

# Online Media Best Practices



*This Project is funded  
by the European Union*

**MYPOL**   
SUPPORT TO THE REFORM OF THE MYANMAR POLICE FORCE



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# Online Media Best Practices

## Being Responsive and Up to Date



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# Online Media Best Practices

## Being Responsive and Up to Date



### Is Anybody Home?

- How up to date are your website's pages? What about on your “about” section and description area of your Facebook page?
- Does the information on your website match the information posted on your social media accounts and pages?



# Online Media Best Practices

## Being Responsive and Up to Date



### Is Anybody Home?

- Have a designated person *at least once a day* check the website and social media pages to respond to comments and answer questions or messages.



# Online Media Best Practices

## Being Responsive and Up to Date

### Is Anybody Home?

- Check all your contact information and make sure it's current.
- Can the public contact you easily by phone, email, SMS, or FB message?



**Let's do a little experiment...**





# Online Media Best Practices

## Being Responsive and Up to Date



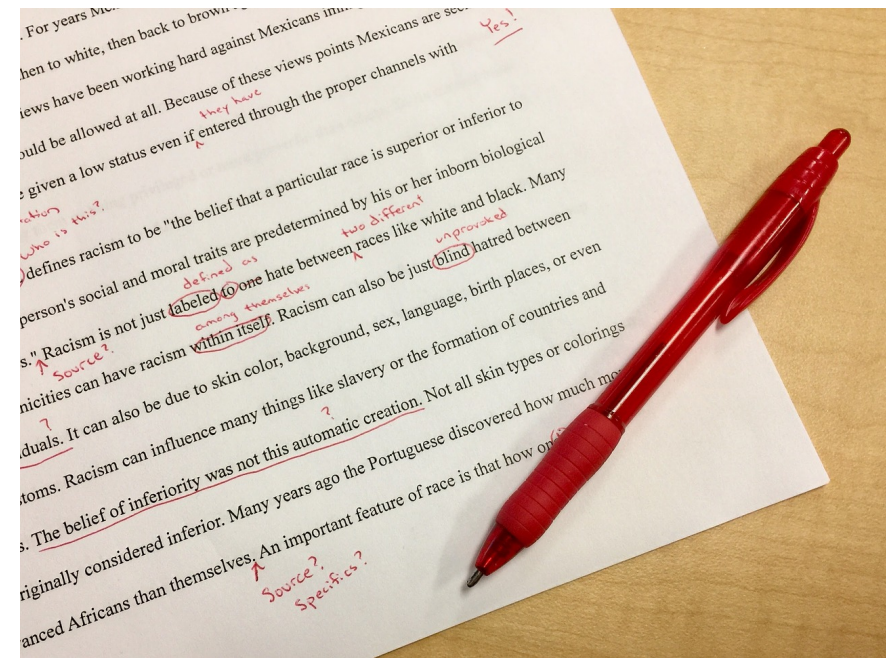
### But Beware of Being TOO Responsive

- If you update your website and social media pages regarding emergency calls immediately (as they are happening,) members of the public may show up at the scene and get hurt, injured, or otherwise interfere with police activity.
- But if you are looking for a missing child or otherwise need the public to know what is going on as it happens (such as avoiding a dangerous area), then posting quickly is the best option.



# Online Media Best Practices

## Being Responsive and Up to Date



### Correct Mistakes As Soon as Possible

- We all make mistakes. If you catch one on your website or social media pages, it should be fixed ASAP.
- Sometimes initial police reports turn out to be wrong or inaccurate. If you are posting police reports online, you have to keep them up to date so the information is current and credible.



# Online Media Best Practices

## Being Responsive and Up to Date

### Be Prepared to Answer and Respond to Comments When Traffic is High

- For social media posts that are of high interest to the public, checking for comments once a day is not enough.
- Have a dedicated person that is able to check in more frequently throughout the day and even have the ability to answer comments and questions immediately when necessary.



