

Social Media Survey Findings

David Bailey – Social Media Project Lead
Rachel York – Social Media Project Operations Lead

Introduction

- The Social Media perception survey was launched on 3rd July 2018 and responses were collected until 28th September.
- Every force across UK policing was provided with a pack to be able to publish the survey on their own social media accounts.
- Forces were given the opportunity to make the survey their own and were encouraged to get as many responses as possible to provide a robust data set, not only for the national picture but for their own data set.
- The pack included a unique link for each force to use across three social media platforms, Facebook, Twitter and Instagram, as well as digital assets that could be personalised with the Force's logo and crest.
- To enable the 4 Welsh forces to be able to take part, the survey was also translated into Welsh.
- **43** police forces took part in the survey and over **25,700** responses have been received from followers of police accounts.
- The survey has been conducted twice previously, in 2014 and 2016, so we have a baseline to be able to compare this data set to.

Throughout this presentation there are quotes from our followers from the free text question within each survey, these are shown in blue speech bubbles.

#NorthWestHour Our twitter accounts are vital for our communications and your views can really help us to improve them 😊 Please can all you fab followers spare a few minutes to take our survey here socsi.in/WjeTG Thanks for your feedback and time 👍



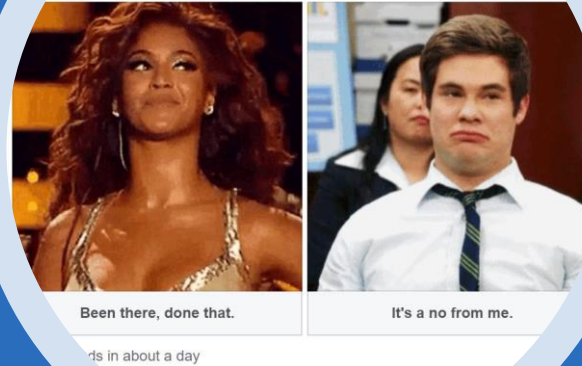
City of London Police @CityPolice

What kind of updates would you like to see from us on Twitter?

Help us what we can improve on by taking our short survey:
surveymonkey.co.uk/r/Twt18CoL

What do you want from your local police on Twitter?

Have your say by completing our survey.

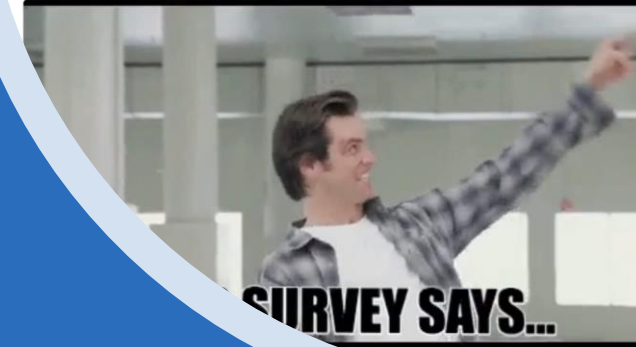


Bedfordshire Police @bedspolice

Follow

Looking for something nice and easy to help you look busy on a Friday afternoon?

We want your thoughts about our twitter account. Let us know what works, what doesn't, and what we can do better, by completing this short survey:
surveymonkey.co.uk/r/Twt18Bed

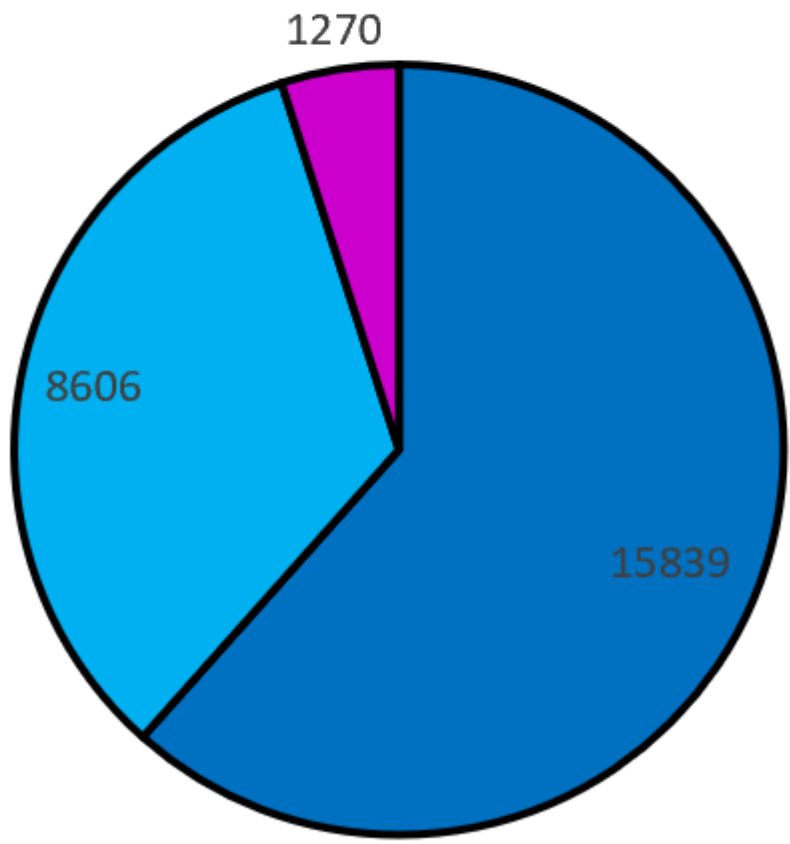


Some example posts – How Forces made the survey their own...

Who are our followers?

How many responses were received per platform?

Responses by Platform



- Facebook
- Twitter
- Instagram



The most responses came in from our Facebook accounts:

15,839



Despite having over 4000 policing accounts on Twitter, we only received:

8,606



The least amount of responses we received were from our Instagram accounts:

1,270

Responses received per platform

We received a total of 15,648 responses to our Facebook survey from 43 forces

Age	Total Responses
Under 13	6
13 – 17	120
18 – 24	618
25 – 34	1,891
35 – 44	2,312
45 – 54	2,971
55 - 64	2,276
65 & over	1,333



We received a total of 8,312 responses to our Twitter survey from 43 forces

Age	Total Responses
Under 13	7
13 – 17	175
18 – 24	537
25 – 34	861
35 – 44	1,201
45 – 54	1,655
55 - 64	1,094
65 & over	510



We received a total of 1,252 responses to our Instagram survey from 26 forces

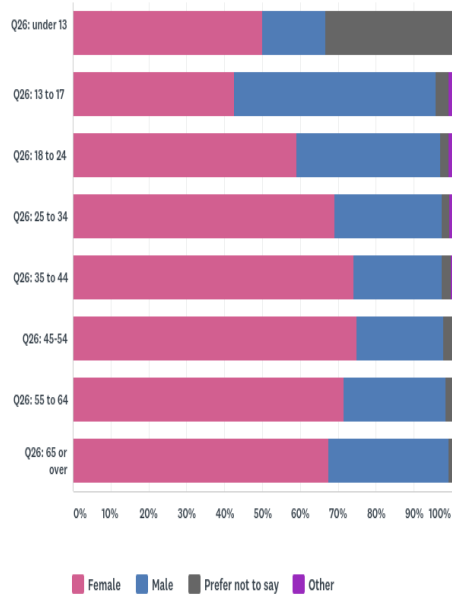
Age	Total Responses
Under 13	15
13 – 17	168
18 – 24	177
25 – 34	222
35 – 44	132
45 – 54	109
55 - 64	42
65 & over	18



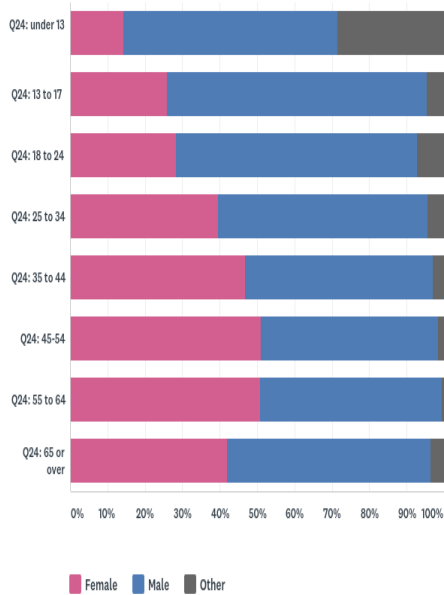
The question relating to age profile was not mandatory, however a large proportion of respondents did provide their age.

Who is engaging with us & on which platform?

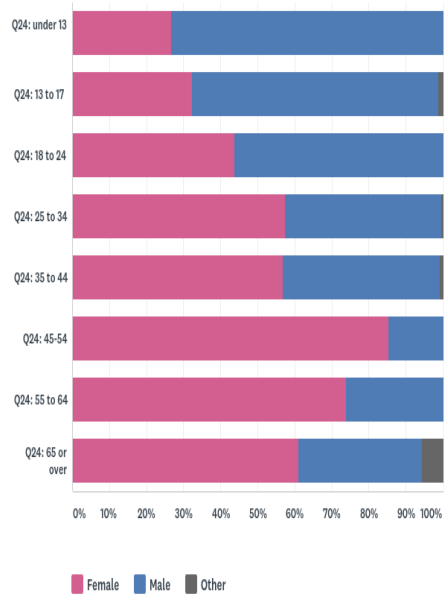
Q27 What is your gender?



