

Law Enforcement and Social Media



Quick Social Media Quiz

(give yourself one point for each "yes")

1. You've created a MySpace or Facebook profile.
2. You've watched a YouTube video.
3. You have created a blog.
4. You know what Twitter is.
5. You've ever created or posted to a Wiki.

Quick Social Media Quiz

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6. You've posted pictures to a photo-sharing Web site (like Flickr).
7. You know what RSS feed stands for.
8. You use an RSS feed reader to keep track of the latest news.
9. You have submitted a story to Digg or "Dug" story on the Web.
10. You have created or listened to a podcast.



How did you do?



What is Social Media?

- Includes blogs, Facebook and MySpace
- Using new technology to have a conversation
- Two-way vs. one-way communication
- Built need for social interaction and trust



The 10 Categories of Social Media Tools No. 1: Publishing Tools (Blogs)

Blues And Twos - Police Officer's Blog

BPDNews.com Call 1-800-494-Tips

News Updates from the Boston Police Department

WEDNESDAY, DECEMBER 11, 2007

DAILY INCIDENTS FOR WEDNESDAY, DECEMBER 11, 2007

SUSPECT ARRESTED FOR DRIVING ON A WALKWAY

At about 9:15pm, on Tuesday, December 11, 2007, officers from Area 6.7 (East Boston) observed a motor vehicle driving along a pedestrian walkway inside the East Boston Memorial Park. As the name of the park suggests, it is designed and designated for pedestrian traffic only. When officers observed the motor vehicle driving in the restricted area, officers immediately stopped the car. When asked to produce a license and registration, the operator of the motor vehicle, instead, presented a liquor ID card. When asked to explain how she ended up on a pedestrian walkway, the operator had no explanation. While speaking to the operator, officers were able to detect an odor of alcohol. Additionally, officers noticed that the suspect was slurring her speech. When asked if she had been drinking, the operator replied, "Yes very often. But... I've always drive in 2 lanes of the operator's license."



The 10 Categories of Social Media Tools
No. 2: Social Networking Tools
(Facebook, Niche Networks)



The 10 Categories of Social Media Tools
No. 3: Collaboration Tools (Wikis)



The 10 Categories of Social Media Tools

No. 4: Presence Apps (Twitter, Jaiku)



The 10 Categories of Social Media Tools

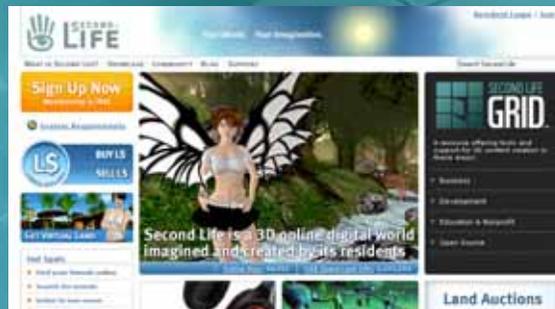
No. 5: Photo-sharing Tools (Flickr)



The 10 Categories of Social Media Tools
No. 8: Social Bookmarking and News Aggregation (Digg)



The 10 Categories of Social Media Tools
No. 9: Virtual Worlds (Second Life, Webkinz)



**How many text messages
does the average teen
send on their cell phone
every day?**



**MySpace, Facebook,
Xanga, TeenSpot**

These sites have replaced the
burger joint and the mall as places
for young people to meet,
congregate, talk, interact.

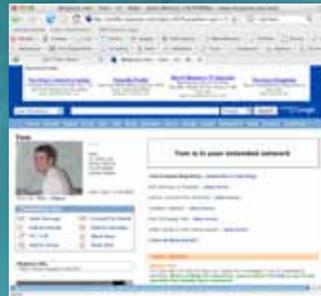


**YouTube is a place to
share cell phone videos
of what you did last night.**



**73 million
registered users
on MySpace**

200,000 new users daily



**Easy to feel safe.
Easy to get lost.
Easy to be found.**



There's also a dark side ...



**Teens need to be careful.
Too often they're not.**

(big surprise)



**How do you begin to
navigate this new world?**



**Information is knowledge,
and knowledge is power.**



What Do Teens Post?

- Party information
- Party images
- Tasteless photos
- Dope pictures
- Pictures of weapons
- Gang activity



**Employers already
know this.**



**One caveat:
It's all there, but what's
true?**



**Anything posted online
may be used as evidence.**



Bottom line:

- Old fashioned investigative work
- Get comfortable with it



Let's get online together.

