



*Safer Communities Together*

# Social Media and Public Engagement

Karen Jones and James Whitaker

# Our role



# Why trust & confidence matters?



*The police are the public  
and the public are the police*

*- Sir Robert Peel*

# And the public are now online

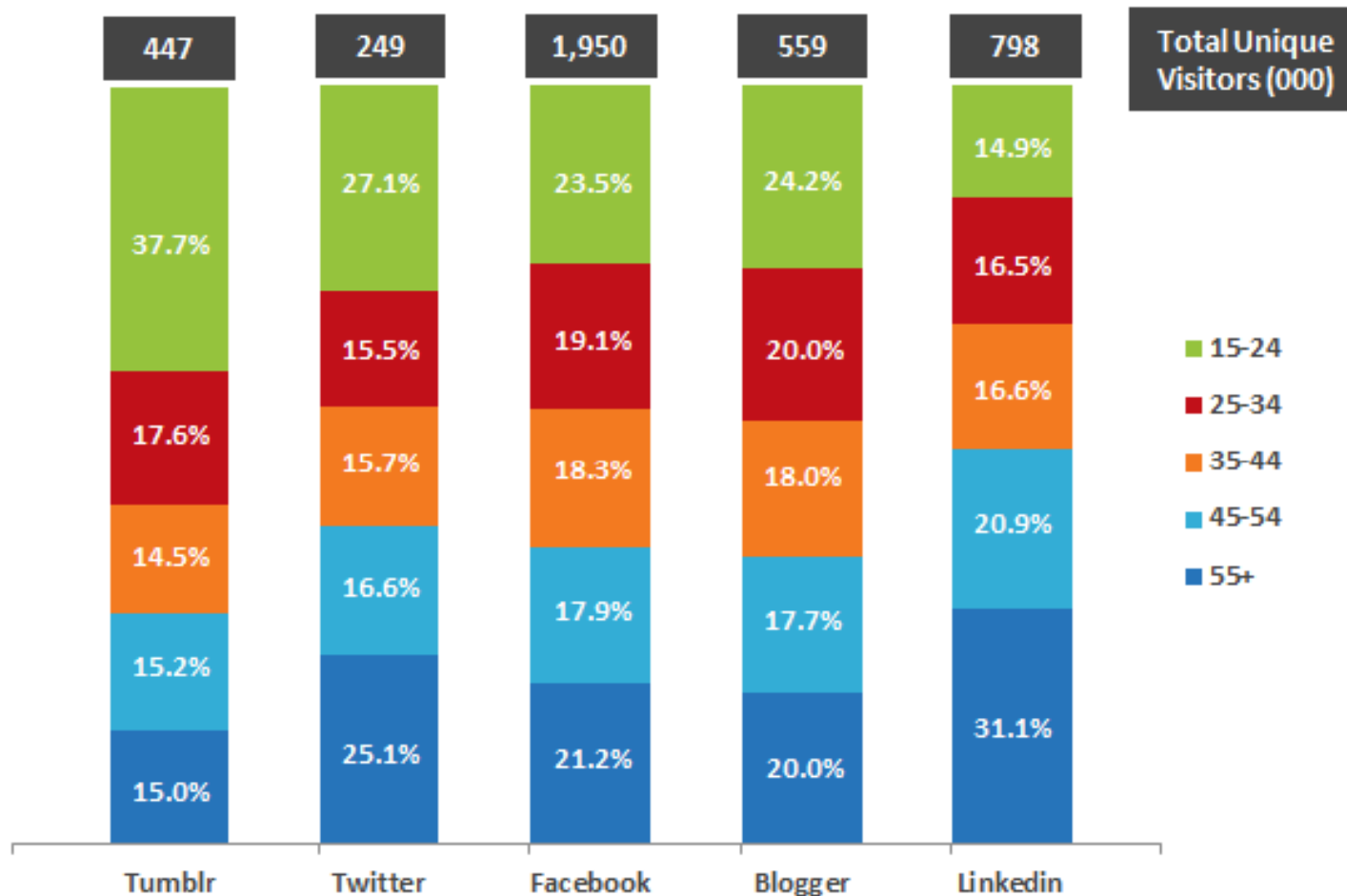


# Across all age groups



## Demographic Profile of Top 5 Social Media Sites in New Zealand

Source: comScore MMX, New Zealand, November 2013, 15+



Under 30s rely on social media



**FOMO & FONK**

# An evolving devolved strategy



You are posting, commenting, and liking as **NZ Police Recruitment** — Change to James Whitaker

Page

Activity **21**

Insights

Settings

Build Audience ▾

Help ▾



Like · Comment · Share

👍 9 💬 1

Boost Unavailable



**NZ Police Recruitment**

August 2, 2010

What NZ Police team would you like to work for and why?

