



Policing in the 21st Century: Communicating Everyday and Critical Emergencies Through Social Media

**Captain Kevin L. Tabor
Katy ISD Police Department
Operations Bureau Commander**



Twitter Statistics

- 500 Million tweets per day
- 326 million users each month
- 9% user growth per day
- 71% of users keep updated with news
- Half-life of a tweet is 24 minutes

Hootsuite January 2019





Facebook Statistics

- 83% women users
- 75% male users
- 317,000 status updates per minute
- 400 new users per minute
- 243,000 photos uploaded per minute
- 54,000 shared links per minute
- Available in 101 languages

Omnicores-September 2018





Instagram Statistics

- 1 billion users per month
- 71% under 35
- 72% of U.S. teens use
- 28% of U.S. adults use
- 4.2 billion likes per day
- 95 million posts per day

Hootsuite January 2019





Snapchat Statistics

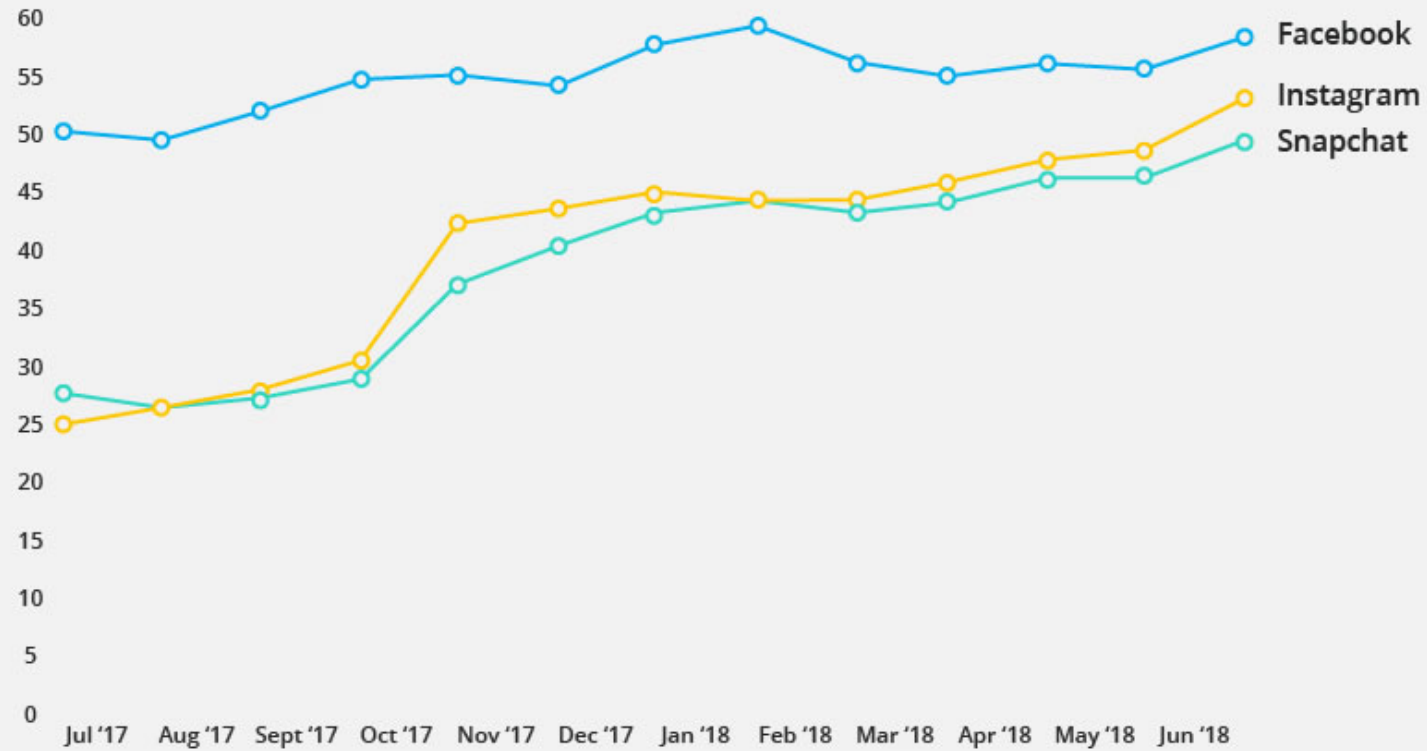
- 300 million users per month
- 3 billion snaps per day
- 71% of users under 34
- 78% of users in U.S. are 18-24
- 40 minutes per day average

Omnicores-January 2019



Minutes spent per day on social apps

By U.S. Android users



Source: Similarweb

22+ INSTAGRAM STATISTICS THAT MATTER TO MARKETERS IN 2019



Use of different online platforms by demographic groups

% of U.S. adults who say they use...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	Linkedin	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6



Use of different online platforms by demographic groups

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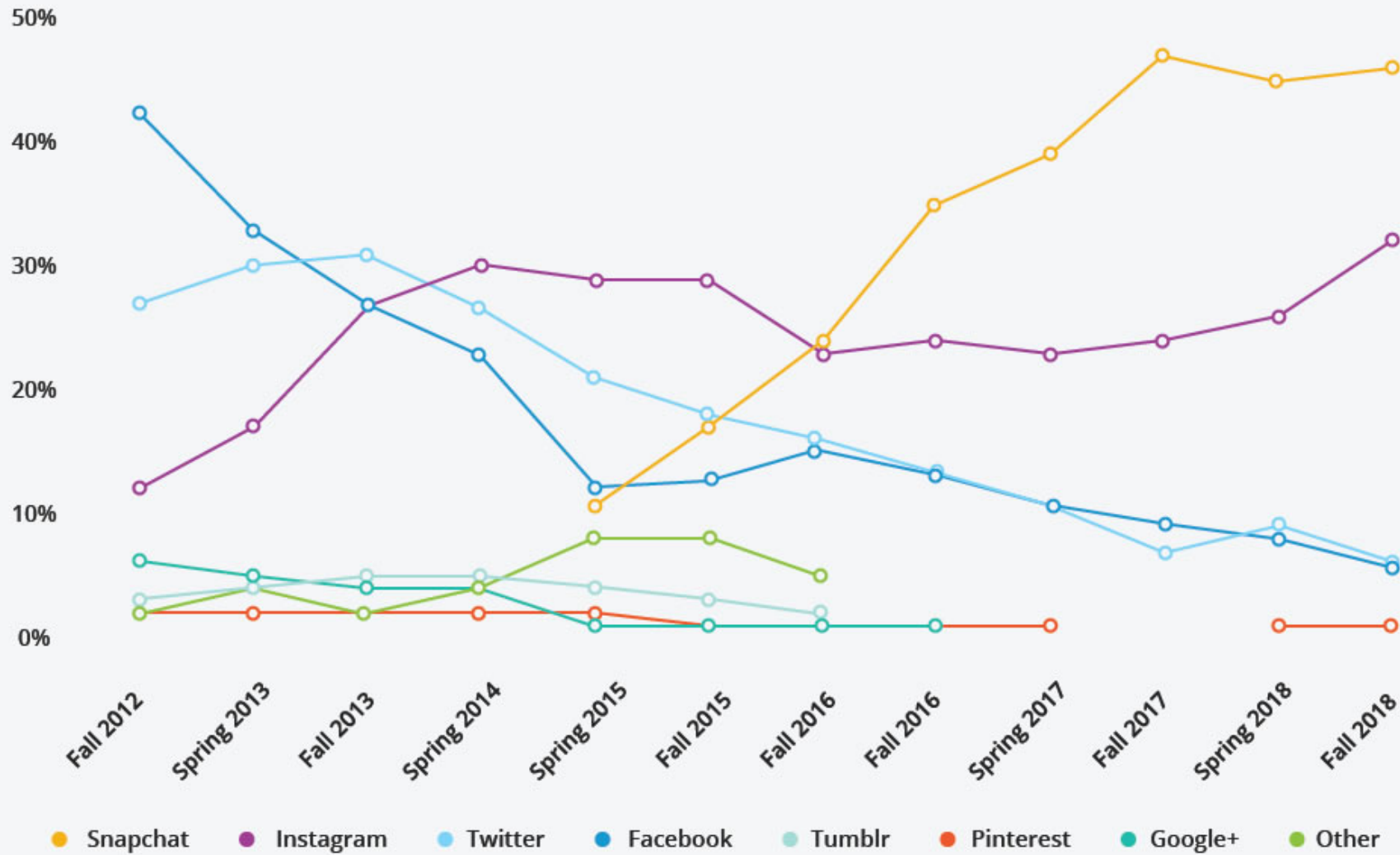
	Facebook	YouTube	Pinterest	Instagram	Snapchat	Linkedin	Twitter	WhatsApp
\$30,000	66	68	20	30	23	15	20	20
\$30,000-\$49,000	74	78	32	42	33	20	21	19
\$50,000-\$74,000	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Source: Pew Research

28 TWITTER STATISTICS THAT ALL MARKETERS NEED TO KNOW IN 2019



Distribution of Instagram users worldwide



In 1829, Sir Robert Peel, created the first modern police force based on nine principles of ethical policing which utilized a policing by consent approach.

