

OFFICIAL



**POLICE & CRIME
COMMISSIONER**
for Leicester,
Leicestershire & Rutland
Your Communities - Your Commissioner

OPCC Social Media Policy

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Policy Owner:

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Review log

Date	Minor / Major / No change	Section	Author
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Important

Once you have completed the document, please delete the comment boxes on the right, as these are for guidance in completing the fields above.

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1. Overview

. The Police and Crime Commissioner (PCC) for Leicester, Leicestershire and Rutland is committed to being as accessible as possible.

Social media is used to support, inform and engage with residents across the county, as part of a broader range of communication methods.

The key priority for social media is to communicate the work of the Police and Crime Commissioner, Deputy Police and Crime Commissioner and the Office of the Police and Crime Commissioner.

Posts can be made by the Digital and Communications Officer, the wider Communications Team, and staff acting on behalf of the Communications Team.

2. Social Media Platforms

The current social media platforms are:

- Twitter
- Facebook
- Instagram
- YouTube

The Office of the Police and Crime Commissioner (OPCC) will NOT use **TikTok**

These social media accounts are to be monitored (and may be moderated in certain cases) within normal working hours. It is not possible to monitor them round the clock or engage in a dialogue on a 24/7 basis.

3. Guidance:

- Where this policy states PCC this is also deemed to include the Deputy PCC if one is in place.
- The PCC (and deputy) are not politically restricted. Using their personal accounts, they are able to espouse the views of their political party.
- The OPCC is impartial and does not have political allegiance to any political party. It does, however, have a duty to promote the work of the PCC – which will include welcoming, or not, new legislation, funding, initiatives, visits etc.
- It is expected that these accounts will be used primarily to promote the work of the PCC, highlight success and protect reputation. Interesting or otherwise pertinent posts are also welcomed – e.g.: promotion of a crime prevention campaign.
- Should commentators wish to create an ongoing online dialogue, encourage direct communication via email or direct message.

OPCC social media accounts are monitored between the hours of 9 am and p.m., Monday to Friday.

- Comments that may be deemed offensive may be hidden.
- Repeated use of offensive content will result in the author being blocked, after a private warning. People will only be blocked after careful consideration by SMT.
- There is no intention to stifle free speech and opinion.
- In order to provide information requested in a public comment, it is recognised that research may be necessary. Those asking for information will be kept informed regarding the status of their enquiry through direct messages.
- It must be made clear that these social media accounts should not be used to report a crime. Urge people to contact the Police on 101 or 999 depending on the urgency of the situation.
- If a query relevant to the OPCC is serious, urgent, or involves details of a personal basis, suggest that the poster contacts the Office via OPCC@Leics.police.uk or telephones 0116 229 8980. Complainants should be advised that complaints can be logged using the on-line form [here](#) and this should be given in any response.
- Content is monitored by the Digital Media and Communications Officer or substitute; however, the Commissioner is informed of any pertinent posts, messages or contact.
- If people post a genuine question, which has not been covered in the context of the post, and which warrants a response based on the post's content or sentiment, users should receive a response. This may be on the post thread or it may be by direct message.
- The OPCC cannot reply to everyone who posts on its threads and it is recognised that it may not always be possible to reply immediately. The OPCC will not respond to rhetoric or any abusive comments.
- The OPCC cannot enter discussions about particular cases through social media.

4. Aim of social media is to:

- Inform the public, and stakeholders, across Leicester, Leicestershire and Rutland about the work of the PCC (and integrally linked, the OPCC).
- Inform the public and stakeholders across Leicester, Leicestershire and Rutland about the PCC's progress of, and outcomes in, the delivery of the Police and Crime Plan.
- Raise awareness of work, activities and campaigns undertaken by the PCC, the OPCC and partners.
- Support the PCC's consultation with the public on a wide variety of issues, such as local policing and community safety priorities, the Council tax precept; localised topical matters and emerging trends.
- Support the PCC's engagement activities with local communities regarding matters of local interest.

- Highlight the Commissioner's position on national policing and criminal justice issues, in particular those which impact upon decisions affecting local communities.
- Inform the public about key issues and campaigns of relevance to them, for example victim support services, crime prevention advice, policing activity etc.
- Promotion of PCC/OPCC attendance at events.
- Reputation management, in consultation with the wider team, including the right to respond.
- Promoting the positive news issued by the OPCC communications team to wider, more diverse audiences.
- Supporting national, or local, pertinent awareness days/weeks/months.
- Supporting the work of the force, partners and commissioned services in sharing good news.
- Engaging with diverse and minority groups.
- Supporting the work of the wider communications team.