Like · Comment · Share

💬 9



**NZ Police Recruitment**

July 28, 2010

This page will be way more interesting in late September when we'll have officers tweeting about their work and a whole lot of interaction going on. Until then, if you've got any recruitment related questions, ask away.

Like · Comment · Share

Boost Unavailable



**Joined Facebook**

July 27, 2010

## THIS WEEK

**508**

Page Likes

**272,881**

Post Reach

**UNREAD**

**21**

Notifications

## Recent

2014

2013

2012

2011

**2010**

Founded

# Our channels



**NZ Police Recruitment**  
Government Organization

41,240 likes

**Useful scam prevention advice**

Police Senior Sergeant Tania Van Ooyen  
And - if it looks too good to be true it probably is.

policenz 3,551 likes

**New Zealand Police**  
@nzpolice

This is an UNMONITORED feed of New Zealand Police information provided as a public service. @ mentions and DMs will not be answered. IN AN EMERGENCY CALL 111.

6,540 TWEETS 59 PHOTOS/VIDEOS 20 FOLLOWING 14.3K FOLLOWERS 4 FAVORITES

New Zealand  
police.govt.nz  
Joined May 2010

**New Zealand Police** @nzpolice · Jun 27

Did you have a name idea for our wee pup? The little guy is now helping us to decide #polwtw facebook.com/DunedinPolice

**newzealandpolice**

NZ Police The official Instagram account for the New Zealand Police. Follow us as we prevent crime and victimisation in our communities. <http://www.police.govt.nz>

38 posts 490 followers 19 following

# Engaging with New Zealanders



New Zealand Police @nzpolice · Jun 14  
Future Police Commissioner maybe? #nzpolice #openday



5 likes, 4 stars

# Prevention in action



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

 YouTube



  9  2  





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



  40   17 

**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.

  14  3 

# Solving crime – from the big



Counties Manukau Police

14 July

Counties Manukau Police are investigating after an aggravated robbery at the Video Expo store, situated at 40 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....  
[See More](#)



Like · Comment · Share

33 Shares

43 people like this.



Queenstown Police

June 19

\*\*Thanks for the witnesses who helped. We have identified the suspects in the van\*\*



Like · Comment · Share

47 3

# 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.

Tag photo

Add location

Edit

Like · Comment · Share

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

Top Comments ▾

176 shares



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

Like · Reply · 40 · 21 October 2013 at 11:33

5 Replies



**Steve Broughton** If two more are missing... check

Write a comment...



# Recruitment & #BetterWorkStory



## BETTER WORK STORIES

NEW COPS - 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

## BETTER WORK STORIES



Cop saves woman from violent ex



Cop saves unconscious man



Lio's Story Documentary

To discover more

To discover more

# Crisis communications



**New Zealand Police** @nzpolice · Jul 19  
Alert: SH 1 Brynderwyn Hill - State Highway 1 is currently blocked by 3 slips and flooding near the intersection w... [ow.ly/2KnUib](https://ow.ly/2KnUib)

13 Retweets 3 Favorites

**New Zealand Police** @nzpolice · Jul 19  
Alert: Northland - Due to severe weather and heavy rain forecast to hit Northland tonight Police are urging peopl... [ow.ly/2KnRB1](https://ow.ly/2KnRB1)

5 Retweets 2 Favorites

**New Zealand Police** @nzpolice · Jul 19  
Operation Urban - Takanini - At approximately 1:09pm this afternoon police were called to an address in [ow.ly/2KnRB1](https://ow.ly/2KnRB1)