Policing by consent is defined as the legitimacy of policing in the eyes of the public as based upon a general consensus of support that follows from transparency about their powers, their integrity in exercising those powers and their accountability for doing so.



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Principles of Policing

- 1. To prevent crime and disorder, as an alternative to their repression by military force and severity of legal punishment.**
2. To recognize always that the power of the police to fulfil their functions and duties is dependent on public approval of their existence, actions and behavior, and on their ability to secure and maintain public respect.
3. To recognize always that to secure and maintain the respect and approval of the public means also the securing of the willing co-operation of the public in the task of securing observance of laws.
4. To recognize always that the extent to which the co-operation of the public can be secured diminishes proportionately the necessity of the use of physical force and compulsion for achieving police objectives..



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4. **To recognize always that the extent to which the co-operation of the public can be secured diminishes proportionately the necessity of the use of physical force and compulsion for achieving police objectives..**



5. **To seek and preserve public favor, not by pandering to public opinion, but by constantly demonstrating absolutely impartial service to law, in complete independence of policy, and without regard to the justice or injustice of the substance of individual laws, by ready offering of individual service and friendship to all members of the public without regard to their wealth or social standing, by ready exercise of courtesy and friendly good humor, and by ready offering of individual sacrifice in protecting and preserving life.**
6. To use physical force only when the exercise of persuasion, advice and warning is found to be insufficient to obtain public co-operation to an extent necessary to secure observance of law or to restore order, and to use only the minimum degree of physical force which is necessary on any particular occasion for achieving a police objective.



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7. **To maintain at all times a relationship with the public that gives reality to the historic tradition that the police are the public and that the public are the police, the police being only members of the public who are paid to give full-time attention to duties which are incumbent on every citizen in the interests of community welfare and existence.**
8. To recognize always the need for strict adherence to police-executive functions, and to refrain from even seeming to usurp the powers of the judiciary of avenging individuals or the State, and of authoritatively judging guilt and punishing the guilty.
9. To recognize always that the test of police efficiency is the absence of crime and disorder, and not the visible evidence of police action in dealing with them.



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- **Principles of Policing are still just as important today**

- As LE evolves it should still strive to adhere to the Principles of Policing

- LE must weigh the consequences vs the benefits



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 - **LE must weigh the consequences vs the benefits**



Benefits

- **Instantaneous access**
- Dissemination of information quickly
- Promotion of events/activities
- Gathering intelligence/leads
- Eliminate or correct misinformation
- Builds positive community relations



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Consequences

- **Professional Reputation at Risk**

- Spread of controversial arrests or use of force incidents
- Disclosure limitations
- Conflict with jurisdictional authority's stance
- Trial by social media
- Victim blaming/secondary victimization



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Katy ISD Police Department @KISDPD

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Write a comment...

Katy ISD Police Department shared a post. Published by Kevin Tabor [?] · February 4 ·

Thank you Paetow High School for the nice segment on Katy ISD Police Department's reigning USOA Mrs. Texas Officer Dresser.



1,702 Views

Shannon Dresser is feeling blessed with Tanice Smith and Nastassia Dzula. February 4

Thank you Jenny Stadnick and the students at Pateow High School for this awesome video!!!! #questforthecrown USOA Mrs. Texas

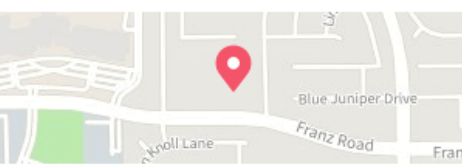
1,571 People Reached 212 Engagements Boost Unavailable

Hubert Fulkerson, Gina Bell Nelson and 27 others 1 Share

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Promote your business locally to lead people directly to 20370 Franz Rd.

Promote Local Business

20370 Franz Rd Katy, Texas 77449 Get Directions

(281) 237-4000

Typically replies within an hour Send Message

http://www.katyisd.or... Promote Website

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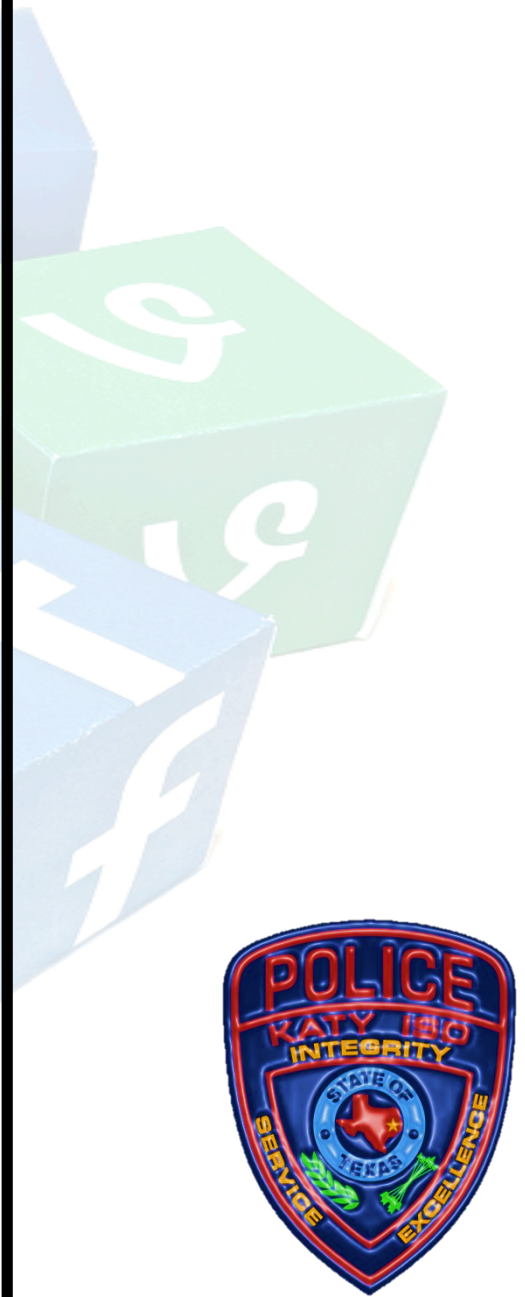
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Katy ISD Police Department
Published by Kevin Tabor (?) · December 3, 2018 ·

This is what Christmas looks like for 1071 children courtesy of our Santa Cops program.


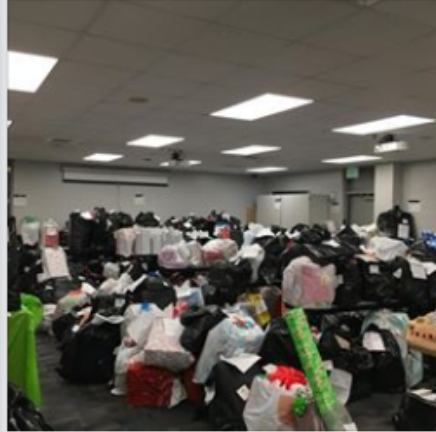

4,848 People Reached **925** Engagements [Boost Post](#)

Melissa Donaldson, Trish McCarthy and 225 others 5 Comments 17 Shares

Like Comment Share

Katy ISD Police Department
Published by Kevin Tabor (?) · December 6, 2018 ·

Santa Cops distribution begins.

1,499 People Reached **258** Engagements [Boost Post](#)

Jose Perez, Melissa Donaldson and 54 others 1 Comment 6 Shares

Like Comment Share





Cypress Fairbanks ISD Police Department @CFISDPD

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Cypress Fairbanks ISD Police Department shared a post. September 6, 2018

Building Positive Relationships with our campuses and campus communities!!



Swenke Elementary September 6, 2018

We love Officer Herrera!

38 1 Share

Call Now Send Message

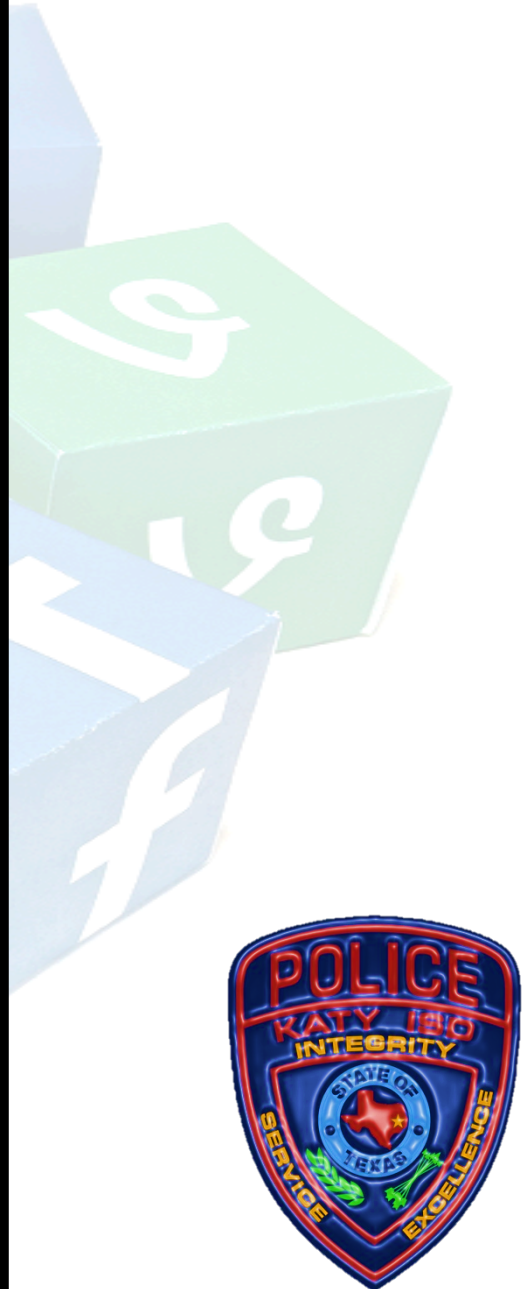
1,002 people like this 1,066 people follow this Alan Bragg and 7 other friends like this

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Harris County Sheriff's Office

@HCSOTexas

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Harris County Sheriff's Office shared a post.

