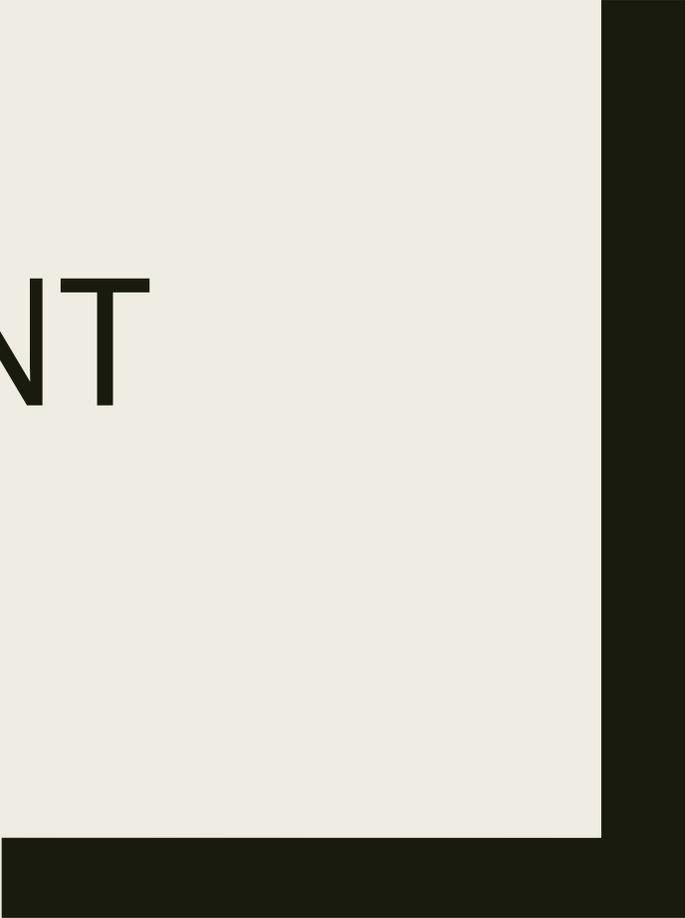


DIGITAL ENGAGEMENT

Lessons from the first ten years

Nick Keane
Engagement Advisor



What do we mean by social media?

- Technology
- User Generated content
- Web 2.0
- Crowd Sourcing

Key events

- 2009 – Early adoption of Facebook, YouTube, Twitter
- 2010 – First National Conference on Police use of social media
- 2010 – National Police Chief Lead
- 2010 – National Guidance published
- 2010 – Greater Manchester Police Twitterthon
- 2011 – English Riots
- 2012 – Wide spread adoption of social media in U.K. police
- 2012 – National Steering Group
- Present day National Social Media

Early adopters



Leadership



National Guidance – The Engage Guide



English Riots



Skills

- “We need leaders who understand the digital ecosystem and how to apply that understanding to their area of work.”

Google Digital Leadership Summit

Emerging Practice

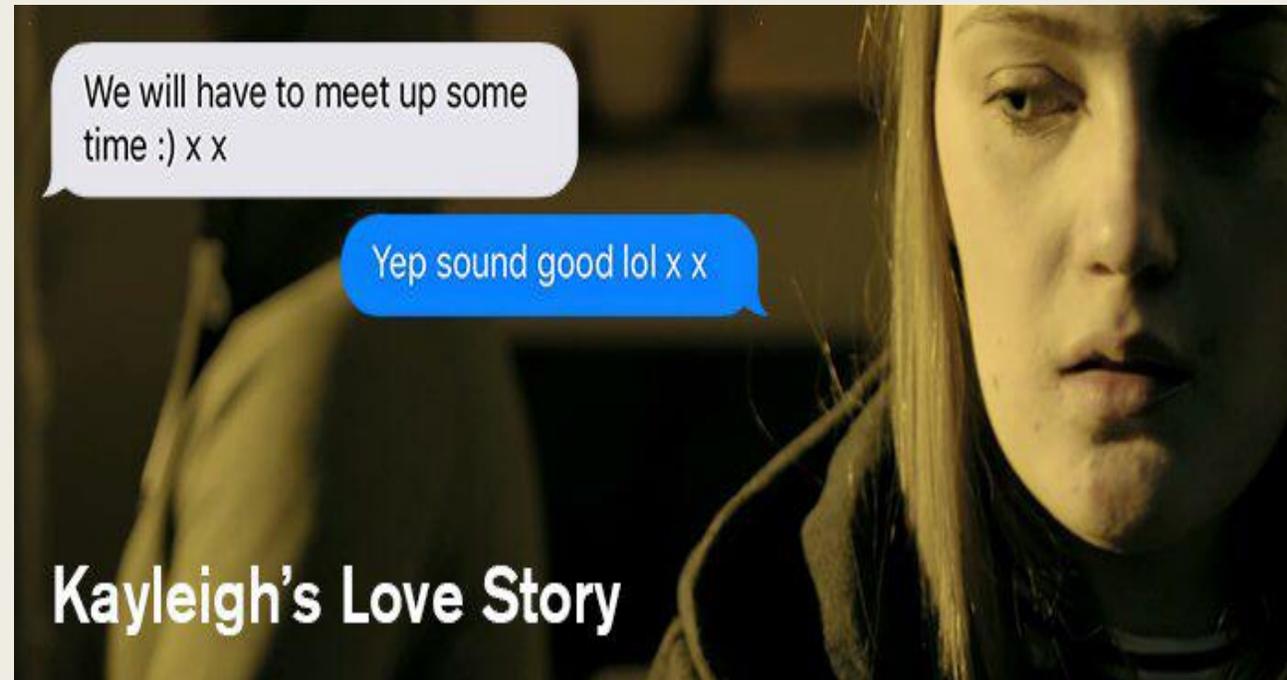
Avon and Somerset Police Tinder campaign



Dundee Rape Crisis Centre work on sexting



Leicestershire Police – Kayleigh’s Love Story



Skills

- “We need leaders who understand the digital ecosystem and how to apply that understanding to their area of work.”

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