Expand Reply Retweet Favorite More

**New Zealand Police** @nzpolice · Aug 16  
Police update on Wellington Earthquake #eqnz [bit.ly/17tRdZ5](https://bit.ly/17tRdZ5)

Expand Reply Retweet Favorite More

Retweeted by ONE News  
**New Zealand Police** @nzpolice · Aug 16  
State Highway 1 between Weld Pass and Kaikoura is closed #EQNZ

Expand Reply Retweet Favorite More

Retweeted by Jessica Mutch TVNZ and 6 others  
**New Zealand Police** @nzpolice · Aug 16  
No reports of significant damage or injuries #EQNZ

Expand Reply Retweet Favorite More

**New Zealand Police** @nzpolice · Jul 26  
Good work - Police and other services in sync after quakes #eqnz  
[#PoliceCommissioner](https://ow.ly/nkwaS) [ow.ly/nkwaS](https://ow.ly/nkwaS)

Expand Reply Retweet Favorite More

Retweeted by Melanie Homer and 2 others  
**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 #chch

Expand Reply Retweet Favorite More

Retweeted by Cake Oven and 3 others  
**New Zealand Police** @nzpolice · 27 Feb 2011  
Please ask drivers in #chch to stay off the roads unless absolutely necessary #eqnz

Expand Reply Retweet Favorite More

# Special events and national campaigns



**New Zealand Police** @nzpolice · Apr 16  
Our newest pups get the royal treatment #RoyalVisitNZ  
[pic.twitter.com/Daoa9CGJnB](https://pic.twitter.com/Daoa9CGJnB)

↩ Reply 🗑 Delete ★ Favorite

Flag media



What is it like to be a Constable? Constable Zoe Eginton is here to answer your questions about her role in Police from 7.30-8.30pm tonight. Post your comments below!

You can also watch Zoe on #womeninblue tonight, TV One.



Like Comment Share

👍 511 💬 199 📄 6 Shares



**New Zealand Police** @nzpolice · Jun 27  
Our @ManukauPolice pup Kess is definitely a #WorldCup supporter. #polwtw  
[#nzpolice pic.twitter.com/q4tW9YlK8](https://pic.twitter.com/q4tW9YlK8)

↩ Reply 🗑 Delete ★ Favorite

Flag media

#RoyalVisitNZ

#OpenDay

#WomenInBlue

#polwtw

#WorldCup

# Future plans



# Most shared ...



Timeline Photos

Tag Photo Options Boost Post Share



**NZ Police Recruitment**

Posted by Campbell Moore [?]  
July 8

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 Maori 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 us. "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.

Tag Photo Add Location Edit

Unlike · Comment · Share

NZ Police Recruitment, Rowan Spinks, Reena Sharma, Gemz Tutu and 74,107 others like this.

1,325 shares

View previous comments 6 of 2,804

**Charlie Porio Makakea** Aunty you BOSSLADY 😊 lol biggest coconut confession by miles LOL  
July 21 at 8:33pm · Like

**Louise Jensen** CLEVER GIRL  
July 21 at 8:54pm · Like

**Ryan Bewley** You can arrest me anytime.  
July 21 at 8:55pm · Like · 1

**Alana Lesnik** What a good officer this women is. . . . Be proud of her I bet her father mother and siblings are . . . You go girl!!!! 🙌  
July 21 at 11:17pm · Like · 1

**Bill Backhouse** Wow, so pretty too 😊  
Yesterday at 5:58am · Like

**Zaeem Ali** Wow sis.  
Yesterday at 9:48am · Like



Write a comment..



# Meet 'Kohl'



**newzealandpolice**

Following

3 weeks ago

Meet our little guy. Dunedin Police need your help to give him a name starting with K. Check out [www.facebook.com/DunedinPolice](http://www.facebook.com/DunedinPolice) for more info. #poltwt #nzpolice #policedog

xxfrisonexx, \_multifish\_, fultonsheriff and 47 others like this.



**tc3training**

Koal (as in black as coal)



**briannamccann**

Kenji



**nadia.anderson**

Koda



**senefidow**

Kruger



**connor\_stead**

@izzy\_mbrown and another one



**madison\_thompson25**

@newzealandpolice 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...