Q25 What is your gender? (Skip to the next if you prefer not to say)



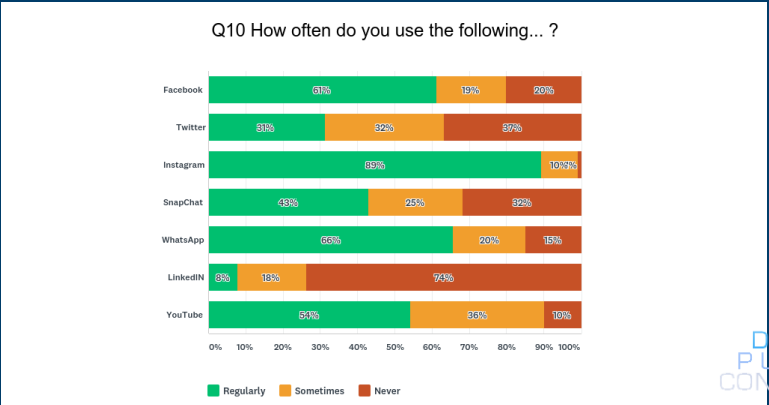
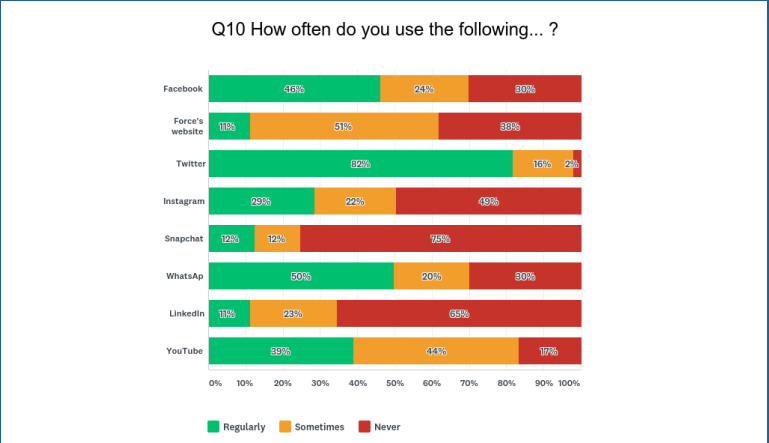
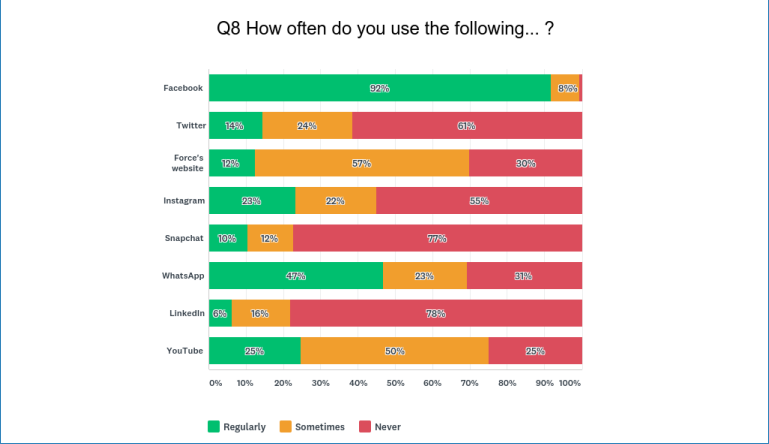
Q25 What is your gender? (Skip to the next question if you prefer not to say)



The question relating to gender was not mandatory, however a large proportion of respondents did provide their gender.

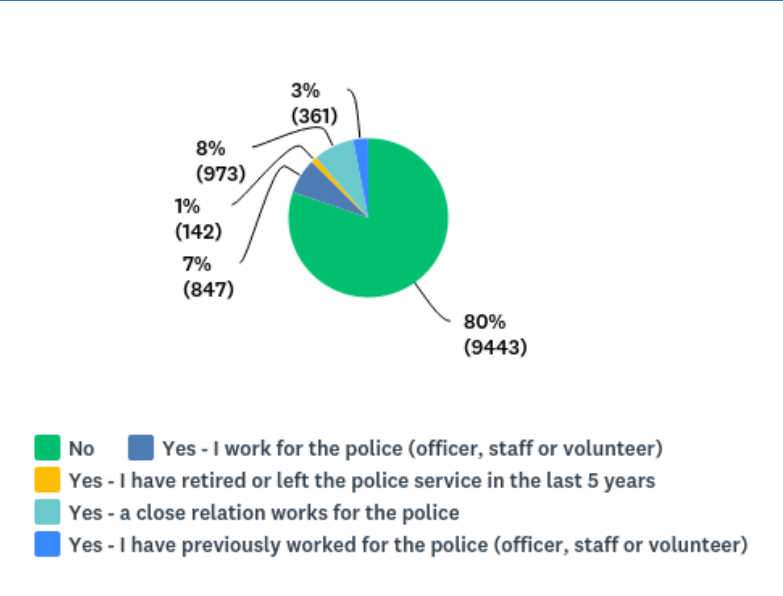
Our followers use of social media platforms

- We have learnt that our Facebook followers are not very active on other social media sites.
- Our Twitter followers do use other social media sites, but unsurprisingly use Twitter the most frequently.
- Instagram users tend to use several other social media sites on a regular basis.
- They look to our accounts to fulfil different needs, across the board, and we need to cater to those needs using a different approach and style for each platform.

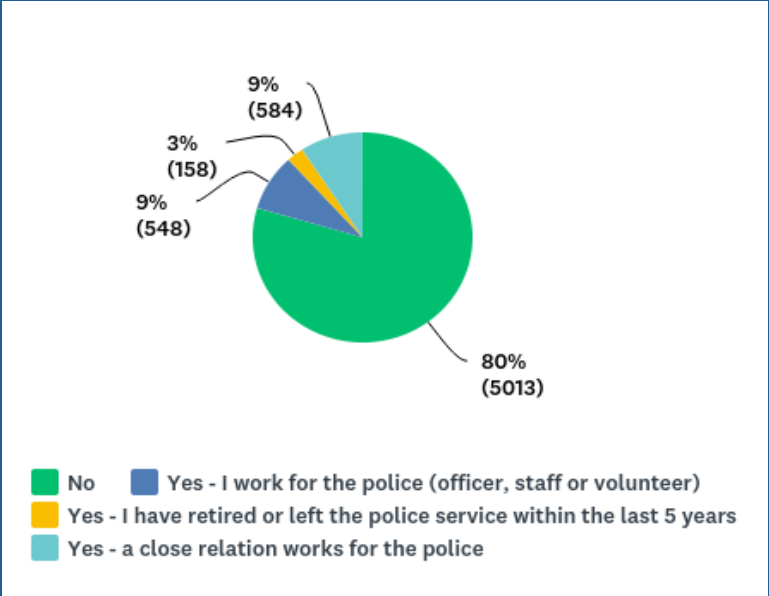


Are we talking to ourselves?

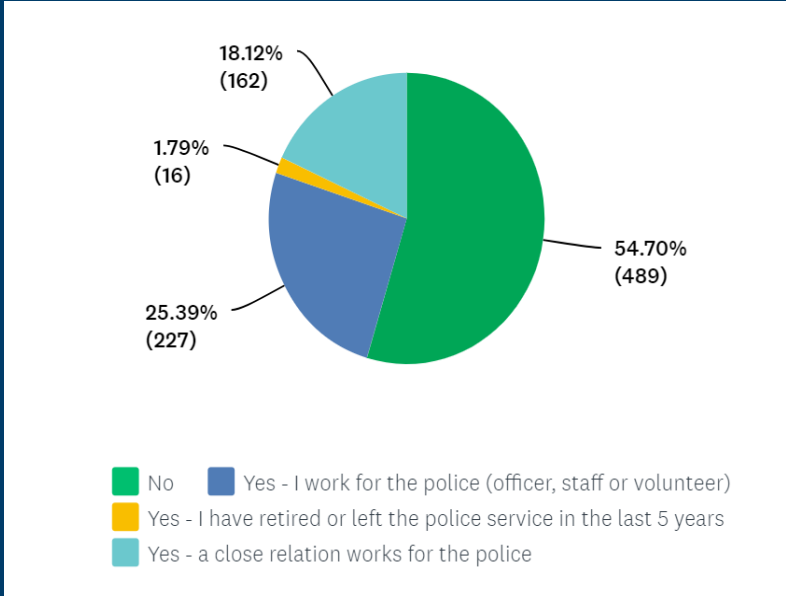
We asked whether respondents were part of the policing family. On both Facebook and Twitter the majority of respondents indicated that they had no connection with policing, however on Instagram nearly half of all responses were from followers who do have links with policing.



Over 25% of people chose not to answer



Over 25% of people chose not to answer



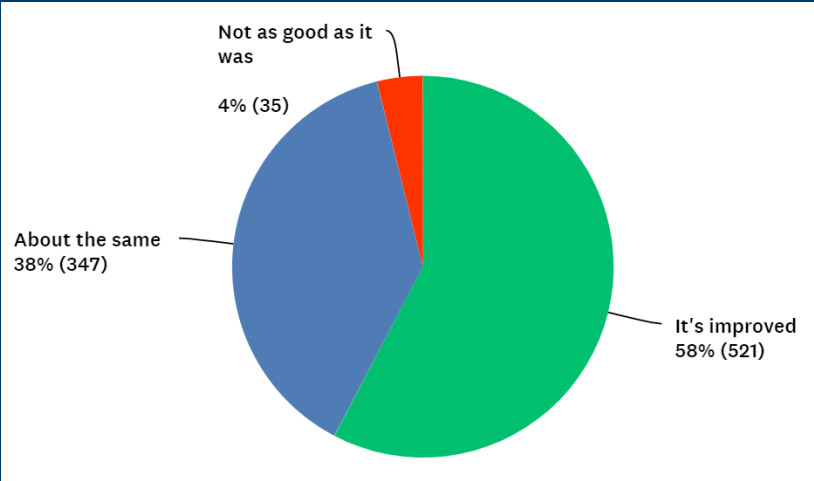
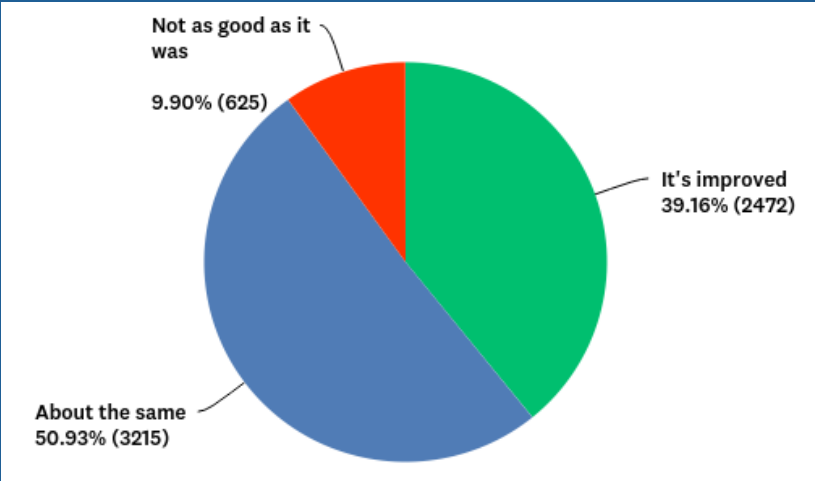
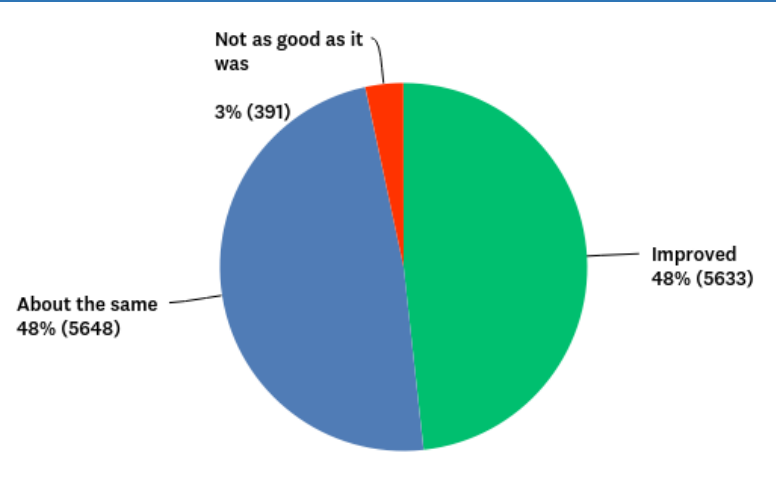
Over 29% of people chose not to answer