February 22 at 4:03 PM



HCSO Community Engagement Division

February 22 at 3:14 PM



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Thank you to the Highlands-Lynchburg Chamber of Commerce for recognizing Deputy Gorie Allen as the "Outstanding Sheriff's Deputy" during their Annual Community... See More

47

5 Comments 2 Shares



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Comment



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Invite your friends to like this Page

68,874 people like this

70,800 people follow this

Todd Norsworthy and 47 other friends like this or have checked in

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1200 Baker Street Houston, Texas 77002

Get Directions

(713) 755-6044

Typically replies within a day Send Message

harriscountysso.org

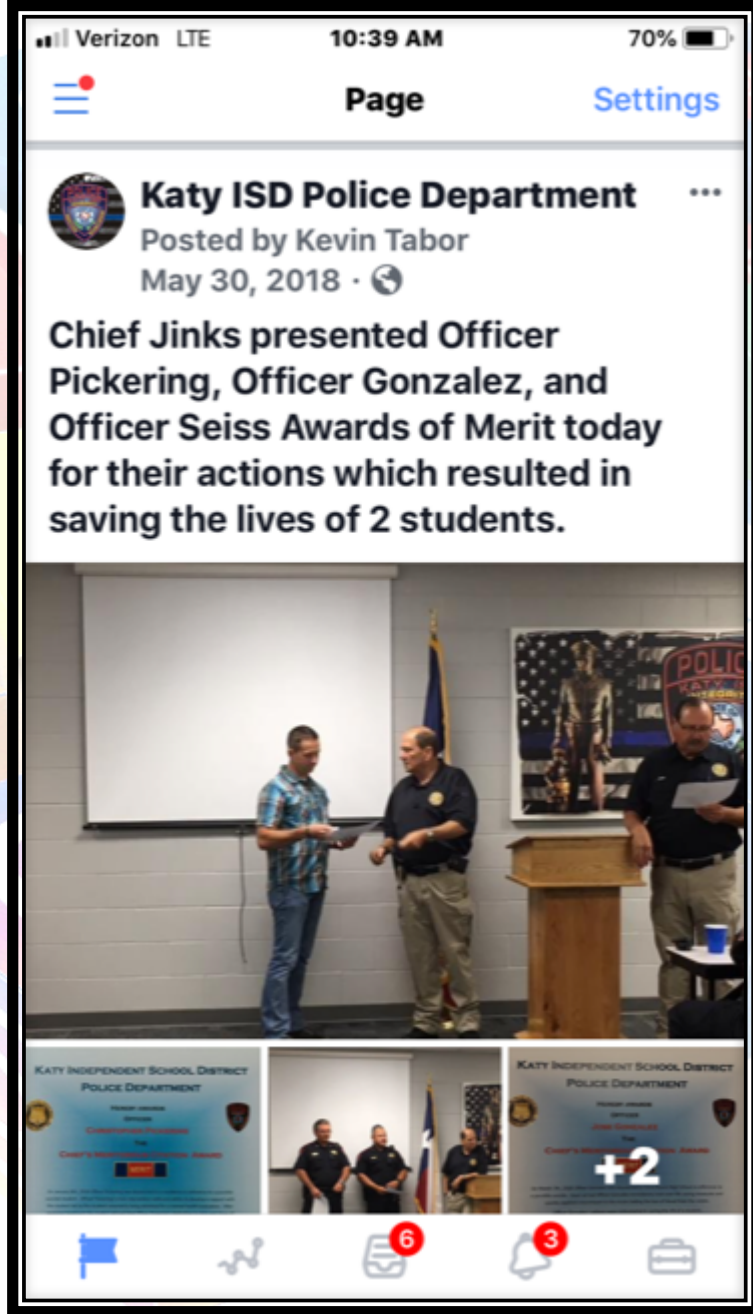
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Katy ISD Police Department

Published by Kevin Tabor [?]

Page Liked · August 23, 2018 · Edited ·

Bryant Elementary Police Officer Appreciation Day

Tag Photo Add Location Edit

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1 Comment

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Micaela Martinez Yayyyyyyyyy JR

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Katy ISD Police Department Published by Kevin Tabor (?) · August 21, 2018 ·

Thank you Winborn Elementary for the support!



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3,264 People Reached 339 Engagements Boost Post

K VerSteegh Herring, Debra Novosad Seiss and 76 others 1 Comment 9 Shares

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Write a comment..

Glenn Cloud Thanks Winborn Elementary!!





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Katy ISD Police Department shared a post.



Published by Kevin Tabor [?] · February 6 ·

Detective Muniz and Detective Taylor were the guest speakers at the Legacy Parent Academy tonight at Legacy Stadium.



Katy ISD

February 6 ·

From checking social media accounts to establishing healthy parameters. Tonight, our experts talked to parents at the #katyisd Legacy Parent Academy forum. The...
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Sheriff Troy E. Nehls



Stockton Police Department



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3. To recognize always that to secure and maintain the respect and approval of the public means also the securing of the willing co-operation of the public in the task of securing observance of laws.





Conroe ISD Police Department @CISDPolice

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Conroe ISD Police Department
 August 21, 2018 · 🌐

School has started in Conroe ISD, do you know when to stop for a school bus?



TWO-LANE:
Vehicles traveling in both directions **MUST** stop.

MULTI-LANE PAVED ACROSS:
Vehicles traveling in both directions **MUST** stop.

DIVIDED HIGHWAY:
[Improved space (Min. 30'), OR any raised median or physical barrier.]
Vehicles behind bus **MUST** stop.
Vehicles traveling in the opposite direction proceed with caution.

29 3 Comments 96 Shares

Like Comment Share

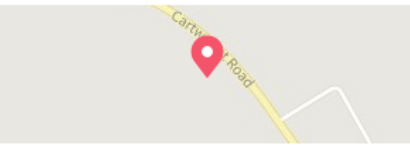
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Rebecca Compton
<https://www.facebook.com/fox5dc/videos/682417828818316/>

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Verizon LTE 10:28 AM 78%

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 **Katy ISD Police Department** ...
 Posted by Kevin Tabor
 October 31, 2018 · 🌐

Happy Halloween!

Halloween Safety Tips

1. Walk Safely-look both ways before crossing the street and use crosswalks.
2. Trick or Treat with an Adult
3. Keep Costumes Both Creative and Safe- use flashlights, glow sticks and reflective tape to help be seen at night.
4. Drive with Caution-Use extra caution while driving as be on the lookout for children crossing the roadway.



8 3 Shares

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947 people reached > **Boost Post**

6 3

11:52

houstonpolice

houstonpolice Happy #TexasIndependenceDay y'all!
 MARCH 2

 houstonpolice ...

Before you park and go to RodeoHouston, have you:

- Removed valuables from your car?
- Locked your doors?
- Rolled up your windows?
- Parked in a well-lit area?

 #DontLeaveYourBootsInYourCar

226 likes

houstonpolice Headed to @RodeoHouston? Take these steps to prevent your vehicle from being burglarized. Remember #DontLeaveYourBootsInYourCar #RodeoHouston
 FEBRUARY 27

 houstonpolice ...





Fulshear Police

Page Liked · 17 hrs · ⚙

Due to construction in the area, there will be limited parking for this years St. Patrick's Day "Shamrock Shin-Dig." (Saturday, March 16, 2019 from 4:00 pm to 7:00 pm)

Event Parking will be at the Fulshear High School. Charter buses will be provided and will be on a continuous loop from 3:00 pm to 8:00 pm. Avoid the shenanigans of possible parking issues by utilizing this free service.

6

6 Comments 4 Shares



Most Relevant ▾



Fulshear Police The Fulshear Katy Area Chamber of Commerce and the City of Fulshear presents St. Patrick's Day Shamrock Shindig on Saturday, March 16, 2019 in Downtown Fulshear from 4:00 PM to 7:00 PM. This year's St. Patrick's Day Title sponsor is HEB and we will hav... [See More](#)

Like · Reply · 17h



Fulshear Police



Write a comment...