**Let's see if your office responded. Check your email, SMS, and Facebook Messenger. Who got the quickest response?**



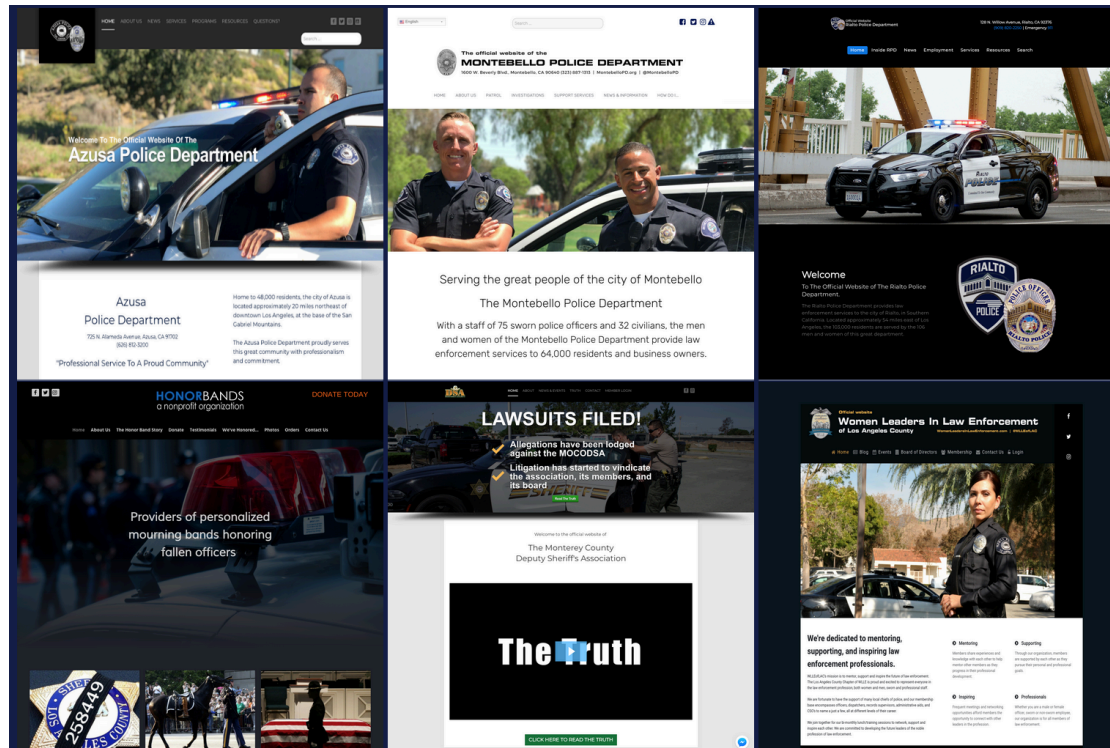


# Online Media Best Practices

## Responsible, Ethical Content Creation

### Examples of Good Police Websites

<https://lawenforcement.social/>



[Singapore Police Force](#)

# Online Media Best Practices

## Responsible, Ethical Content Creation

**What kind of content should you feature on your website and social media pages?**

- **Positive news of team and individual accomplishments**
- **Accurate “About” and “Contact” information**
- **Events, workshops, and activities open to the public**
- **Police reports, neighborhood reports, and news**
- **Calls for help (locating a missing child, identifying the owner of a license plate, soliciting feedback, etc.)**
- **What else?**



# Online Media Best Practices

## Responsible, Ethical Content Creation

### Examples of What NOT to Do

<https://www.elegantthemes.com/blog/resources/bad-web-design-a-look-at-the-most-hilariously-terrible-websites-from-around-the-web>

<http://www.arngren.net/>

<http://industrialpainter.com/>





# Online Media Best Practices

## Responsible, Ethical Content Creation

**How Color Choices Influence the User's Perception of Your Brand.**





# Online Media Best Practices

## Accountability and E-Etiquette

### Professional Vs. Personal



# Online Media Best Practices

## Accountability and E-Etiquette



### What NOT to do on social media?

- Do not post personal information on your own personal pages like photos of family members, address, etc.
- What you post can be harmful to individuals, neighborhoods, and even innocent bystanders. Post wisely and use discretion.
- Avoid posting controversial personal opinions, racist or intolerant speech, or anything unfounded, misleading, or untrue.



# Online Media Best Practices

## Accountability and E-Etiquette

### Do:

- Responding to comments and criticism quickly and politely
- Correct mistakes and ensure information is accurate in a timely manner
- Use text, video, and images responsibly
- Consider privacy concerns
- Take the “high road”
- Be Professional

### Case Study



*Thank you*

• TO ALL MIAMI FIRST RESPONDERS •