5. Tone and Purpose

Posts will (generally) be written:

- In a friendly, engaging tone, reflecting the Commissioner's own style
- To build trust and confidence in the work of the PCC
- To build trust and confidence in policing generally
- To impart information of interest
- To illustrate the success in the delivery of the Police and Crime Plan
- To highlight the PCC's priorities
- To provide evidence of the PCC's work
- To attract new followers
- To cover the wide-ranging interests of the target audiences
- To correct an error or misunderstanding (rare)
- To communicate a story to a specific audience (eg Blog)
- To encourage people to download content from the website
- To communicate the performance of Leicestershire Police, our partners and commissioned services.

They will never:

- Be harsh or critical of other organisations, political parties or individuals.
- Discriminate
- Promote political allegiances/ambitions (NOTE: They can welcome legislation of interest)
- Enter into a sensitive debate with views or opinions unless authorisation from Head of Communications or SMT has been given.

Sharing:

- Posts illustrating success (to build trust and confidence as above) from the Force and Commissioned services may be shared
- Sharing posts from third parties should only be done with prior approval, by the PCC, Head of Communications or others deputised to sanction.

6. Use of Video

It is recognised that videos can create added interest. These should be subtitled before posting on OPCC platforms.

Videos can come in different styles; personal appearance is preferred, with either the PCC or Deputy PCC. For graphics-led videos, these too should promote the work of the PCC. For example, those promoting a workshop should refer to the PCC as inviting, or hosting.

Video content should promote the work of the PCC, deliver interesting information on behalf of the PCC, promote services commissioned by the PCC, or advertise events linked to the PCC.

Timing of posts

While it is recognised that there are key times for posting on social media for maximised uptake, this is not always possible.

Pre-planned posts can be set up to go out at optimum times.

Generally, these are:

- Mondays from 10am to noon
- Tuesdays from 9am to 2pm
- Wednesdays from 9 am to 1 pm
- Thursdays 9 am to noon
- Fridays from 9 to 11 a.m.

The best days are Tuesday and Wednesday – the worst for uptake being Sunday.

Clearly, these are better suited to proactive posts that can be pre-planned. Extensive use should be made of the scheduling tools on each platform, so that other team members can see the schedule.

Instant 'topical' posts are, of the less likely to be posted within these timeframes. It is accepted that the PCC will wish to post 'in real time' or as close as possible to that. This includes out of hours posts. These will be put up at the earliest opportunity.

7. Tags and Hashtags

The use of tags to include key partners is expected.

The use of hashtags to increase take up is expected.

Wherever applicable the PCC's hashtag #BecausePeopleMatter should be included.

Use of nationally provided campaigns, issued by the APCC/NPCC and Home Office/Gov should be deployed, after approval has been given by either the PCC or Head of Communications.

8. Support for the wider Communications Remit

Social media will support any planned campaigns delivered on behalf of the PCC. The tactical plan will be shared once approved by the PCC.

Where pertinent, social media will form a campaign to be delivered on behalf of the PCC. Plans and content will be agreed and approved in advance by the head of communications and the PCC.

Media information distributed on behalf of the PCC will be shared via social media to extend the reach.

Business as usual posts will revolve around the communications grid and the work of the communications and engagement teams, alongside the work of the PCC.

This includes posts sent through from the PCC (to be checked and edited where necessary for sense on the OPCC platforms), and the promotion of public information issued by the OPCC.

9. Audiences

General and sector specific public, internal, stakeholders, partners and businesses.

Posts should be targeted to reach specific audiences – e.g. local communities – where appropriate.

The use of highly local pages/community sites should be used to increase the efficacy of the post.

10. Evaluation

This will consider the following:

- Increased followers
- Likes/shares/reach

- Word of mouth feedback
- Tone of comments
- Video – YouTube watches
- Analytics tools from Twitter, Facebook and Instagram

11. Monitoring

The Chief Executive Officer will closely monitor the implementation of this policy on an on-going basis. No policy or procedure will be published on the OPCC website without compliance with the guidance and legislative requirements. Monitoring will also include gaining feedback from policy / procedure owners and authors, and undertaking a formal review annually.

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Agreed:

Date of Review

This policy will be reviewed in June 2024