Why trust & confidence matters?

The police are the public
and the public are the police

- Sir Robert Peel
And the public are now online
Across all age groups

Demographic Profile of Top 5 Social Media Sites in New Zealand
Source: comScore MMX, New Zealand, November 2013, 15+

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tumblr</td>
<td>37.7%</td>
<td>15.5%</td>
<td>15.7%</td>
<td>16.6%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Twitter</td>
<td>27.1%</td>
<td>15.5%</td>
<td>18.3%</td>
<td>21.2%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Facebook</td>
<td>23.5%</td>
<td>19.1%</td>
<td>17.9%</td>
<td>20.0%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Blogger</td>
<td>24.2%</td>
<td>20.0%</td>
<td>18.0%</td>
<td>17.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Linkedin</td>
<td>14.9%</td>
<td>16.5%</td>
<td>16.6%</td>
<td>20.9%</td>
<td>31.1%</td>
</tr>
</tbody>
</table>

Total Unique Visitors (000)

447 (Tumblr) 249 (Twitter) 1,950 (Facebook) 559 (Blogger) 798 (Linkedin)
Under 30s rely on social media

FOMO & FONK
An evolving devolved strategy
Engaging with New Zealanders

Otorohanga Support House
THURS
7th NOV

Cuppa
WITH
Your
Coppa?

Renwick Neighborhood Policing Team
11:43 am

Don’t tell the boss, but we’ve come into possession of something he’d want kept secret... a 4-year-old visitor from USA thought a hat swap would be fun... the things we do for the kids! Good one, Sergeant!

New Zealand Police @nzpolice - Jun '14

Future Police Commissioner maybe? #nzpolice #openday
Prevention in action

New Zealand Police @nzpolice · Jan 27
Say no to drinking and driving. Check out our video from @theJamiesWorld and @BOPPolice youtube.com/watch?v=KvGuUR... #polwt #nzpolice

New Zealand Police @nzpolice · May 29
254 lives were lost on our roads last year. Drive safe, and #MakeItToMonday this long weekend.

NZ Police @BetterWorkStory · Dec 1
Kia Ora drivers, remember there is no tolerance for speeding in Dec & Jan. Stay under the speed limit and enjoy a safer summer.
Counties Manukau Police are investigating after an aggravated robbery at the Video Expo store, situated at 46 Cavendish Drive, Manukau at approximately 8:15 pm on 06/04/14.

A male entered the Video Expo store and walked up to the counter...

**Thanks for the witnesses who helped. We have identified the suspects in the van***
To the not-so-big ...

Marlborough Police
21 October 2013

'M' STOLEN FROM MCDONALD’S:
A man was seen running from McDonald’s towards Freswick Street with the large M from the McDonald’s sign shortly after 4am on Sunday. If you have any information about who this person is, or you know where the M has ended up, please contact Blenheim Police, Ph 578 5279.

Ceejay Joyce, Kōwhai Ratima, Ajay Davis and 278 others like this.

176 shares

Fiona Sadd my maturity level is making me think this is funny.

Steve Broughton If we're no missing, check...

Write a comment...
Recruitment & #BetterWorkStory

BETTER WORK STORIES
NEW COP'S - NEW ZEALAND POLICE > About The Job > Better Work Stories

Police negotiator helps young man down from a ledge

NZ Police @BetterWorkStory · Mar 19
It's not every day we catch an escaped goat running through the CBD. Overheard on #Police radio: "Suspect on hoof towards Rail Station!?"

NZ Police @BetterWorkStory · Nov 13
I pop into @ZenergyNZ just as a man attempts to drive off without paying for his fuel. Guy wasn't so pumped when I caught him. #NZPolice
<table>
<thead>
<tr>
<th>Time</th>
<th>Tweet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 19</td>
<td>Alert: SH 1 Brynderwyn Hill - State Highway 1 is currently blocked by 3 slips and flooding near the intersection w... ow.ly/2KnUib</td>
</tr>
<tr>
<td>Jul 19</td>
<td>Alert: Northland - Due to severe weather and heavy rain forecast to hit Northland tonight Police are urging peopl... ow.ly/2KnRB1</td>
</tr>
<tr>
<td>Jul 26</td>
<td>Operation Urban - Takakini - At approximately 1:09pm this afternoon police were called to an address in South St... ow.ly/2KnUib</td>
</tr>
</tbody>
</table>

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<tr>
<th>Time</th>
<th>Tweet</th>
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<tr>
<td>Aug 16</td>
<td>New Zealand Police @nzpolice - Aug 16 Police update on Wellington Earthquake @eqnz bit.ly/17FvQ5</td>
</tr>
<tr>
<td>Aug 16</td>
<td>New Zealand Police @nzpolice - Aug 16 State Highway 1 between Waiapu and Kaukau is closed #EONZ</td>
</tr>
<tr>
<td>Aug 16</td>
<td>New Zealand Police @nzpolice - Aug 16 No reports of significant damage or injuries #EONZ</td>
</tr>
<tr>
<td>Jul 26</td>
<td>New Zealand Police @nzpolice - Jul 26 Good work - Police and other services in sync after earthquakes #eqnz #PoliceComissioner ow.ly/mkloS</td>
</tr>
<tr>
<td>Feb 27</td>
<td>New Zealand Police @nzpolice - 27 Feb 2011 We ask international visitors to NZ to call friends and family at home. Let them know you are safe and well #eqnz #achch</td>
</tr>
<tr>
<td>Feb 27</td>
<td>New Zealand Police @nzpolice - 27 Feb 2011 Please ask drivers in #achch to stay off the roads unless absolutely necessary #eqnz</td>
</tr>
</tbody>
</table>
Special events and national campaigns

#RoyalVisitNZ
#OpenDay
#WomenInBlue
#poltwt
#WorldCup
Future plans
I interviewed a family about the abuse of their sister, but nobody "knew" anything. The members of the family kept switching from English to Cook Island Māori to speak amongst themselves. I didn’t let on at the time that I could speak and understand their words clearly. I listened patiently as they argued about events leading up to the assault. The brother kept instructing his older sister to lie to the police; "Don’t tell the police it was dad... say she fell down the stairs." Outside the address, my Sergeant told me he was suspicious but had no idea what they were saying. Imagine my Sergeant’s surprise when I recited the entire conversation. We went back inside and took their father into custody.
Meet ‘Kohl’

Meet our little guy. Dunedin Police need your help to give him a name starting with K. Check out www.facebook.com/DunedinPolice for more info.

#polwt #nzpolice #policedog

Koal (as in black as coal)

Kenji

Koda

Kruger

@gizzy_mbrown and another one

Keizer! It is the German meaning for emperor! I’ve written it on Facebook but I’m not sure you’ve seen it :)

I dream to be a police officer and have a German Shepard called Keizer :)

Leave a comment...
Lessons we have learnt
1. Know what winning looks like
2. Know who you want to be, then be who you are
3. Grow kauri, not pine
4. Realise it's not all about you
5. Make the most of all of your touchpoints
Police keen for women to join ranks

KELLY O'BRIEN

Police Sergeant Wendi Pickering has dangled out of helicopters, carried out search and rescue operations and been first on the scene at some especially violent crimes.

She might sound like a modern day wonder woman but the officer charge of a community police team in Massey, west Auckland, says it's all part of life on the force.

Pickering's story is one of those her police bosses hope will inspire more women to consider policing as a career option.
Thank you
Any questions?

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On YouTube - NZPoliceRecruitment
On Twitter - @nzpolice  @betterworkstory
On Instagram – NewZealandPolice