



“Do You Tweet?”

Social Media Opportunities for Justice and Public Safety

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What We’ll Cover

- What Is (Are) Online Social Media?
- Why Should My Organization Care?
- How Can We Use Social Media?
- What Are the Major Social Media Players?
- How Do We Start?



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Survey – Share What You Know!

- Complete the survey and drop off as you leave this session.
- Leave your card to receive an e-mailed report of the survey results.
- Results will be posted online in about 2 weeks.



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What Do We Mean by Social Media?

- Web 1.0 = Static content.
- Web 2.0 = Users create, share, and engage with web content . . . using Social Media.

Web 2.0 = The “next generation” Web.



Do I Have to Care?



(Yes!)

Social Media Matters Because:

- People are online.
 - Fate of print newspapers?
- Government is about People.
- People expect engagement, and they expect it in real time.

. . . . Now what?



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How Do You Feel About Social Media?

- Oblivious
- Suspicious
- Curious
- Enthusiastic
- Alarmed!



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Where Are People Online?

- Social networking sites
 - 250 million on Facebook (Aug 2009)
 - 45 million on LinkedIn (June 2009)
- News media sites
- Media sharing sites
- Anywhere and everywhere



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Justice & Social Media

Outward Uses:

- Public information and engagement
- Professional connections and research

Internal Uses:

- Agency-Staff communications
- Human resources
- Investigations



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Public Information Uses

- Sharing good news
- Promoting a positive community image
- Requesting resident input
- Responding to concerns
- Correcting misperceptions or errors
- Attracting new recruits



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Professional Connections

- Staying current (with less travel)
- Finding ideas
- Sharing knowledge
- Keeping in touch with colleagues
- Reflecting well on your organization



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Agency-Staff Communications

- Creating work & social linkages
- Connecting staff across sites and schedules
- Sharing:
 - Policy
 - Training content
 - News
 - Knowledge



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HR Uses

Background checks for new hires:

- Career moves
- Connections and affiliations
- Professional contributions and recognition
- Recommendations
- *Anything iffy?*



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Investigations

Researching suspects:

- Evidence and leads
 - Friends, activities, photos, travel
- Personal information
 - Names, family, addresses

Locating expert witnesses



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“What happens in Vegas stays . . . on YouTube, Flickr, Twitter, & Facebook”

Source: Erik Qualman
Insightful short video –
<http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think>



Staff personal use of social media?

- Typical agency policy:
- No personal social networking on work time
 - No references to the agency or work
 - No photos of staff in uniform.

- But keep an eye on it!



Who Are the Major Players?

- Facebook
- LinkedIn
- Twitter
- Dozens of others (YouTube, Flickr, Delicious, Ning groups, SecondLife, . . .)

See: http://en.wikipedia.org/wiki/List_of_social_networking_websites



Facebook

- 250 million active users , all ages
- 120 million users log on to Facebook at least once each day
- Fastest growth among users 35 years old and older

<http://www.facebook.com/press/info.php?statistics>, Aug 24, 2009



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Facebook Basics

- Personal or business/entity page.
- Customize your security settings!
- Multimedia: notes, photos, videos, links.
- “Friends” = connections.
- “Fans” = people associated with a business, organization, or cause.



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Facebook Examples



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Facebook: Examples



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LinkedIn

- 45 million professionals
- Personal connections
- Group connections
 - Professional interests
 - Organizations
 - School and business alumni



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LinkedIn: Basics

- Create a personal profile.
- Customize your security settings!
- Connect with colleagues and join groups.
- Create your own group?
- Keep up with discussions, projects, news, career moves.
- Use “Answers” section to find or share expertise.



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LinkedIn: Examples

Tommy Norris
Director of Correctional Training at College of Justice and Safety | Eastern Kentucky University
Lexington, Kentucky Area

Current

- Executive Director at Correctional Security Network
- Faculty at Eastern Kentucky University
- Director of Correctional Training at College of Justice and Safety Eastern Kentucky University

Past

- Accreditation Manager at Federal Bureau of Prisons

Education

- Eastern Kentucky University
- University of Kentucky

Connections 48 connections

Industry Public Safety

Websites My Company

[Contact Tommy Norris](#)

[Add Tommy Norris to your network](#)

Public profile powered by **LinkedIn**

Create a public profile: [Sign In](#) or [Join Now](#)

View Tommy Norris's full profile:

- See who you and Tommy Norris know in common
- Get introduced to Tommy Norris
- Contact Tommy Norris directly

[View Full Profile](#)

Name Search:
Search for people you know from over 45 million professionals already on LinkedIn.

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LinkedIn: Examples

Companies

[Companies Home](#) | [Add Company](#) | [FAQ](#)

Bexar County District Attorney's Office

Last added by Assistant Criminal District Attorney

MISSION STATEMENT
The Bexar County District Attorney's Office is a team of dedicated prosecutors committed to aggressively seeking justice and the protection of the family, person and property of all the citizens of our community.