NYPD School Safety ✓

@NYPDSchools

Tweets
3,409

Following
1,616

Followers
3,941

Likes
1,712

Follow

Commissioner O'Neill, CommissionerGarcia, Twitter and 7 others

6 20 115



NYPD School Safety ✓ @NYPDSchools · Mar 3



All NYC schools are closed Monday due to heavy snow

City schools are closed Monday — the first snow day of the entire school year — and commuters braced for a slippery, messy trip to work as a winter...
nypost.com

4



NYPD School Safety ✓ @NYPDSchools · Mar 3



Verizon LTE 12:00 PM 89%

Klein ISD Police Department's...



KLEIN ISD POLICE DEPARTMENT

NATIONAL RX TAKE BACK DAY



Turn in your unused or expired medications for safe disposal!

Keep them safe. Clean them out. Take them back.

Saturday, April 27, 2019
10AM – 2PM

Klein ISD Police Department
7407 Louetta Road
Klein, TX 77379

DEA NATIONAL RX TAKEBACK

DON'T BE THE DEALER!


Visit DEATakeBack.com for more information.

1

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Katy ISD Police Department

Posted by Kevin Tabor
October 29, 2018 · 🌐

The Drug Take Back event was another success this weekend.





32 1 Comment

6 3


Verizon LTE 10:43 AM 67%

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Katy ISD Police Department

added an event.
April 24, 2018 · 🌐



Human Trafficking Awareness Community Event

What: Human Trafficking Awareness Community Event, in partnership with Crime Stoppers of Houston

With the average age of a human trafficking victim being 13, it is important to learn about what human trafficking is and what it looks like in our city and schools. This eye-opening 45-minute presentation will cover victims, traffickers, tips on how to avoid victimization, and how to report suspected abuse.

Please join us we work to bring human trafficking out of the shadows.

Free and open to all.

When: Wednesday, April 25 from 7:00 – 8:00 p.m.

WED, APR 25, 2018

Human Trafficking Awareness Community Event

0 Went · 3 Interested

Shannon Dresser and 4 others

Like Comment Share

374 people reached

Boost Unavailable

6 3



4. To recognize always that the extent to which the co-operation of the public can be secured diminishes proportionately the necessity of the use of physical force and compulsion for achieving police objectives.





The University of Texas at Austin Police Department (UTPD) @utaustinpolice

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The University of Texas at Austin Police Department (UTPD) March 10 at 3:26 AM

Off campus crime alert: Robbery

At 1:51 a.m., the Austin Police Department responded to a report of at robbery in the 2700 block of Guadalupe Street. APD has cleared the perimeter and does not believe suspects still in the area.

Witnesses told APD there were 2 female and 3 male suspects. The suspects ran from the scene and were described by witnesses as:

2 black females - both in denim blue jackets, one wearing blue jeans, the other in black skirt

1st black male - buzz cut, black shirt, black shorts

2nd black male - red shirt, black long sleeve underneath

See More

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Write a comment...

The University of Texas at Austin Police Department (UTPD) March 10 at 3:07 AM

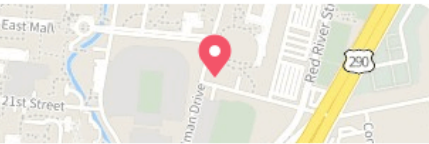
Update to crime alert: Austin Police Department have cleared perimeter, do not believe robbery suspects still in area. Robbery occurred at 2714 Guadalupe at 1:45 a.m.

7

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About See All



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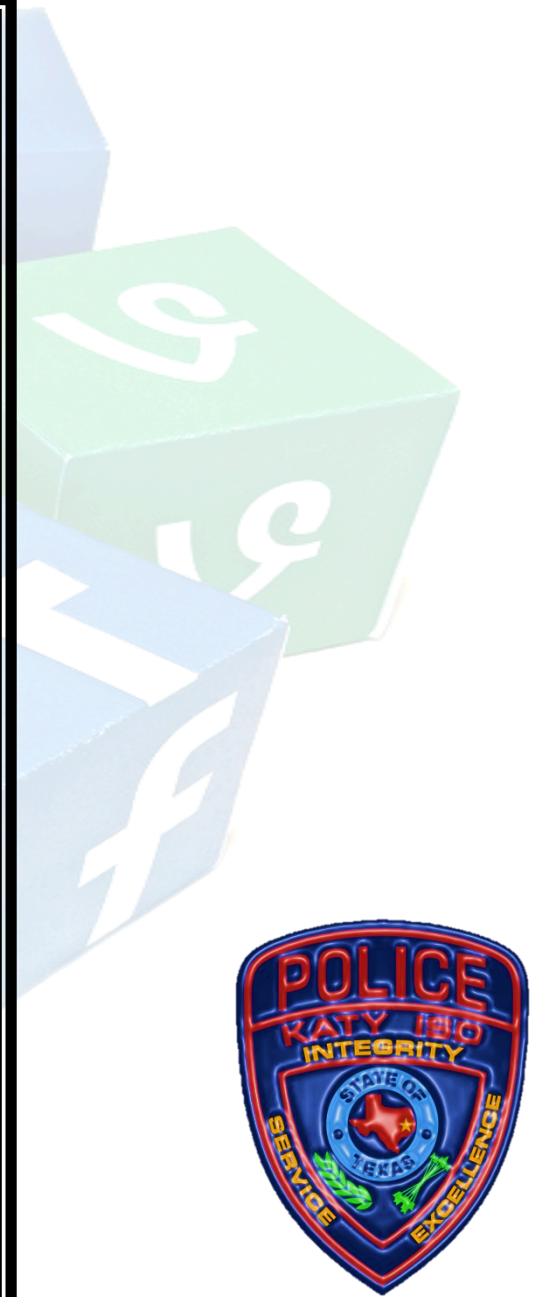
Texas Exes Nonprofit Organization Like

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Facebook post from Lamar University Police. The post features a photo of a smartphone screen displaying a search for "Lamar University" within an app. The text of the post reads: "Lamar University launches new campus safety app. Lamar University has taken an extra step to ensure the safety of their...". The post has 13 likes and 7 shares. Below the post, there is a notification that "Lamar University Police shared a photo" on February 12, with the caption "LU Students!". The background of the post shows a JCPenney advertisement for "SUIT-UP".

Facebook post from Katy ISD Police Department. The post is titled "Katy ISD Police Department" and is posted by Kevin Tabor on May 23, 2018. The text of the post reads: "There are rumors circulating on social media of a threat being made towards Cinco Ranch High School/Cinco Ranch Junior High by a former student. This incident was originally reported Monday evening and was investigated at that time during which it was determined that no threat had been made. Police presence has been increased at all Katy ISD campuses this week in light of what occurred in Santa Fe last week and all rumors of threats to the safety of the school students and staff are thoroughly investigated." The post has 158 reactions (including a sad face emoji), 44 comments, and 97 shares. The bottom navigation bar shows 6 notifications and 3 messages.



Tweets 15.3K Following 321 Followers 122K Likes 9,548 Moments 1

23 31 114

 **LAPD HQ** @LAPDHQ · Mar 8

A violent sexual assault occurred in the area of 11th St. in San Pedro on March 5th at approximately 6:30pm. The suspect is described as a male Hispanic, 25-35 yrs old, 5'6" to 5'8", 150-170 lbs, and tattoos on both arms. Any info contact Harbor Detectives 310-726-7861.



5 36 23

 **LAPD HQ** @LAPDHQ · Mar 7

Verizon LTE 10:31 AM 74%

Page Settings

 **Katy ISD Police Department** ...

Posted by Kevin Tabor
October 15, 2018 · 🌐

*****Stranger Danger Alert*****
Date/Time Occurred: October 15th, 2018 at 3:50pm
Type of Incident: Suspicious Person
Investigating Agency: Katy ISD Police Department
Case Report # Kl... See More

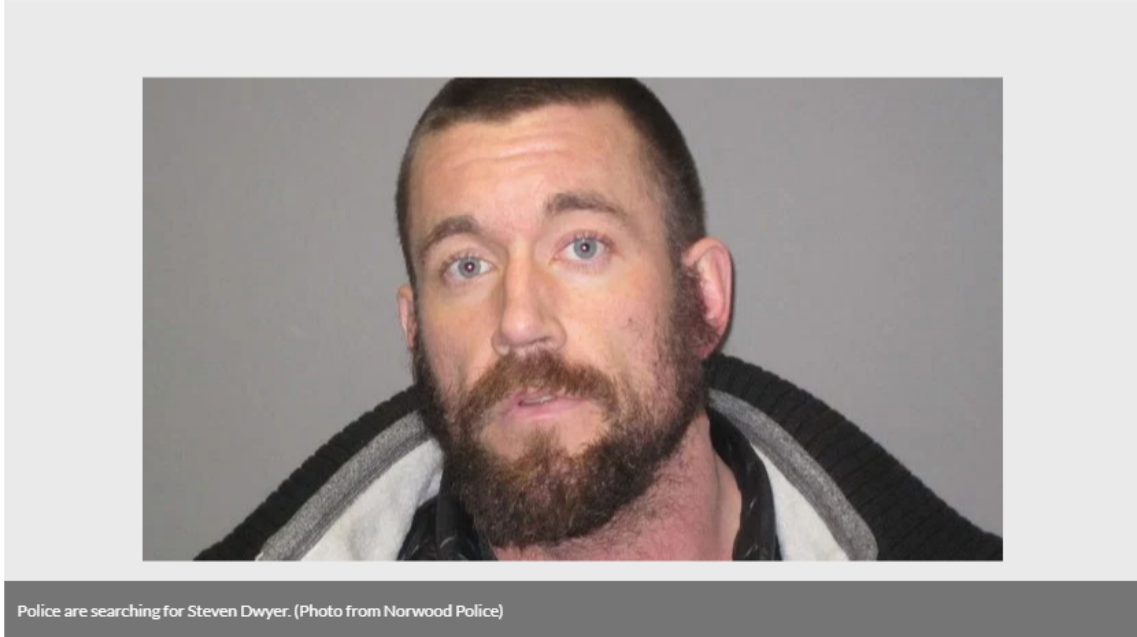


6 3



Police: Wanted Man Turns Self In After Social Media Pressure

January 27, 2017 at 1:58 pm Filed Under: [Norwood](#), [Stephen Dwyer](#)



NORWOORD (CBS) — A man police say was armed and dangerous, accused of a Thanksgiving Day assault, turned himself in to police on Friday.


