# Social Media Fails

AP: Off-duty officer posted booze photo before fatal accident



AP Photo/Staten Island Advance, Irving Silverstein

# Social Media Fails

AP: Hours before the crash, the officer driving the car posted a photo on his Instagram page of three shot glasses filled with what he identified as "Jack Daniels Fire on the house."



Courtesy: PEDRO\_JR87/INSTAGRAM

# General Tips

- Watch what you post
  - It's harder to take back something once it's out there
  - You may have good intentions, but a post may be perceived differently by others
  - When in doubt, don't post
  - You represent others (e.g. family, friends, employer)
- Friends list and followers
  - Some people on social media are not really your friends
  - If you don't know the person, don't allow them to follow you
  - Multiple accounts

# Using Social Media Effectively

- Know your platforms
  - What works well for one platform may not work well for another
- Engage your audience
  - Content is king
    - CrimeStoppers: A call to action, kudos, public safety announcement
    - Update your followers in a timely manner
  - Be committed – No one wants to follow someone who doesn't post anything
  - Reply to questions and comments
    - Use good judgment
  - Create dialogue
    - Ask for feedback, ideas, etc.
  - Have fun!

# Using Social Media Effectively

- Team up with another community organization
- Stolen Stuff Hawaii Facebook group
  - Approximately 86,000 members



The screenshot shows the header of a Facebook group. At the top is the group's logo, which reads "stolen stuff hawaii" in a mix of orange and black fonts, with two crossed tools (a wrench and a screwdriver) to the right of "stuff". Below the logo, the islands "BIG ISLAND KAUAI LANAI MAUI MOLOKAI OAHU" are listed in black. A large red banner reads "FIGHT CRIME. FIND YOUR STUFF.\*". Below this, in orange, is the instruction "PLEASE READ AND ABIDE BY THE HOUSE RULES WITHIN THIS POST." A black text block states: "\*SSH covers a wide variety of topics such as lost & found pets, missing persons, lost & found items, personal security, law enforcement, scam prevention tips, on-topic humor, and current events." At the bottom left is a "Join Group" button and a three-dot menu icon. At the bottom right, it shows "Members 85,554 Admins 2", a "Default" dropdown menu, and a search bar with the text "Find a Member".

**stolen stuff hawaii™**

**BIG ISLAND KAUAI LANAI MAUI MOLOKAI OAHU**

**FIGHT CRIME. FIND YOUR STUFF.\***

**PLEASE READ AND ABIDE BY THE HOUSE RULES WITHIN THIS POST.**

**\*SSH covers a wide variety of topics such as lost & found pets, missing persons, lost & found items, personal security, law enforcement, scam prevention tips, on-topic humor, and current events.**

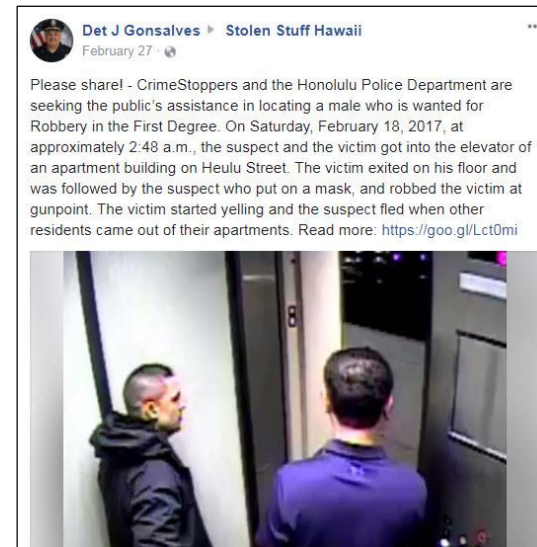
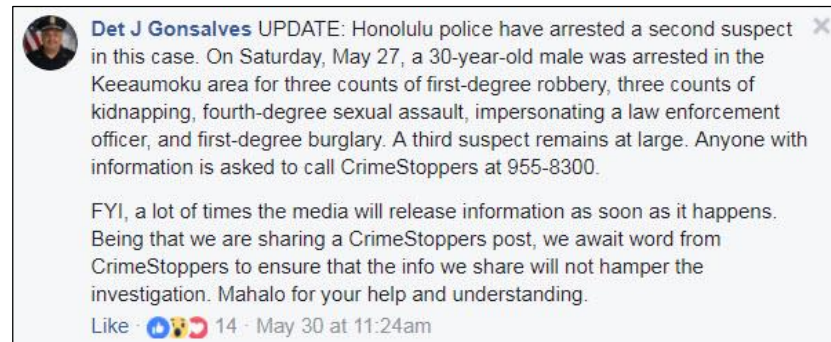
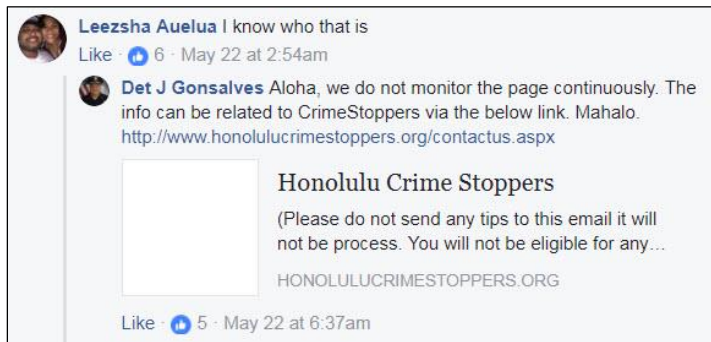
Join Group ...

Members 85,554 Admins 2 Default Find a Member



# Using Social Media Effectively

HPD Detective Joel Gonsalves shares HPD/CrimeStoppers posts to the Stolen Stuff Hawaii Facebook group



# Social Media Resources

- **Forbes** – [Tech/Social Media](#)
- **Mashable** – [Social Media](#)
- **Digital Trends** – [Social Media](#)

**QUESTIONS?**