The question relating to police family was not mandatory, however a large proportion of respondents did provide the answer.

Do our followers think we have improved in the last year?

We asked if the way force's use each platform had changed over the last year. The majority of our followers perception is that we have plateaued on Twitter and Facebook, but we are showing improvements on Instagram. It is worth noting that, generally Instagram is the newest platform for most forces, so had the most room for improvement.



Facebook

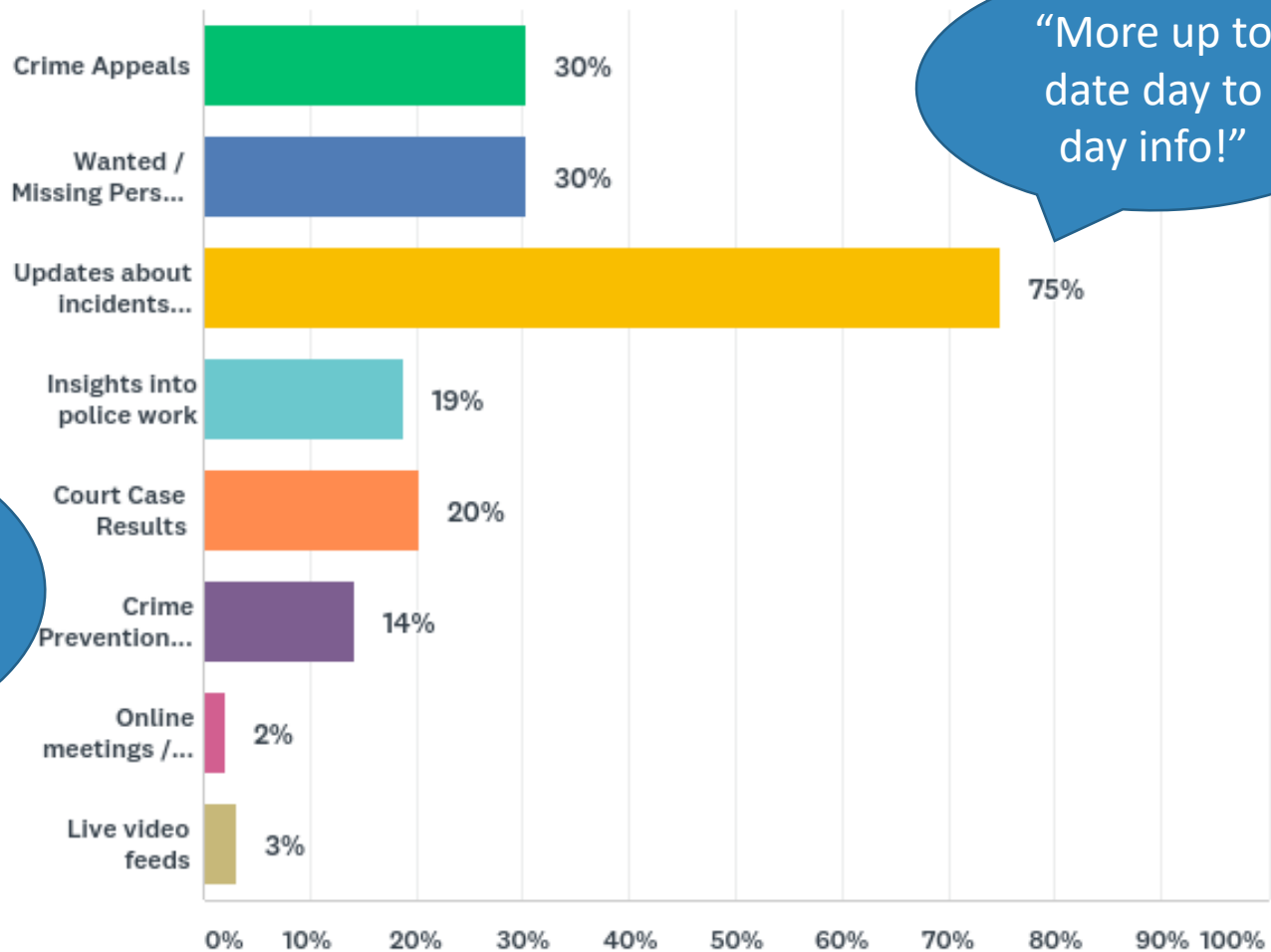


So what is relevant to our Facebook followers?



- Clearly the content that MOST interests our followers are 'live time'.
- Our Facebook followers do not look to our accounts for live video feeds or online meetings.
- Crime prevention advice is also not relevant to our followers, however this makes up a large amount of our campaign content.

What sort of police post are you most interested in?



“More up to date day to day info!”

“Keep us informed on ongoing issues and update afterwards”

“It comes across as a faceless corporate tool that is only updated on weekdays 9-5”

So what is relevant to our Facebook followers?

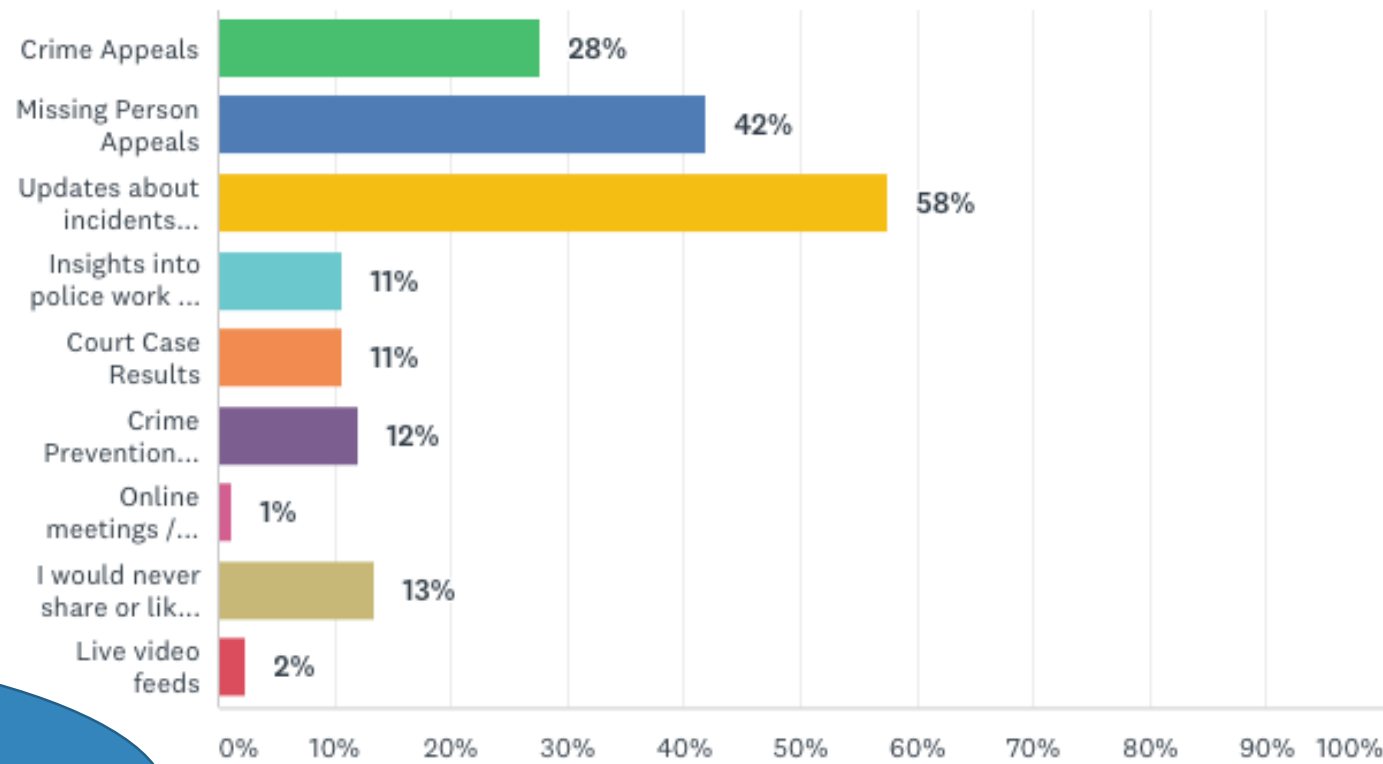


- Despite a low proportion of followers saying they found posts about missing person appeals relevant, our audience is likely to share this kind of post, which demonstrates a willingness to assist us with this kind of appeal.
- Our followers are MOST likely to share our posts about active or live time incidents.
- 13% of respondents have said they would NEVER like or share a police post, however they are engaged with us enough to complete our survey. This clearly shows that measuring engagement by likes or shares alone is not an effective measure.