Police Chief William Brooks said [Stephen Dwyer](#), wanted for the assault, showed up at Dedham District Court Friday likely because of pressure from social media. A post blasted out by Norwood Police on Wednesday asking for help locating Dwyer was shared 407 times and reached approximately 36,000 people.



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- 2 5 People Found Dead After House Fire In



5. To seek and preserve public favor, not by pandering to public opinion, but by constantly demonstrating absolutely impartial service to law, in complete independence of policy, and without regard to the justice or injustice of the substance of individual laws, by ready offering of individual service and friendship to all members of the public without regard to their wealth or social standing, by ready exercise of courtesy and friendly good humor, and by ready offering of individual sacrifice in protecting and preserving life. (Feel good articles)





Texas A&M University Police Department @TAMUPolice

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Like Follow Share

Call Now

Write a comment...

3.8 3.8 out of 5 - Based on the opinion of 47 people

Texas A&M University Police Department shared a post. December 21, 2018

The Battalion December 21, 2018 Brazos County Law Enforcement agencies' fundraising efforts for childhood cancer research are coming to a close on Jan. 2. The four local departments were the first of over 72 in the country to partner with The Cure Starts Now.



THEBATT.COM Brazos County Law Enforcement raises over \$11,600 for childhood cancer research

42 3 Shares

Like Comment Share

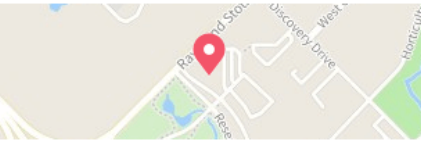
Write a comment...

Texas A&M University Police Department shared a link. December 19, 2018

Community See All

Invite your friends to like this Page 6,097 people like this 6,088 people follow this Missi Goodson and 3 other friends like this or have checked in

About See All



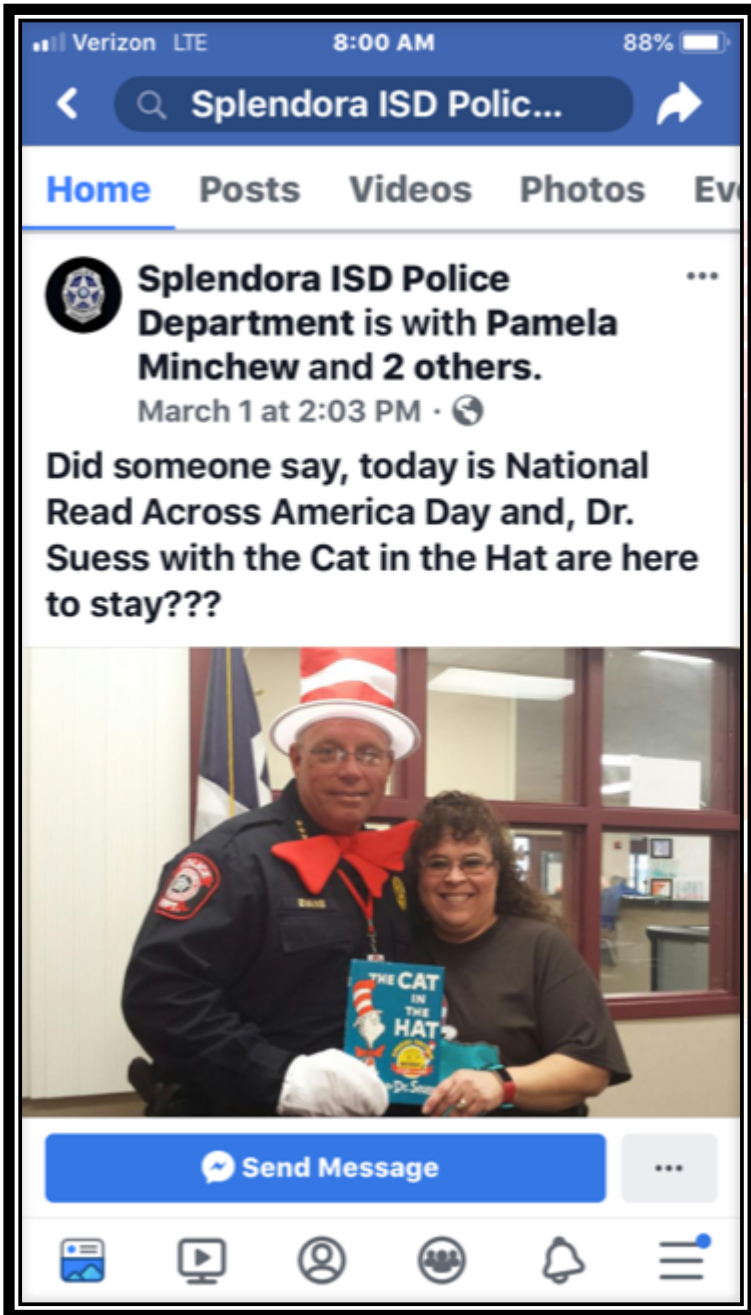
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Bryan Fire Department Government Organization

Texas A&M University ... Emergency Rescue Service





Verizon LTE 12:00 PM 89%

Klein ISD Police Dep...

Home About Posts Photos Vid

Klein ISD Police Department ...
February 19 at 10:47 AM · 🌐

Thank you Mueller Elementary School for inviting our officers to lead a discussion on restorative practices as part of your Staff Development Day yesterday!

Instruction included confli... See More




Call Now

Verizon LTE 10:29 AM 77%

Page Settings

Katy ISD Police Department ...
Posted by Kevin Tabor
October 28, 2018 · 🌐

Teddy Cop is out enjoying the ESD 48 Open House today.



Verizon LTE 10:30 AM 74%

Page Settings

Katy ISD Police Department ...
Posted by Kevin Tabor
October 22, 2018 · 🌐



40 1 Comment 13 Shares



Like Comment Share

2,009 people reached > Boost Post





6. To use physical force only when the exercise of persuasion, advice and warning is found to be insufficient to obtain public co-operation to an extent necessary to secure observance of law or to restore order, and to use only the minimum degree of physical force which is necessary on any particular occasion for achieving a police objective.



 **Rosenberg Police**  @RosenbergPolice · Feb 14
Fake guns & money, credit cards & IDs belonging to others, ski mask, drugs & paraphernalia. Those are some of the items found after a worker reported a man displaying a firearm in the parking lot of Springhill Suites Marriott. 5 men will now end #ValentinesDay in the city jail.



3 3 19

 **Rosenberg Police**  @RosenbergPolice · Feb 14
There's still time to apply as a Police Officer with the City of Rosenberg!
The hiring process ends February 17th, 2019. For more information or to apply, visit governmentjobs.com/careers/rosenb...