General Information: (218) 335-2311
Monday through Friday
8:00am - 5:00pm
Except County Holidays

Current Employees (72 total)

- Malcolm Skidmore, Assistant Criminal District Attorney
- Trisha Brecheisen, Criminal specialist
- Steven Speir, Assistant Criminal District Attorney
- Miguel A. Ramirez Colon, Medical Director
- Nicole Gil, A.D.A.

Related Companies

Bexar County District Attorney's Office employees are most connected to:

- Bexar County
- St. Mary's University
- USAA
- AT&T

Key Statistics

Top Locations

- San Antonio, Texas Area (18)

HQ Region: San Antonio, Texas Area

Industry: Government Administration

Type: Government Agency

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LinkedIn: Justice Groups

Groups

[My Group](#) | [Following](#) | [Groups Directory](#) | [Create a Group](#)

Search Groups (2)

National Information Exchange Model Already a member

NIEM is a partnership of the U.S. Department of Justice and the Department of Homeland Security. Designed to develop, disseminate and support information exchange standards and processes that enable information sharing across multi-levels of government. NIEM is freely available in the public domain.

Source: Bexar Key (81 members) | Share

National Association for Justice Information Systems Already a member

The National Association for Justice Information Systems (NAJIS) is an organization of individuals who are responsible for the acquisition, operation and management of local, state and federal criminal justice information systems.

Source: Fern Maria Subash (2 members) | Share

Search Groups

national justice information

All categories

All languages

[Search](#)

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

[Create a Group](#)

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Twitter

- 45 million users (June 2009)
- Posts are 140 characters or shorter - "microblogging"
- Voices in professional fields, media, and business
- "Followers" – how information moves
- Rapid adoption: organizations, agencies



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Twitter Basics

- Create a username and profile.
- Customize your security settings!
- Find good sources to "follow."
- Share what's interesting – news links, achievements, knowledge, events.
- Pass along hot items by "re-tweeting"



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Leveraging Twitter

- "Hashtags" help make content findable.
 - Example: #najis2009 in a message referring to this conference
- Search.twitter.com – find content.
- TweetDeck.com and others make sending & monitoring easier.
- Many more . . .
- All are free! (so far)



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Twitter and Government

Read and click button to "follow" at <http://twitter.com/username>

Tweets use format @username

- @NACoTweets – National Assn of Counties
- @adacosheriff - Ada County Sheriff, Boise, Idaho
- @CAcorrections – California Dept of Corrections and Rehabilitation



Twitter: Examples



How Do We Start?

Define your agency's social media goals:


- Where will you benefit from more dialogue and communication?
 - Agency and staff
 - Staff to staff
 - Agency and community
 - Staff and colleagues in justice field



Intra-Agency Connections

On your intranet, or consider:


- LinkedIn, Facebook, SecondLife
- Ning.com
- Yammer.com
- Secure Twitter account



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Going Public: Plan It Out

- Involve the right people.
 - Administration, public information, IT staff, HR?
- Articulate how it fits the agency’s mission.
- Determine who will do it.
- Define rules of engagement with negative posts.
- Review technology, security, and firewall aspects.



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Once You’re Online –

- Learn one platform, then expand to others.
- Be interesting!
- Make your content multi-purpose: integrate Tweets, blog posts, web site, Facebook, etc.
- Connect with your community.



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Monitor Your Online Reputation

- Check local news media and resident voices.
- Search social media with:
 - search.twitter.com
 - Spokeo.com
 - FriendFeed
 - Google Alerts
 - Many more



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The Agency’s Voice

- Responsiveness – speed is important.
- Be friendly and casual, but professional.
- Bad news? Control the message.
- Thank people when they say something good about you.



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Safety, Government, and More

- <http://pewinternet.org>
- <http://www.realcostofprisons.org/blog/>
- <http://correctionalofficersafety.blogspot.com>
- <http://cops2point0.com>
- <http://community.nicic.gov>
- LinkedIn groups –
 - NIEM, Public safety communications, Corrections evidence-based practices, more . . .
- <http://govloop.com>



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For Further Reading

- Use <http://Technorati.com> to find blogs with good value. Follow links to others.
- Pentagon's adoption of social media - http://www.govexec.com/story_page.cfm?articleid=43421&dcn=e_gvet
- Crime tips in D.C. – "Can government be cool?" http://blogs.govexec.com/fedblog/2009/08/can_government_be_cool.php
- "The Wiki Way To Plan" – "More and more places are using social media tools to try to engage citizens." By Ellen Perlman | August 18, 2009. <http://www.governing.com/column/wiki-way-plan>
- Video on social media impact, Erik Qualman. <http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think/>
- Social media in hiring, May 20 2009, Jobvite (press release) <http://www.earthtimes.org/articles/show/jobvite-social-recruitment-survey-companies,831809.shtml>
- Wikipedia's index to social networking sites – http://en.wikipedia.org/wiki/List_of_social_networking_websites
- Chris Brogan – <http://www.chrisbrogan.com> – everything social media



Thanks!

Return survey & leave card to get the write-up, or access it online.

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