"I like getting updates on crime in my area, it's useful to see it in my newsfeed so I don't have to go out of my way to search for info. Even though I would not engage with your posts (like or share) I still read and verbally distil information."

What sort of police post would you 'Like' or share with friends?

Answered: 12,813 Skipped: 2,223



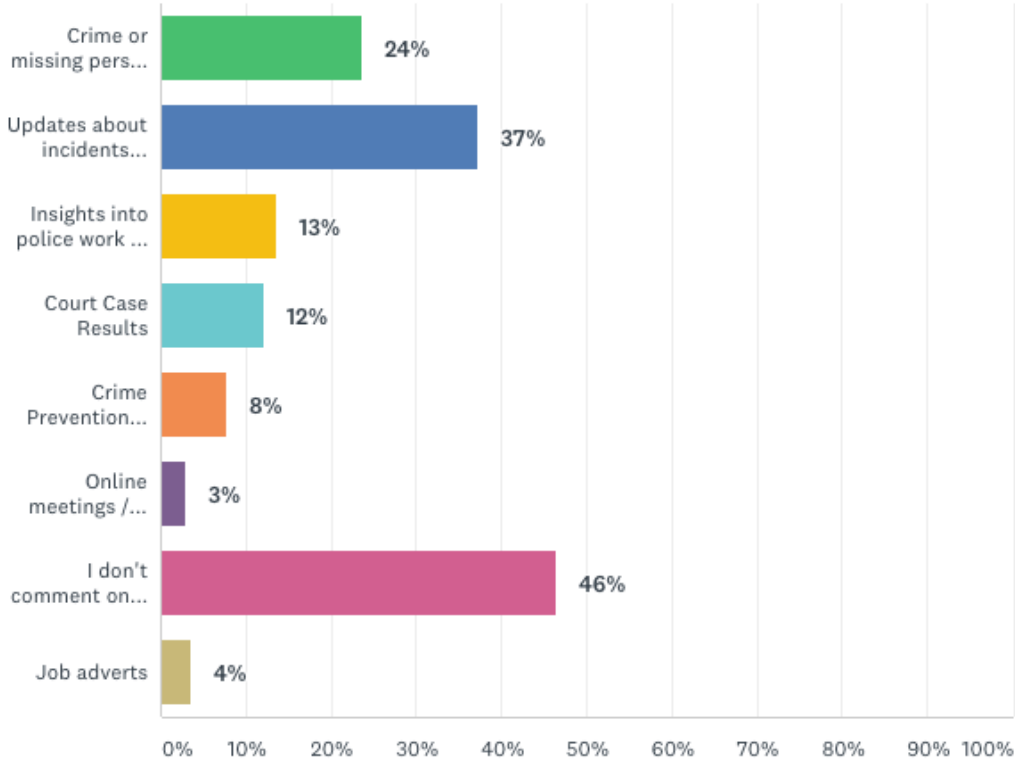
So what is relevant to our Facebook followers?



- The biggest and most challenging finding here is that 46% percent of followers WOULD NEVER comment on our posts BUT ARE ENGAGED enough to complete the survey!
- Clearly comment levels are only one of the measures we can use to demonstrate engagement
- There are different levels of engagement and we shouldn't devalue those who don't share or comment
- Also there is a picture developing about our users – in the previous question only 13% said they wouldn't like or share.
- This furthers the evidence of different levels of response from users depending on their use profile.

What sort of police updates would you comment on?

Answered: 12,813 Skipped: 2,223



What format of posts do users prefer on Police Facebook Pages?

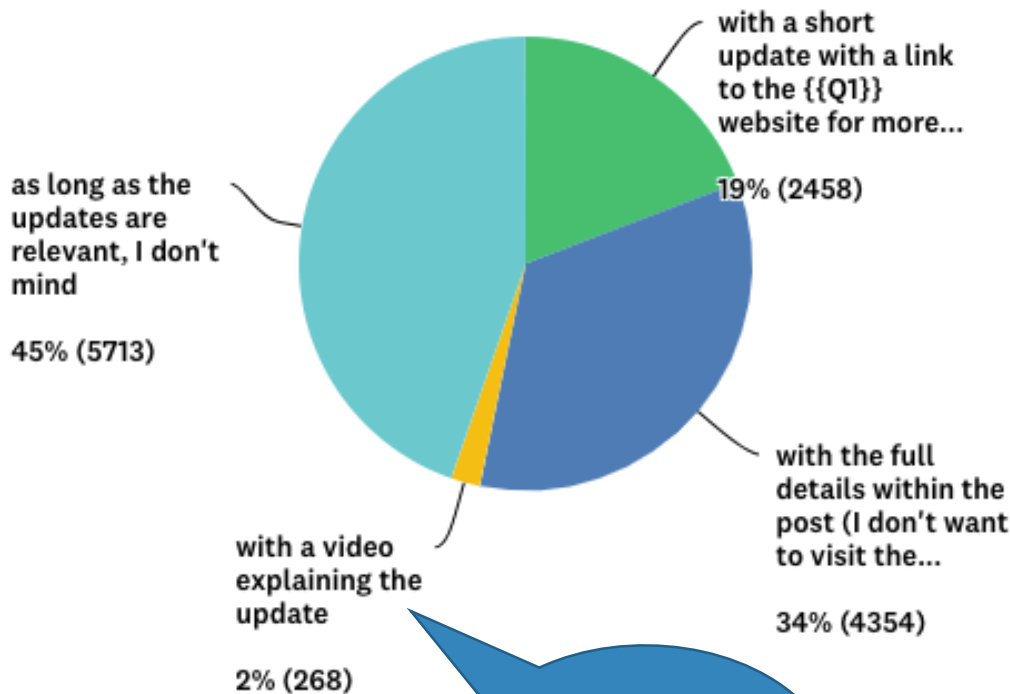


- Video isn't that important to our Facebook followers (but perhaps the lack of video content we use currently is a reason for this?)
- Relevancy is absolutely the most important factor here but it's important to note that being pointed elsewhere isn't a desirable approach

"I think the FB page gives the public relevant updates on what's happening. It's a great tool to keep the public updated."

What type of posts do you prefer?

Answered: 12,793 Skipped: 2,243



"Video content is poorly produced, rarely engaging and too long"

Police Facebook Follower Survey 2018

What type of content do people prefer on Police Facebook Pages?

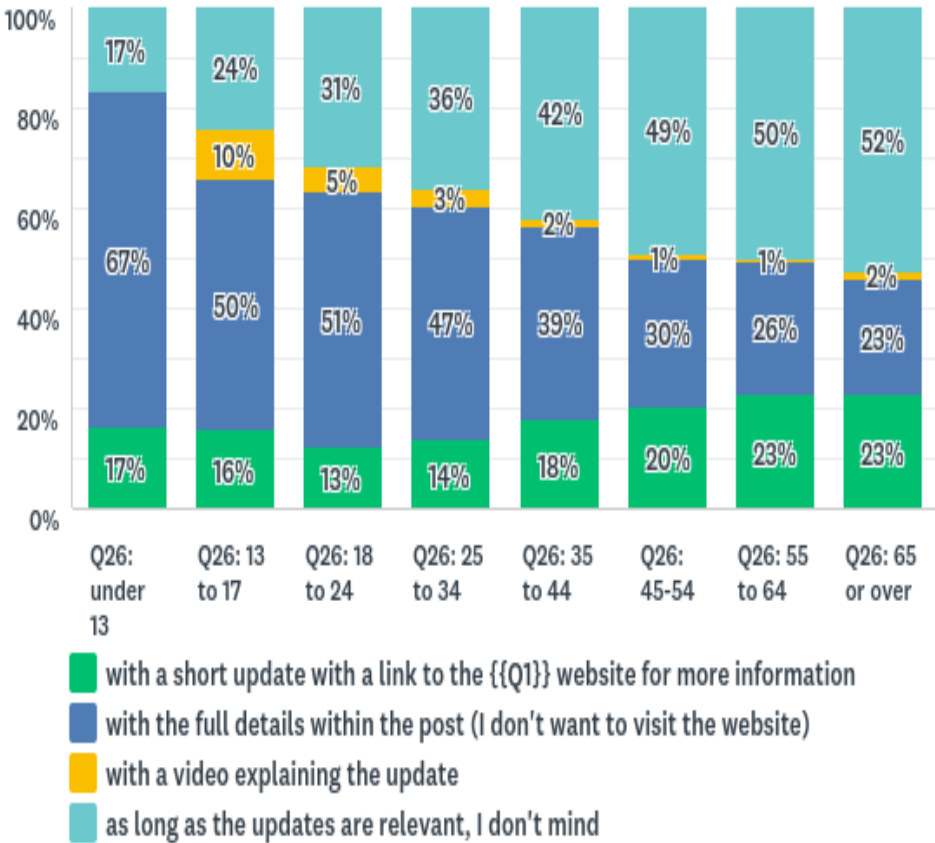


“I like it - would like more video/visual content”

- Video content is more important to 13-17 year olds than any other age group.
- The majority of our younger audience does not want to visit our website for further details, instead they want to have all the information provided in the post.
- Relevancy becomes more of an issue the older our audience gets.

“While it is good to see that the police does solve crime, there is not much relevance to the average reader.”

Q3 What type of posts do you prefer?



Facebook followers want curated professional content



- The way Facebook is used differs greatly between Forces, sometimes even within a Force areas different accounts, the public expect the same level of professionalism from all policing’s social media accounts, whether they are corporate, neighbourhood or officer accounts.
- Relevancy and timeliness have already been noted as the most important factors to consider when we post on social media, but we need to ensure that we apply the same level of professionalism to every post that we publish.
- When we asked what the public thought of our accounts and what we could do differently we received a large number of replies about spelling and grammar.