Top Local Stories



Fire reported at Exxon facility in Baytown



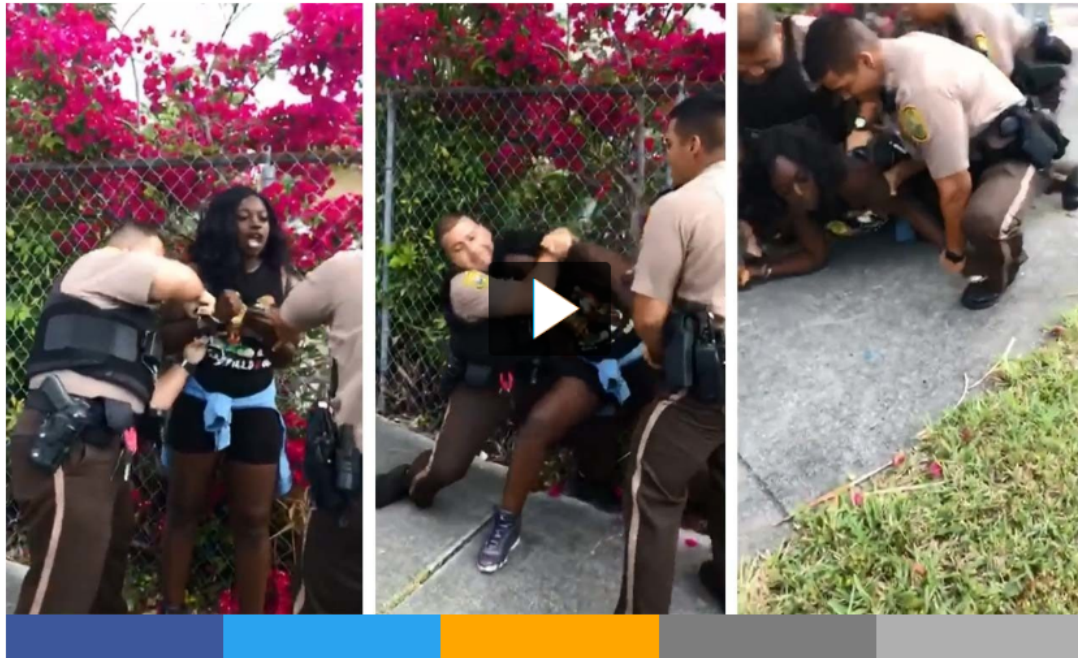
Woman dead, suspect in custody after Spring shooting, deputies say

NEWS

Officer investigated after video shows him throwing woman to ground during arrest

By NBC News

Posted: 4:47 PM, March 15, 2019
Updated: 4:47 PM, March 15, 2019



A Florida police officer has been relieved of his duties after a rough arrest recorded by bystanders.



Browser address bar: <https://www.youtube.com/channel/UCager4c99nqQAmdI87WMZhQ>

YouTube navigation menu (left sidebar):

- Home
- Trending
- Subscriptions
- Library
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 - Gaming
- MORE FROM YOUTUBE
 - YouTube Premium
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 - Live
 - Settings
 - Report history

Channel Header: Los Angeles Police Department (LAPD TV logo, 18,788 subscribers, SUBSCRIBE 18K button, URL: <http://www.lapdonline.org>)

Channel Tabs: HOME (selected), VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT

Featured Video: "Our L.A. Story" (4,964 views • 3 months ago)

Related Channels:

- arlingtonpolicemedia (SUBSCRIBE)
- Real World Police (SUBSCRIBE)
- CBS Los Angeles (SUBSCRIBE)
- Las Vegas Metropolita... (SUBSCRIBE)
- Active Self Protection (SUBSCRIBE)

Uploads: PLAY ALL

Video thumbnails in uploads:

- 11:49
- 2:43
- 0:47
- 1:12





7. To maintain at all times a relationship with the public that gives reality to the historic tradition that the police are the public and that the public are the police, the police being only members of the public who are paid to give full-time attention to duties which are incumbent on every citizen in the interests of community welfare and existence.





Houston Police Department

@Houstonpolice

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Share



Houston Police Department shared a post.



March 11 at 12:57 PM

Thank you, ABC13-Bob Slovak for this great story on Officer McClellan. We are from the communities we work. We're hiring! Go to www.hpdcareer.com for information. HPD Career #RelationalPolicing



43,435 Views

ABC13-Bob Slovak

Like Page

March 10 at 11:30 PM

It was 15 years ago this weekend that Jawann McClellan lead the Milby Buffs to an undefeated State Championship. Jawann now protecting and serving. Take a trip down memory lane with Jawann. #txhshoops @Houston Police Department ABC13 Houston



Watch this video with your friends

Start Watch Party



Regina Vasquez and 264 others

16 Comments 26 Shares



Like



Comment



Share



Most Relevant



Write a comment...



Community

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Invite your friends to like this Page

161,363 people like this

170,502 people follow this

Molly Knight Thurman and 76 other friends like this or have checked in

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www.houston.tx.gov/police

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Harris County Sheriff's Office @HCSOTexas

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Write a comment...

Harris County Sheriff's Office February 27 at 1:43 PM

No act of kindness, no matter how small, is ever wasted. HCSO employee generously donated over 100 Shipley Do-Nuts kolaches to distribute to the homeless community.

Our Homeless Outreach Team (HOT) ensured that they were passed out to those in need who truly appreciated the kind gesture.

Follow our Mental Health and Jail Diversion Bureau on Twitter <https://bit.ly/2H6cL9x>.

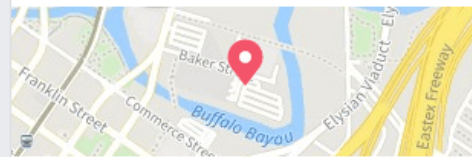


Send Message

Community See All

- Invite your friends to like this Page
- 68,874 people like this
- 70,800 people follow this
- Todd Norsworthy and 47 other friends like this or have checked in

About See All



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8. To recognize always the need for strict adherence to police-executive functions, and to refrain from even seeming to usurp the powers of the judiciary of avenging individuals or the State, and of authoritatively judging guilt and punishing the guilty. (Articles admonishing bad cops)





Howell Township Police Department

@howellpolice

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Howell Township Police Department

September 7, 2018 · 🌐

INCIDENT NOTIFICATION
HOWELL OFFICER ARRESTED
Chief of Police - Statement

My Community,

I have been begrudgingly holding off releasing any information concerning this arrest at the request of the involved law enforcement agencies so not to compromise the ongoing investigation. However, Townsquare Media (NJ101.5) has irresponsibility done so without first consulting with me or others directly connected to the investigation.

I now issue this statement with tremendous sadness, disappointment, anger and embarrassment.

Last night, Howell police Sgt. Richard Conte was arrested while off-duty. Charged with the heinous crime of attempting to lure after arriving to meet with a girl who he believed was 15 years old. It was actually an undercover officer.

Prior to the arrest, I was made aware of the situation. It sickened me to learn one of my officers, a highly competent supervisor none the less and one that I have worked alongside with for many years on the SWAT team, not only defied my trust, but fellow officers as well. But most importantly, defied the public's trust and expectations of a police officer. As such, I fully supported the investigation and provided input to ensure his apprehension.

The charges, along with my firsthand knowledge of the investigation, led me to recommend an immediate suspension without pay. This was supported by the township manager and labor counsel.

We are investigating whether he acted inappropriately while he was on duty. This includes pulling cellphone and computer usage, DMV access, and GPS activity on his patrol vehicle. He was assigned as a patrol sergeant on the Midnight Squad. As of this issuance, nothing has been revealed. If anyone has any suspicions or information pertaining to this investigation is urged to contact Howell Police Internal Affairs or the Professional Responsibilities Unit of the Monmouth County Prosecutor's Office.

I offer my sincere apology to the community that we value and respect so deeply. Our department's reputation has been tarnished. I ask you not to judge us on the actions of one but rather on the outstanding service the remaining loyal officers provide with professionalism and pride every single

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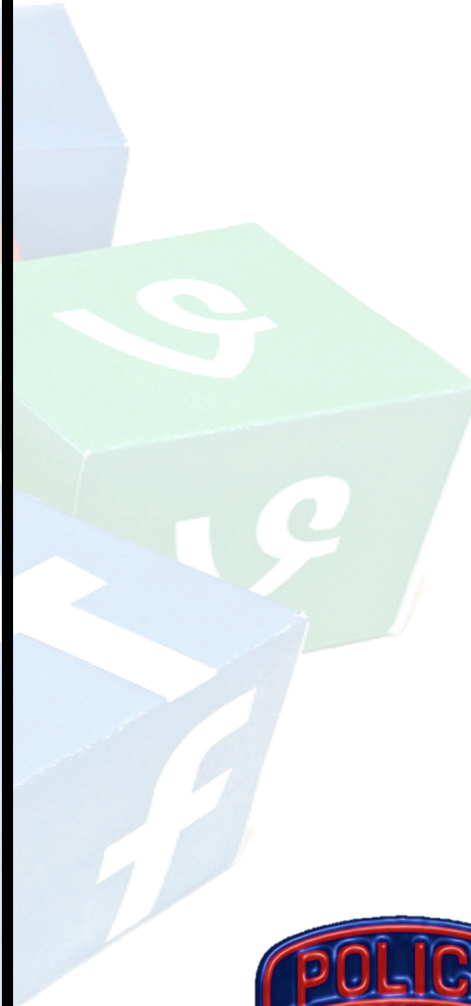
Manasquan Reservoir
Reservoir

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4 8 17



Houston Police ✓ @houstonpolice · Feb 15
HPD Chief @artacevedo updates media on investigation into officer-involved shooting at 7815 Harding



HPD Chief @artacevedo updates media on investigation into officer-i...
Houston Police @houstonpolice

83 37 62



Houston Police ✓ @houstonpolice · Feb 15
HPD homicide investigators are en route to a scene where two people are





Ocala Police Department

August 10, 2018 · 🌐

👍 Like Page ⋮

UPDATE AND OFFICIAL STATEMENT:

This incident is disappointing as Kaitlyn MacDonald was a promising new officer with the department; however, we have a zero tolerance stance regarding driving under the influence. As of this afternoon, Ms. MacDonald is no longer employed by the Ocala Police Department.