*Safer Communities Together*

# 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



www.police.govt.nz

Home Stolen/Wanted Missing persons Advice News Contact us

**Safer Communities Together**

**Victims at heart of family violence response**

**In Emergencies Call 111**

**Do it online now**

- Pay a ticket / infringement fee
- Change address on firearms licence
- Request a visitor's firearms licence
- Request Police vetting
- Subscribe to news and job alerts
- All online options

**What do you want to do today?**

**Advice**

- Vetting
- Firearms
- Driving and road safety

**About us**

- Jobs
- Publications and statistics
- Structure

**Contact us**

- Find your local station
- Ticket / infringement queries
- Praise and complaint

**Report a crime or incident**

- Emergency 111
- Report a crime
- Report a bad driver

**News centre**

Commissioner praises fire rescue police officers

Officer rescues elderly woman from house fire

Hutt Valley Police searching for high-risk offender, believed to be in Hamilton

New images released to help identify man

Response to Adam Dunnett sentencing

facebook

NZ Police Recruitment

Government Organization

PEOPLE 35,096 likes

ABOUT

POSTS TO PAGE

NZ Police Recruitment

Caption this

This is the official NZ Police recruitment Facebook page administered by NZ Police Recruitment staff. Feel free to ask anything about joining in NZ or our...

READ MORE

http://www.newzealand.govt.nz

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New Zealand POLICE ABOUT WOMEN IN BLUE WIN A POLICE RIDE-ALONG

Constable Anne-Theresa Kimiora Napara

Find out why I joined up >

**WIN A POLICE RIDE-ALONG**

Here's your chance to win a ride-along with one of the police officers featured in Women in Blue. You'll be able to observe what it's really like on the frontline during one of their regular shifts and see whether a career with NZ Police is right for you. Good luck.

Fields marked with \* are required

Why are you interested in a career with NZ Police? \* The best answer will be selected (Max 100 words)

New Zealand POLICE ABOUT WOMEN IN BLUE WIN A POLICE RIDE-ALONG

Constable Patsy Hall

Find out why I joined up >

**CONSTABLE PATSY HALL**

“Everything happens for a reason.”

What was your work role in the show and what are you doing now?  
During the filming of Women in Blue I was part of a front line emergency response unit in Wellington Central. I'm currently on maternity leave before going back to work later this year for a community policing role in 4th floor.

When did you join NZ Police?  
I joined the police in 2008 and have never looked back.

What are your hobbies and interests?  
I enjoy running, tennis, squash and netball. I love dinner out with my husband and friends, taking my dog to the beach and spending time with family.

Why are you interested in a career with NZ Police?  
I want to help people.

New Zealand POLICE ABOUT WOMEN IN BLUE WIN A POLICE RIDE-ALONG

Inspector Tracy Phillips

Find out why I joined up >

**INSPECTOR TRACY PHILLIPS**

“I'd rather die of thirst than drink from the cup of mediocrity.”

What was your work role in the show and what are you doing now?  
During the filming of Women in Blue I was the Area Commander in Whangarei Kaiara and I also relieved as the Rodney Area Commander. The role based in Auckland as the Senior Professional Standards Manager. Professional Standards is about leading NZ Police to be safe and think ahead. Or just simply, to do the right thing.

When did you join NZ Police?  
I joined in 2008.

NZ Police Recruitment  
Posted by Patsy Wign 11h · May 13 14

What is it like to be a Constable? Constable Zoe Egrinton is here to answer your questions about her role in Police from 7.30-8.30pm tonight. Post your comments below!

You can also watch Zoe on #womeninblue tonight, TV One.

Like Comment Share

491 196 6 Shares

**JOIN US AT WOMENINBLUE.CO.NZ**

Like · Comment · Share

1,022 68 41 Shares

## Police keen for women to join ranks

KELLY DENNETT

Last updated 05:00 06/05/2014

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Want Police Employment? fitnessesolved.co.nz/Police-PAT+PCT Ace Your Physical Tests With This Free Series - NZ's #1 Prep Program

Police Sergeant Wendy 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 in charge of a community police team in Massey, west Auckland, says it's all part of life on the force.

Pickering's story is among those her police bosses hope will inspire more women to consider policing as a career option.

# Thank you

# Any questions?



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