“All Facebook posts need to be checked for spelling and grammar as quite often these have not been checked ,which makes the constabulary look unprofessional”

“Have less Police Officers attempting to be popular on social media platforms and tackling the issues highlighted by public. At very least check the accuracy and spelling of posts.”

“Very impressed with their use of Facebook/Twitter. Just the right mix of information with a light-hearted feel where appropriate”

- The public value policing’s social media presence especially when it allows them to connect with policing.
- When we provide relevant information with good tone of voice, it is a highly effective tool to engage with our communities.

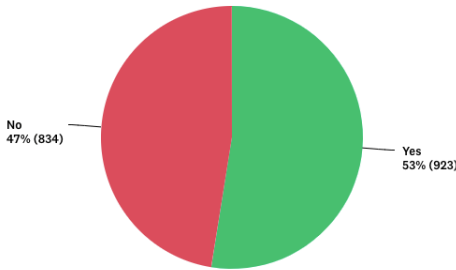
“Social media is probably one of the best ways to enhance community engagement, providing and receiving information to the public timeously”

What difference does a response make?



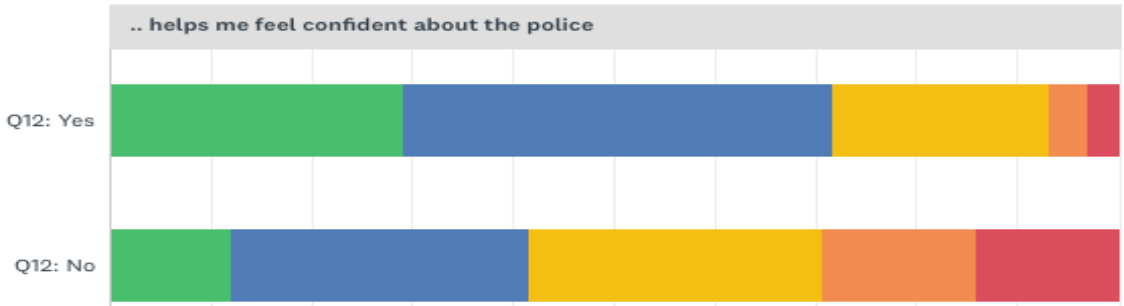
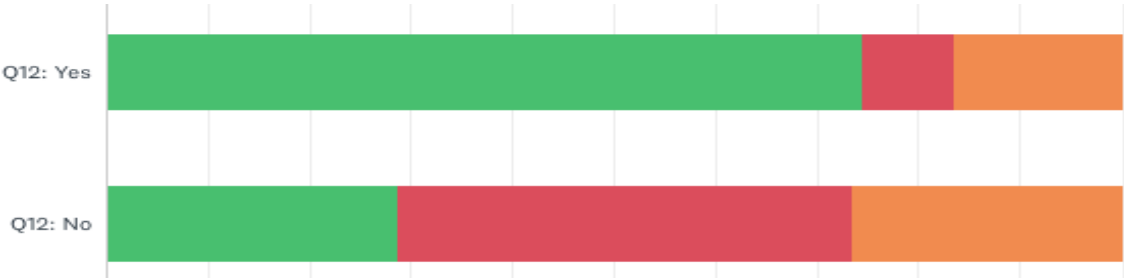
Currently we are only responding to around half the people who expected a response.

15% of followers have asked policing a question AND expected a response - *up from 10% two years ago.*



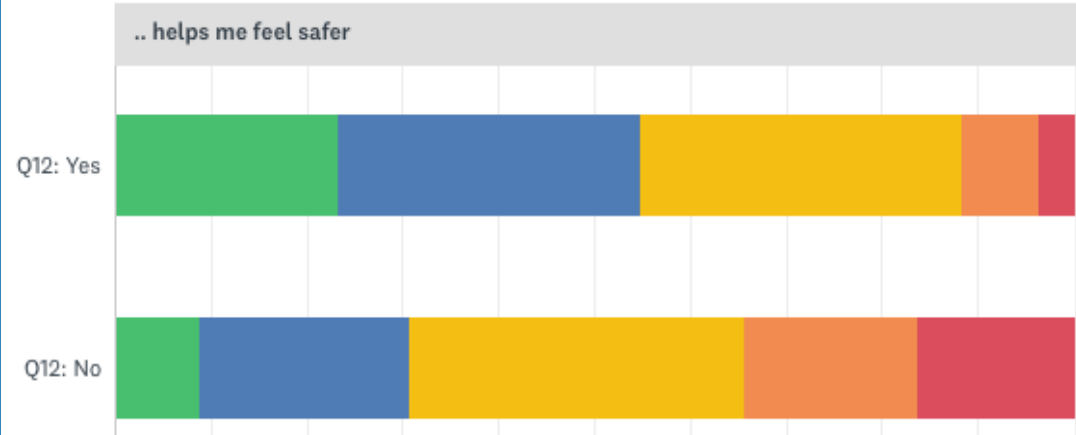
Q12 Have you ever asked a question on the force Facebook Page

Would you describe your force Facebook page as interactive?

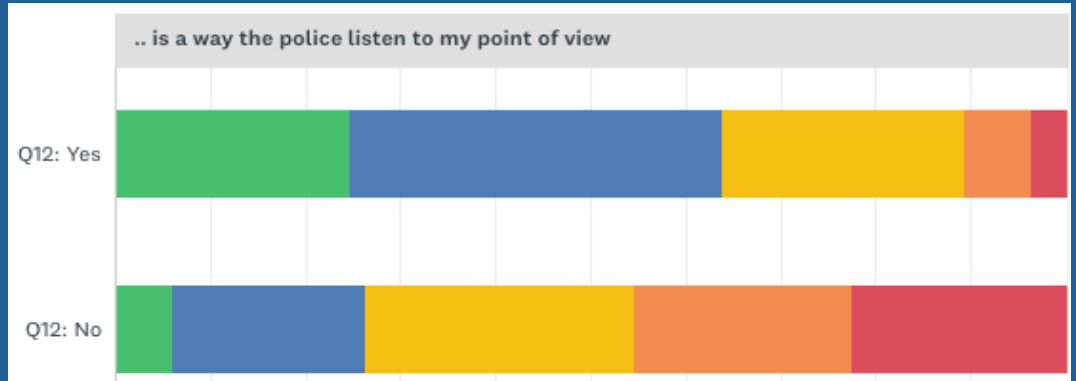


Strongly Agree Agree Neither Agree or disagree Disagree Strongly Disagree

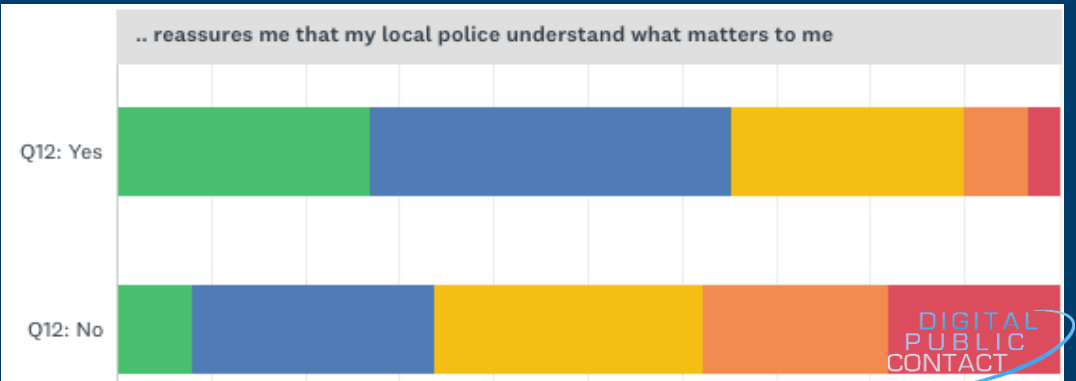
Did we respond to your question?



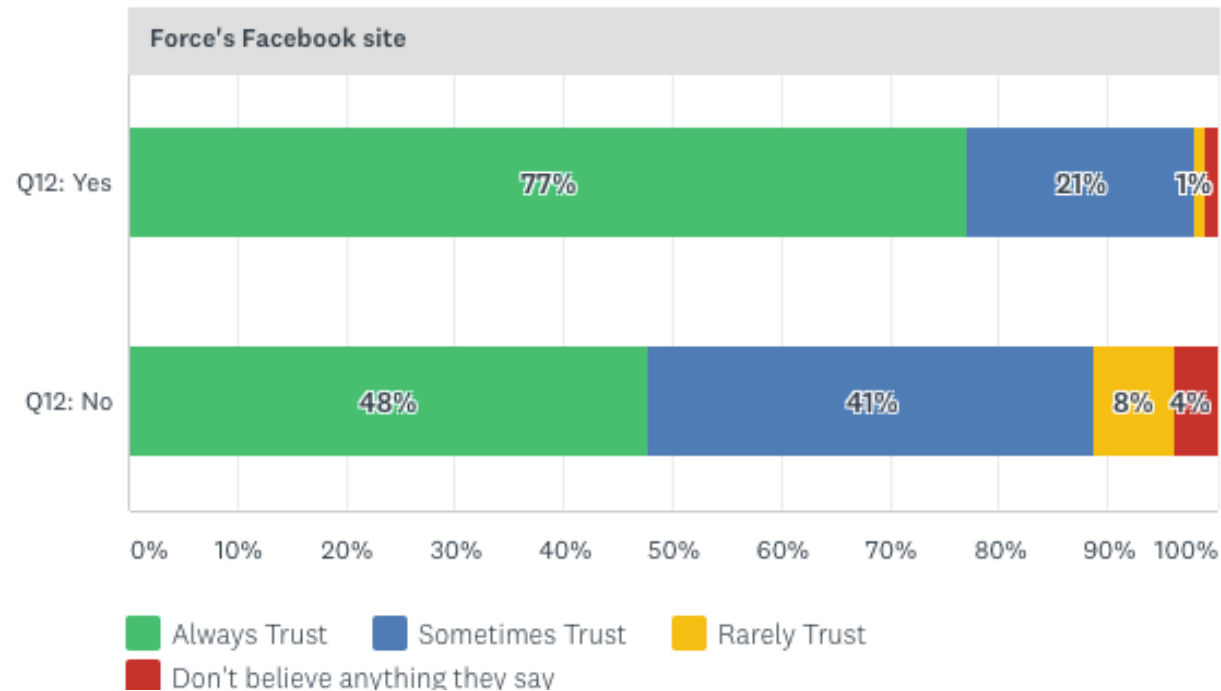
Did we respond to your question?