OFFICER ARRESTED FOR DUI:

On August 10, 2018 at approximately 1:57 a.m., the Ocala Police Department (OPD) responded to a single vehicle crash in the 100 block of SW 5th Street. The driver of the vehicle was identified as Kaitlyn MacDonald. MacDonald is a police officer with OPD, was hired on December 29, 2017, and is currently in the probationary period of her employment with the department.

At the scene, Officer William Joedicke (DUI investigator) smelled a strong odor of alcohol emitting from MacDonald as she spoke. She indicated she was coming from a bar in downtown Ocala and had consumed "at least 7 beers" before leaving the establishment.

Officer Joedicke instructed MacDonald to perform a series of five field sobriety exercises. Upon completion, she was placed under arrest and submitted to the required breath test. MacDonald's breath test results were .200 and .198.

MacDonald is currently in the Marion County Jail and has been charged with Driving Under the Influence and Property Damage. OPD Internal Affairs is investigating. Release of the department's decision regarding disciplinary action is forthcoming.

👍🙄😱 191

215 Comments 54 Shares



9. To recognize always that the test of police efficiency is the absence of crime and disorder, and not the visible evidence of police action in dealing with them.





Fulshear Police

May 17, 2018

April 2018 Statistics

April 2018 statistics compared to April 2017 statistics show a 3 percent decrease in "Calls for Service" and an 38 increase in traffic accidents.

What are "Calls for Service?" This is ANY incident or concern in which you may call us for when you are in need of assistance.

Traffic contacts had a 15 decrease compared to the month of April last year. We issued 344 citations and 630 warnings. These numbers reflect our interest to educate and remind people of what their responsibilities are on the roadway and to make our community a safer place to drive, bike and walk.

"Part One Crimes" for the month of April 2018 compared to the month of April 2017 stayed the same with no Homicides, no Sexual Assaults, no Motor Vehicle Thefts, no Aggravated Assaults and no Robberies. Thefts increased from two (2) to five (5.) Burglary offenses (home construction theft) increased from zero (0) to one (1) compared from the month of April 2017 to the month of April 2018.

Part One Crimes are essential quality of life crimes that have adverse effect on the community. These crimes are the most serious offenses against the community. These crimes are based on what "city crime rates" reflect, based on population.

We had no sustained officer complaints during the month of April 2018.

We contribute many of these low numbers regarding serious crime to YOU, the community. Your aggressive style, awareness and willingness to get involved, help us deter crime.

When you see something suspicious, YOU call us, and we appreciate it. We have your back, and we know you have ours.



Fulshear Police Department

FIL (281) 346-2202 • Fax (281) 346-0766 • 20255 FM 8901, Suite #703 • P.O. Box 209 • Fulshear, Texas 77441

APRIL 2018 STATISTICS REPORT



PART ONE CRIME																	
CRIMINAL HOMICIDE	FORCIBLE RAPE	ROBBERY	AGG. ASSAULT	BURGLARY	THEFT	BIK. THEFT											
2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018						
0	0	0	0	0	0	0	0	1	2	5	1	0					

ADMINISTRATIVE RESPONSE

CUMULATIVE			
2017	2018	CHANGE	2017



City of Phoenix Police Department

March 16, 2016

Like Page

For the past year, the Phoenix Police Department has been focused on five priorities: Crime Suppression, Community Engagement & Outreach, Technology, Training, and Hiring. We have devoted a lot of time and energy toward these efforts, and I recently obtained some positive information concerning two of these areas I'd like to share with you.

The first is our annual crime statistics. Overall crime in our city decreased 2.8% in 2015 compared to the prior year. This reduction builds on the 5.6% decrease in crime the city experienced in 2014. We did see a slight increase in overall violent crime during the year, but the number of homicides continued to remain at record low levels not seen since the late 1980's. Additionally, overall property crime continued to trend downward, surpassing the record lows from last year and remaining at historically low levels consistent with totals seen in the early 1980's. As always, we owe much of the credit to you, our crime fighting partners. Crime suppression will continue to be a priority for us throughout the year and we hope you will continue to partner with us so together we can make Phoenix even safer in 2016!

The second bit of positive news concerns our hiring efforts. For the past year we've been aggressively trying to recruit new officers from within the Phoenix community. To date, we've hired just over 200 sworn positions. Of those, about 90 recruits are working to complete their initial 20-week training at the police academy and about 90 others are currently serving on patrol squads within our city. For the foreseeable future, hiring will be a top priority for our Department. If you or someone you know would be interested in serving your community as a Phoenix police officer, please call our recruitment hotline at (602) 534-COPS (2677) or visit us on the web at www.phoenix.gov/police/joinphxpd.

Finally, this link www.phoenix.gov/police will take you to a new section on our website where you can see the Command Team of the Phoenix Police Department. We've modernized our organization chart to include photos of our leadership responsible for providing guidance for more than 3000 sworn and civilian staff members. You may recognize some of them from their many years in patrol. They are proven leaders who are committed to ensuring our city is safe.

Be safe,
Joe Yahner

Please continue to stay informed by following us on Nextdoor.com, Facebook, Twitter, YouTube, and Phoenix.gov/police.





Murrieta Police Department

November 4, 2018 ·

Like Page

A note from Chief Hadden -

I am pleased to announce the City of Murrieta's 2017 Crime rankings (see attached photos). Nationwide crime statistics from the FBI Uniform Crime Report are published each October. Murrieta continues to rank as one of the safest cities in the nation. Our ranking is a direct reflection of the partnerships the police department has with the community. This partnership includes, the Murrieta Valley Unified School District, other city departments; as well as the commitment to public safety by our City Council, our City Manager, and the dedication the staff of the police department.

Crime is influenced by many factors, and we are fortunate to have many programs through our Community Services Department, our Library, and in cooperation with our school district, that keep juvenile crime low in our city. Additionally, we are fortunate to have an engaged community. Our residents care about their city and report suspicious activity, which allows our officers an opportunity to get in front of crime before it happens.

I am very proud of the men and women of the Murrieta Police Department and the work they do each and every day. In spite of legislation over the past few years that continues to make their work more difficult to protect the community, they continue to meet the department's mission statement of providing the highest quality police service possible. They all take pride in serving our great community and keeping crime down

More in Population (253 Cities)

- Violent Crime – 2nd Lowest (80 total)
- Property Crime – 15th Lowest (1,582)
- Overall Crime – 11th Lowest



California Ranking for Cities of 100 or More in Population (73 Cities)

Violent Crime – 2nd Lowest
Property Crime – 4th Lowest
Overall Crime – 3rd Lowest

2017 Calls for Service

Dispatched Police Responses – **28,023**
Officer Initiated Calls – **20,531**



Wilkes-Barre Township Police Department

February 5 ·

Like Page

Month of January 2019 Crime Statistics Information

February 05, 2019

The Police Department responded to 393 calls for service for the month of January, including the following:

- 41 motor vehicle accidents
- 14 assist citizens
- 13 assist motorists
- 5 assist other police
- 5 harassment complaints
- 12 disorderly conduct complaints
- 5 domestic disturbances
- 16 suspicious persons complaints
- 36 burglar alarms
- 47 retail thefts
- 16 thefts
- 104 traffic violations

Police arrested 32 adult offenders and 2 juvenile offenders, either through direct contact after the crime was committed or the charges were filed against persons as a result of concluding a criminal investigation, including the following:

- 16 retail theft offenses
- 1 theft offense
- 2 defiant trespass offenses
- 6 drug offenses
- 1 harassment offense
- 2 DUI offenses

Uniform Crime Report (UCR) statistical information for Wilkes-Barre Township through the most recent reported month of December 2018, shows that UCR Part 1 offenses have decreased 4.47%, Part 2 offenses have increased 9.28%, over the same period of 2017. The overall crime rate for the Township has increased 2.68%.

Anyone wishing to view local Uniform Crime Report information can do so online by visiting the PA State Police Uniform Crime Report website at: <http://www.paucrs.pa.gov/>

223



Posts can backfire!



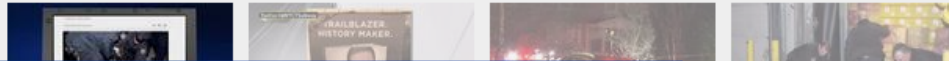
NYPD Social Media Outreach Backfires When Twitter Answers #myNYPD Campaign

People tweeted negative photos of the NYPD when the department asked for photos on Twitter

Published Apr 22, 2014 at 9:35 PM | Updated at 11:16 AM EDT on Apr 24, 2014



Commissioner Bill Bratton answered questions from reporters today. Melissa Russo reports. (Published Wednesday, April 23, 2014)



WATCH LIVE

Access Live

Anna Konkle and Maya Erskine (Hulu's "Pen15"); St...