Did we respond to your question?



Does listening and responding build trust?



"I would like to be able to ask questions and get responses on Facebook. But just to get told it is unmonitored and to phone 101 . Not exactly helpful or good enough for 21st century!"

FINDINGS:

15% of our followers asked a question AND expected a reply OF which:
98% TRUST our Facebook Site if we responded compared to 89% if we didn't
Of the 85% who didn't ask a question 97% Trust the force to have accurate information.

Not only did they trust our Facebook page more but they also trusted our website or Twitter content more if we responded on Facebook!

IMPORTANTLY only 10% of followers in 2016 would ask a question and expect a response and at that time we responded to 62% of them compared to 53% in 2018.

Therefore the expectation on the force to respond is GROWING faster than our structures and capacity allow for.

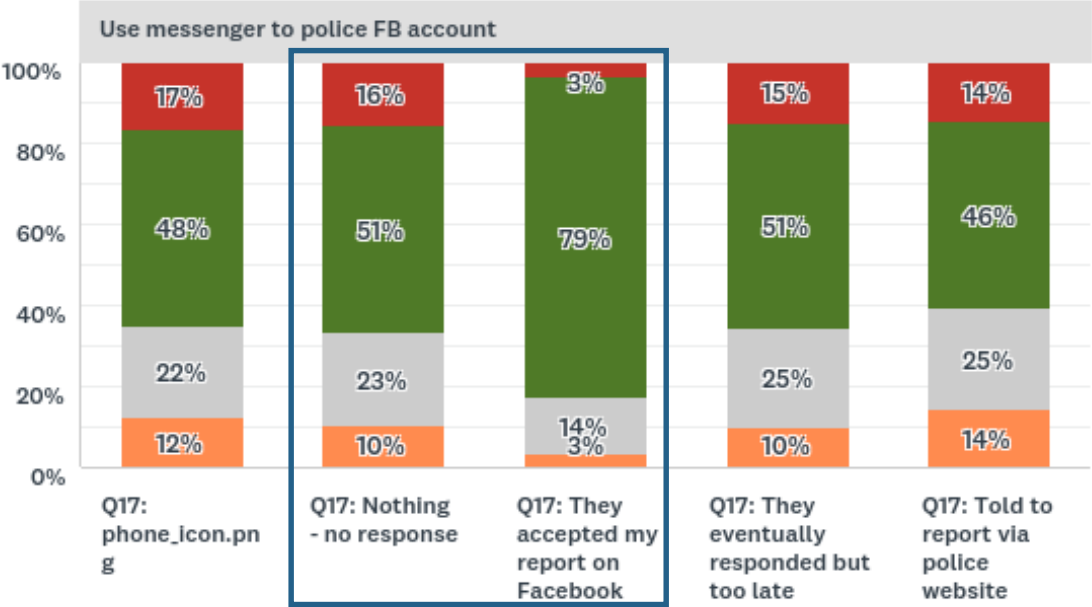
CONCLUSION: If we FAIL to listen and respond we will DECREASE over all trust in our service in general.

What channel do our followers prefer to contact us on?



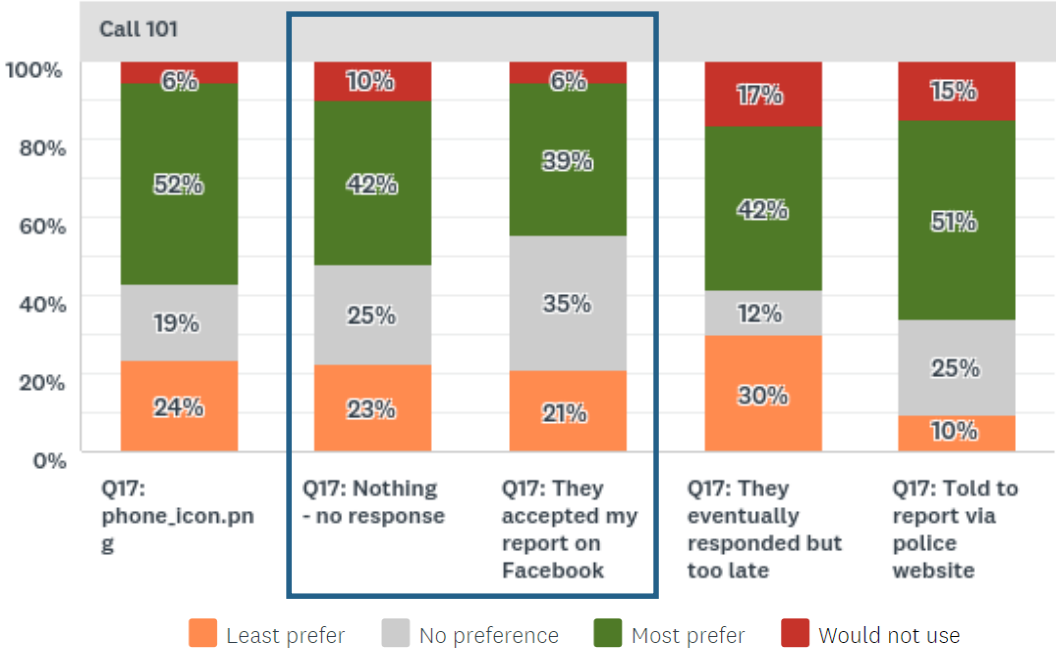
When we have previously provided a professional service using Facebook and have responded to reports and questions asked by our followers, they will choose this service as their channel of choice, preferring it to all other channels.

Even when we have neglected to respond to them previously, people’s appetite to be able to contact the police for non-urgent issues using Facebook messenger is still higher than calling 101.



Comparison of preferred contact channel with policing’s response when they tried to contact the police previously using Facebook.

Q15 Which of the following would you prefer to use to contact the police about non-urgent issues?



“It would be handy if I could report crime and give valuable info in my area by messaging through Facebook rather than waiting ages on 101”

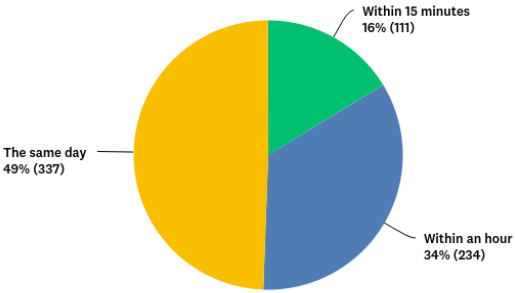
“We need to be able to report offences through Facebook without having to either go to their website or ringing 101”

Does it matter how quickly we respond?



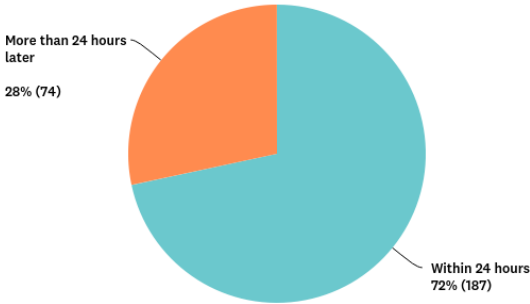
“You get a quick response and the officers who responded are ever so helpful with dealing with any issues. You all do a fantastic job”

Q13 How quickly did {{ Q1 }} respond?

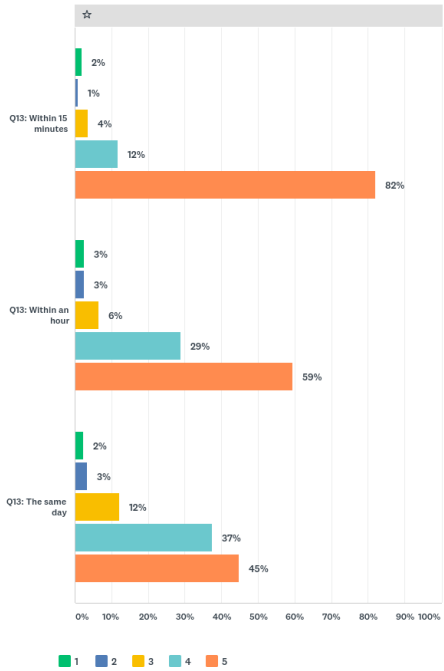


When we respond quickly to questions, we receive a much higher level of satisfaction with our response. When people are left waiting over 24 hours for a response general satisfaction drops dramatically.

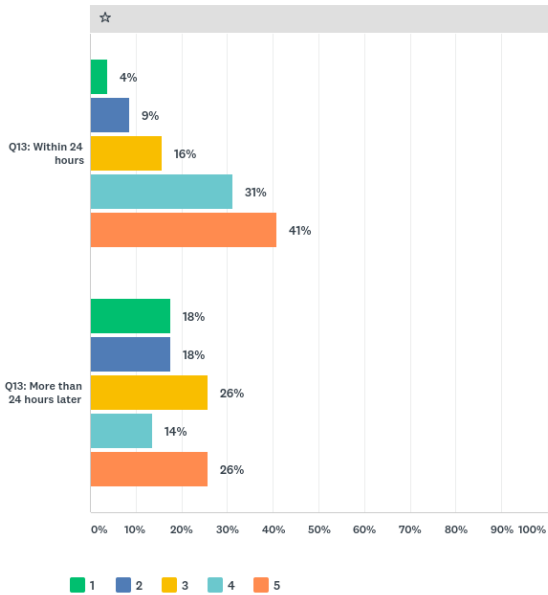
Q13 How quickly did {{ Q1 }} respond?