Coke Seized at NJ

NOW IS THE TIME TO BUY FROM SCOTLAND

FIND OUT MORE

#SCOTLANDISNOW

TRENDING STORIES

1 NYPD: Man Shot on NYC Subway Platform, 2nd Time in 6 Weeks

2 VIDEO NYC's Newest \$16 Billion Neighborhood Is Officially Open

3 VIDEO Mass Shootings at New Zealand Mosques Kill 49; 1 Man Charged





Genie Lauren

@MoreAndAgain



The #NYPD will also help you de-tangle your hair. #myNYPD

♡ 152 2:40 PM - Apr 22, 2014

💬 523 people are talking about this



Occupy Wall Street

@OccupyWallStNYC



Need a lift? The #NYPD's got you! Free Delivery, Only at #myNYPD

♡ 216 2:43 PM - Apr 22, 2014

💬 555 people are talking about this





NOSOK.UA

December 31, 2018 · 🌐

👍 Like Page ⋮

A social media prank concocted by a Louisiana police department over the weekend went unexpectedly viral and began being taken seriously by some, forcing the officers to clarify that—actually—local stockpiles of methamphetamine weren't tainted with the Zika virus. Read more...
<https://gizmodo.com/louisiana-cops-forced-to-explain-that-z...>



GIZMODO.COM

Louisiana Cops Forced to Explain That Zika-Tainted Meth Doesn't Exist After Dumb Prank Backfires

👍 Like

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Looking for Outdoor Tips? Try Big Lots New Catalog

Create a beautiful backyard oasis with all the essentials for outdoor living.

See More



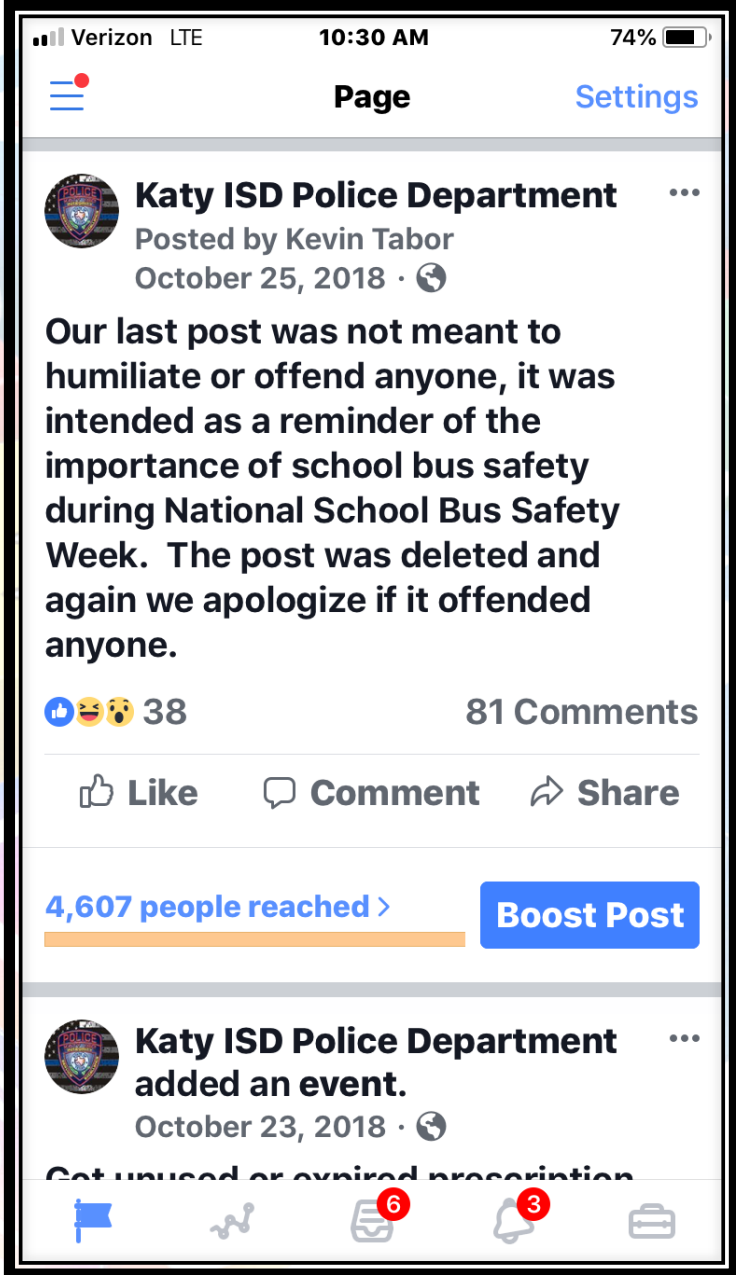
LOCAL

Katy ISD police apologize for offensive Facebook post

The now-deleted post read, "Don't forget it's National School Bus Safety Week!" with a picture of people who appear to be of Indian descent hanging on the bus.

Author: Lisa Carter
Published: 5:33 PM CDT October 25, 2018
Updated: 6:06 PM CDT October 25, 2018







- **Social Media is not the end all be all**

- Choose your social media wisely
- Determine your audience
- Time posts appropriately
- Have a protocol in place
- Engage your community



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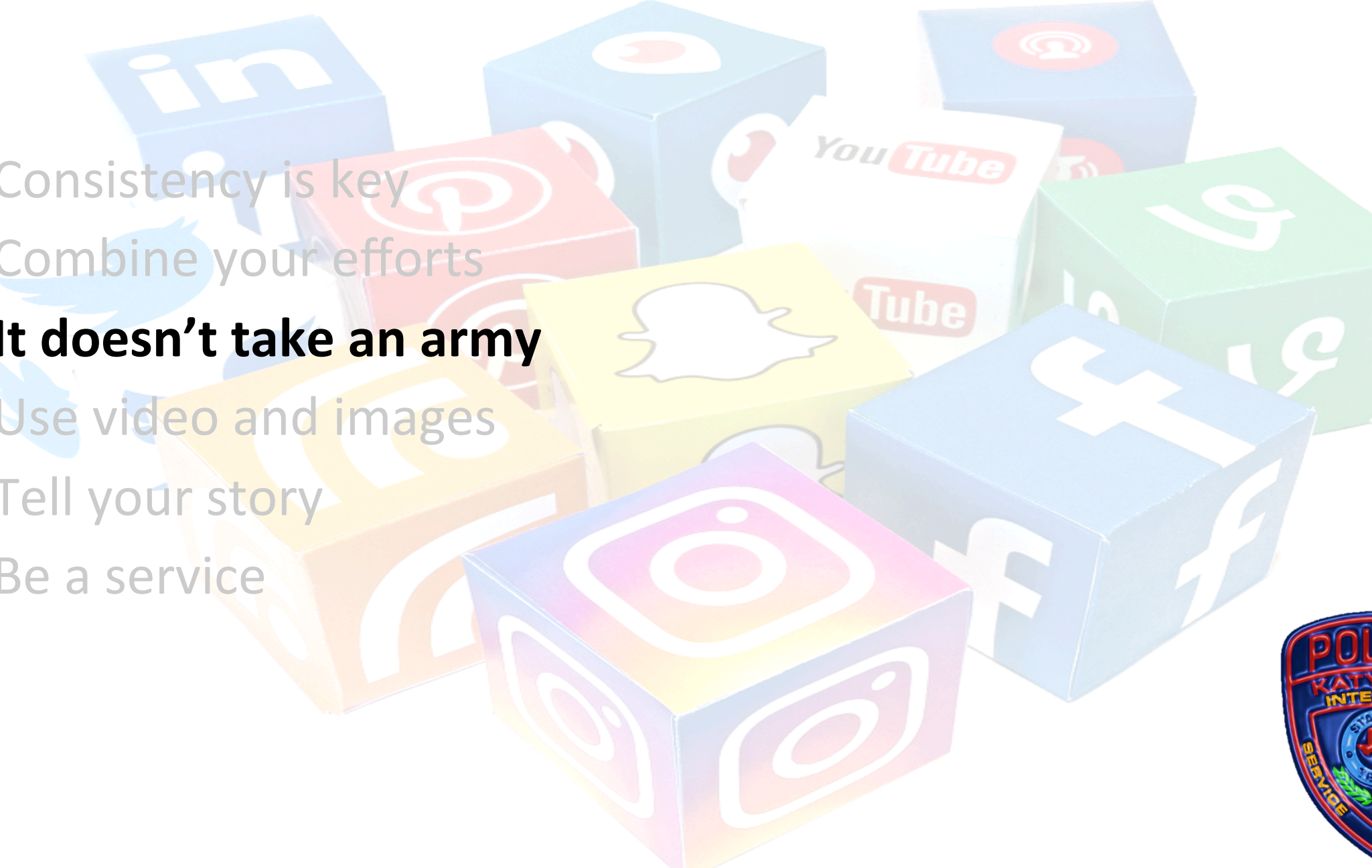


- **Consistency is key**
- Combine your efforts
- It doesn't take an army
- Use video and images
- Tell your story
- Be a service



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- Use video and images
- **Tell your story**
- Be a service



- Consistency is key
- Combine your efforts
- It doesn't take an army
- Use video and images
- Tell your story
- **Be a service**





Katy ISD Police Department shared a photo.

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Three years later and this is still the case!



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