Q14 Please rate {{ Q1 }}'s response to your question



Q14 Please rate {{ Q1 }}'s response to your question



Comparison of satisfaction rating to policing’s response to question, with amount of time waiting for a response.

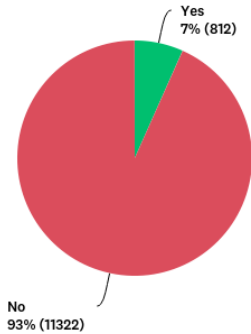
Reporting a crime or incident using Facebook



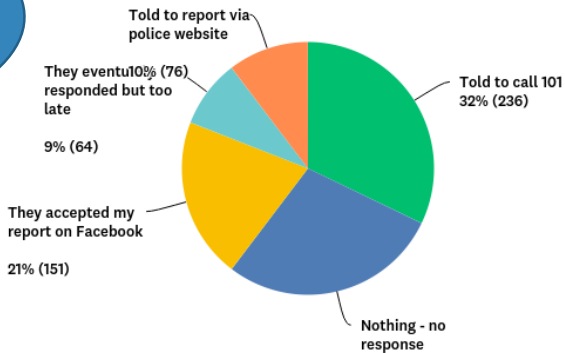
- 812 respondents to the survey have tried to report a crime or incident using Facebook.
- 151 of these reports were dealt with without any channel shift.
- 207 did NOT receive any response at all.
- 312 were referred to other channels to make the report.
- This resulted in 97 extra 101 phone calls into Force control rooms.
- Most importantly 174 people did NOT report their crime or incident by any other method.
- This clearly shows that our followers do NOT want to change channel once they are already connected to us. The large number of people that did not report their incident leaves Forces open to a high level of risk.

“Consider incorporating a facility to report crime instantaneously, 101 is a totally inefficient service that needs replacing ASAP.”

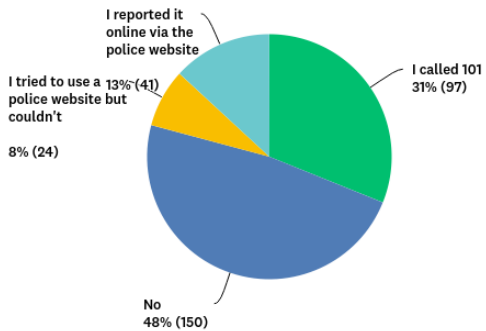
Q16 Have tried to report a crime or incident using {{ Q1 }}'s page?



Q17 What happened when you tried to report the incident?



Q18 Did you report the incident using another method?



Twitter



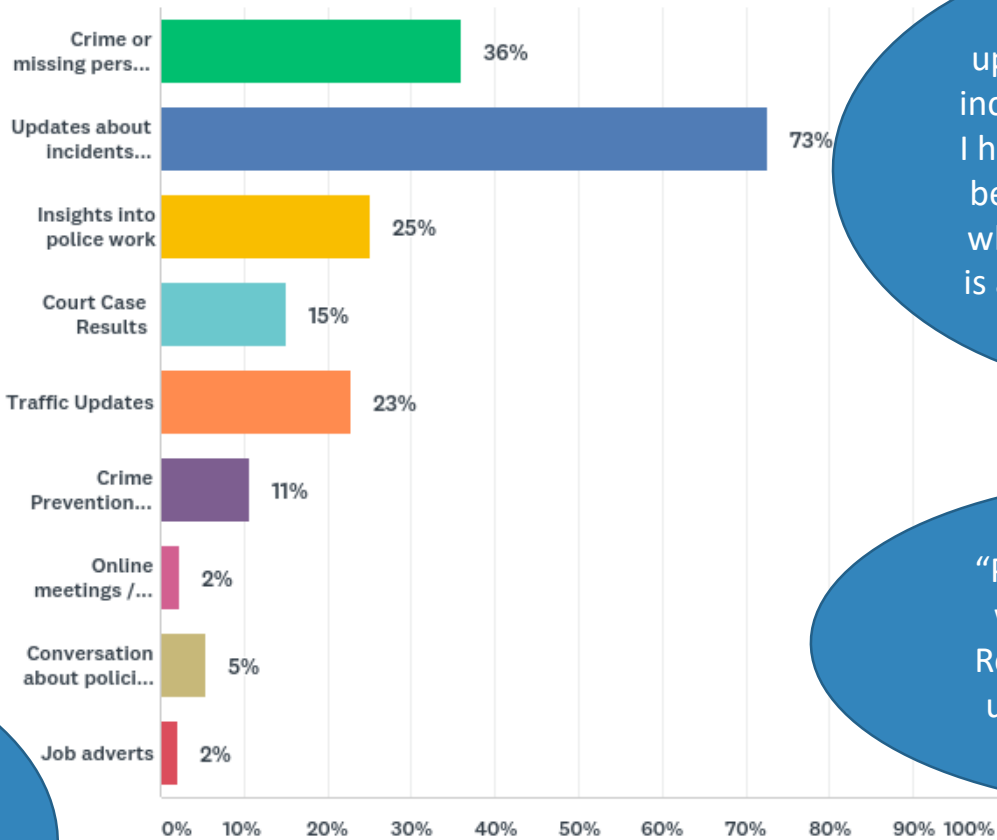
What is relevant to our Twitter followers?



The content that is most relevant to our followers is about incidents happening now, they want live updates about ongoing incidents.

Our followers do not have any interest in seeing conversations between different policing accounts about policing.

Q4 What sort of update/s are you most interested in? (Max of 2 options please)



“I appreciate that it is an updated source for events or incidents that are underway. If I hear sirens or there seems to be a lot of commotion, this is where I go to find out if there is a major incident I should be aware of”

“Post more regularly about what is happening now . Regular traffic and incident updates in the local area”

“It’s good to get updates on current events that are happening . It provides accurate info rather than gossip .”

“Regular updates on geographically appropriate cases and outcomes etc. If an incident is ongoing, a tweet to acknowledge it’s happening with a bit of information and context puts me at ease.”

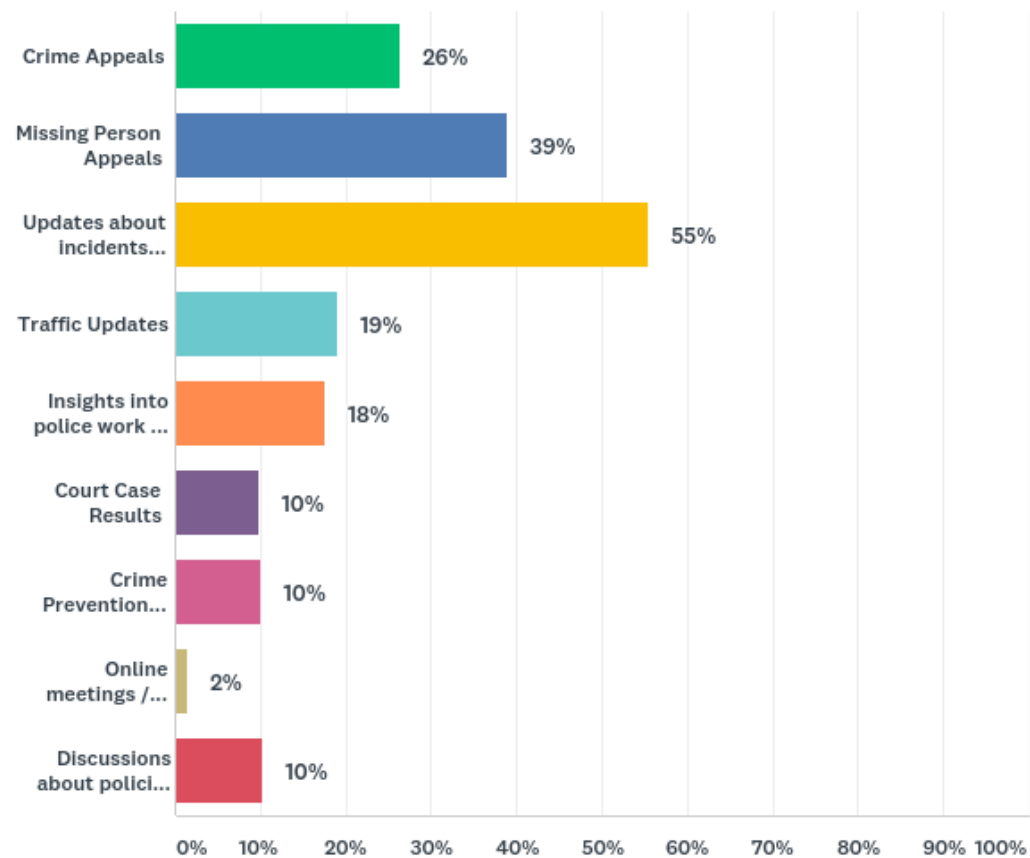
What police posts would our followers share?



Q6 What sort of police post are you most likely to like or retweet (Select your top 2 options on this question!)

- Our followers are most likely to share or like policing posts that are relevant to them or their communities.
- There is very little interest in sharing or liking crime prevention advice, which currently makes up a large proportion of policing’s outbound messaging.

“Repeatedly posting whatever campaign you're on isn't useful. Post useful relevant info once.”



Focus on the audience



Q4 What sort of update/s are you most interested in? (Max of 2 options please)

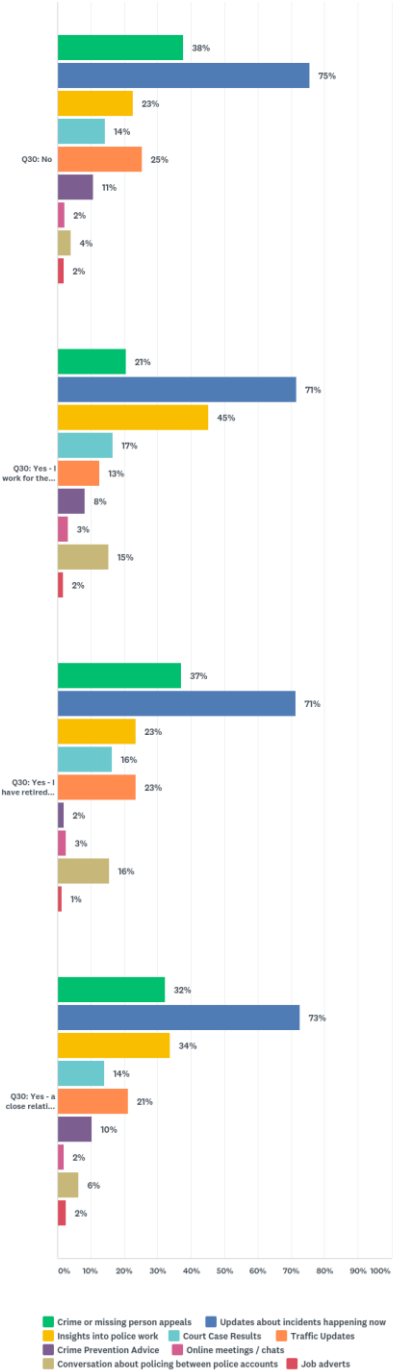
“Its not supposed to be a public backslapping contest between certain senior officers. I really don't care who has done what charity fun run and then plastered it all over social media”

People that don't have any connection with policing are not interested in conversations about policing and do not look to our Twitter accounts for insights into police work.

"Reduce the number of police twitter accounts. There is no need for individual officers like pc's sgt's and insp to have their own self promoting police accounts, telling us how proud they are of their team or dog, and generally patting each other on the back."

“More focus on notifying the community on events happening. Less focus on their in house award presentation evenings to serving officers which isn't of interest to me personally.”

“It should be a platform for sharing news and concerns regarding criminal activity not office banter and film or book polls”



Comparison of 'police family' post preferences to 'non police family' post preferences. Comments are from free text question in the survey from 'non police family' respondents

Have we gone too far on Twitter?

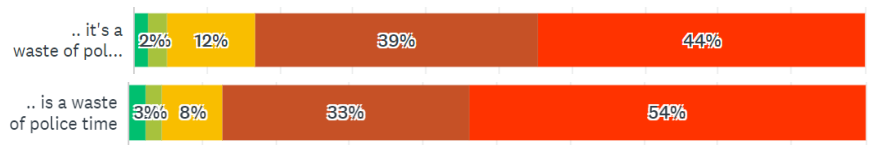
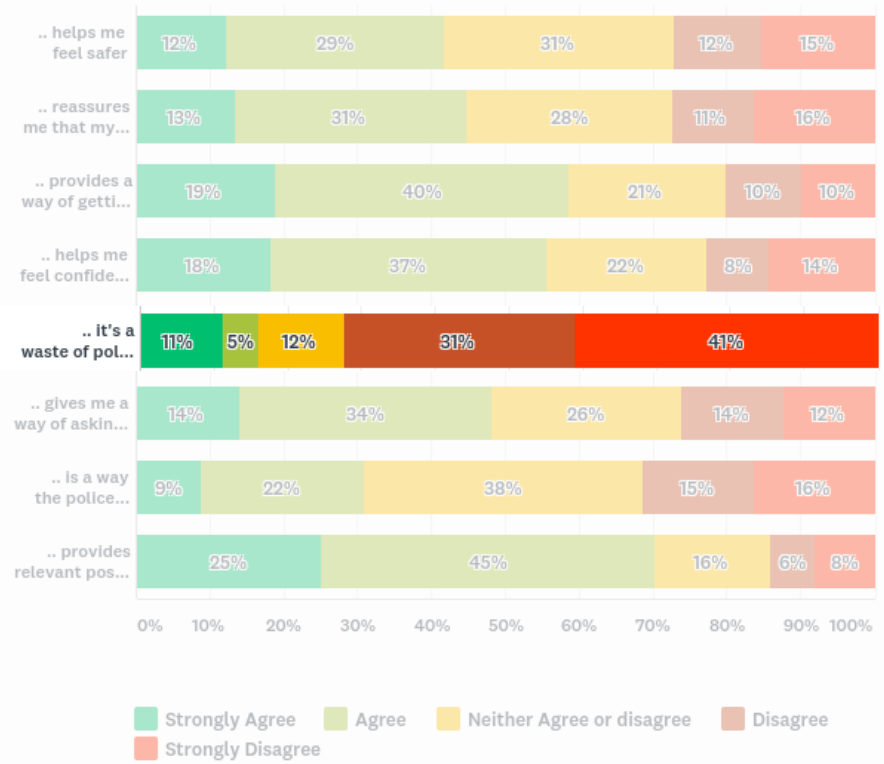


"I don't want to read personal opinions from police officers operating official police twitter accounts"

"Police accounts should be restricted to crime updates and appeals, nothing more. The accounts have become far too personal."

- The level of confidence is generally high across the board when we asked if they felt their local force Twitter account reassured them, increased their confidence and provided a way of asking questions.
- However 16% of respondents also thought that the force account they followed is a waste of police time. This is very high compared to both Facebook (5%) and Instagram (4%).
- The fundamental difference between policing's use of the 3 platforms is the amount of policing accounts we currently have on Twitter and the level of interaction between these accounts that can be seen by the public.
- We have identified over 4000 policing accounts on Twitter, it is likely that there are a number of accounts that we are still to identify.

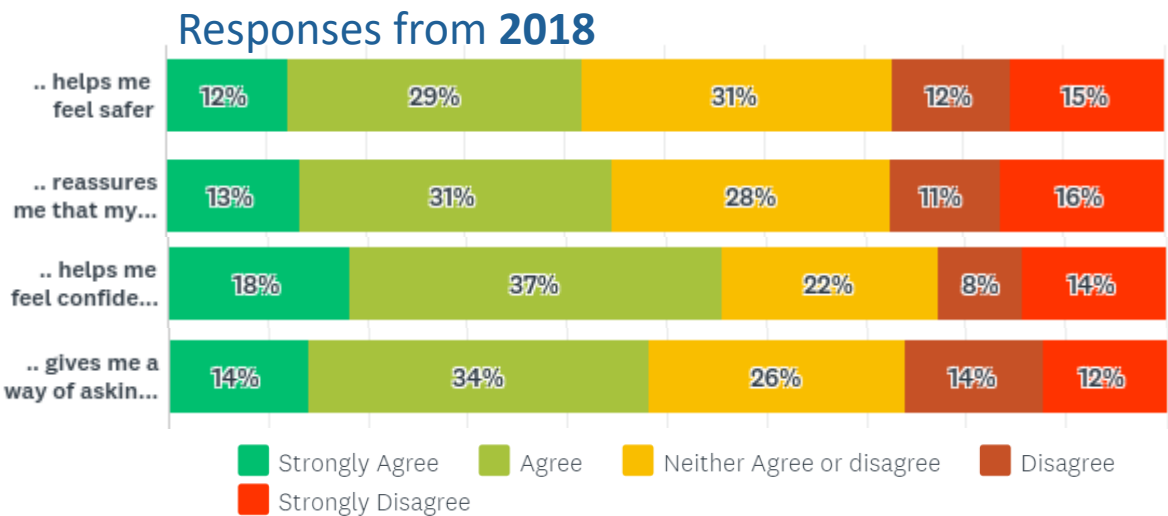
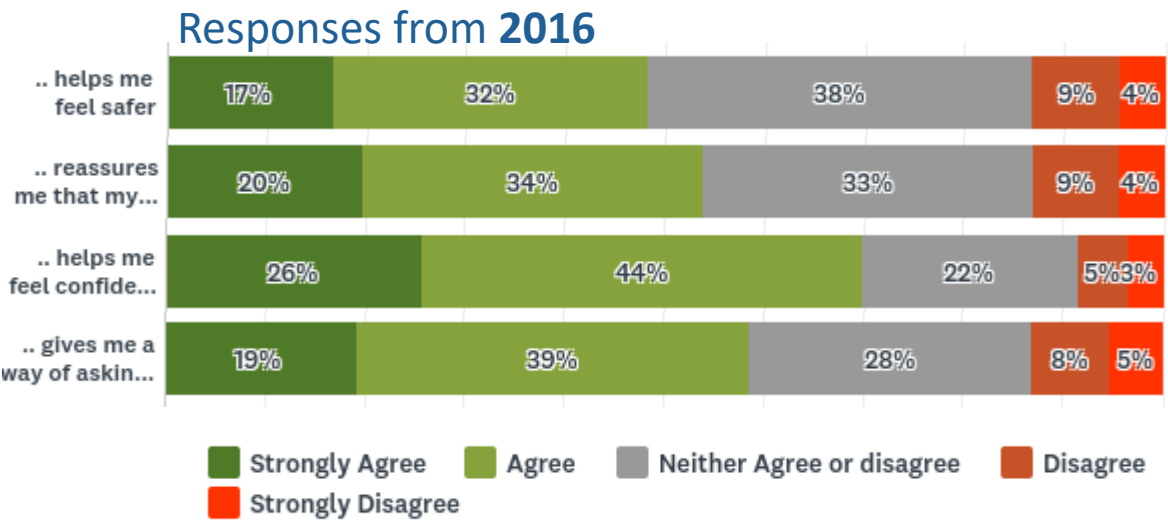
Q7 How much do you agree with the following statements?The {{ Q2 }} account ...



Have we gone too far on Twitter?



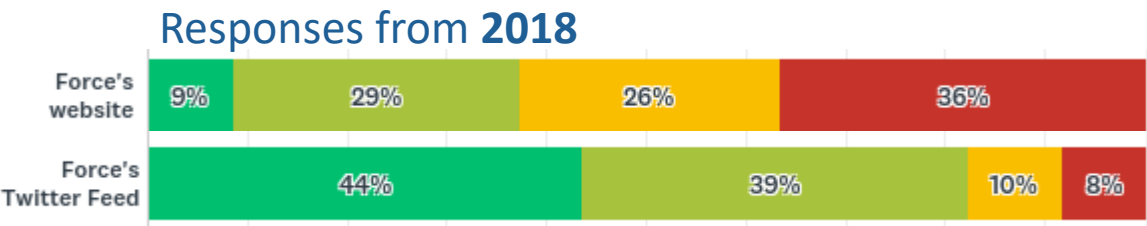
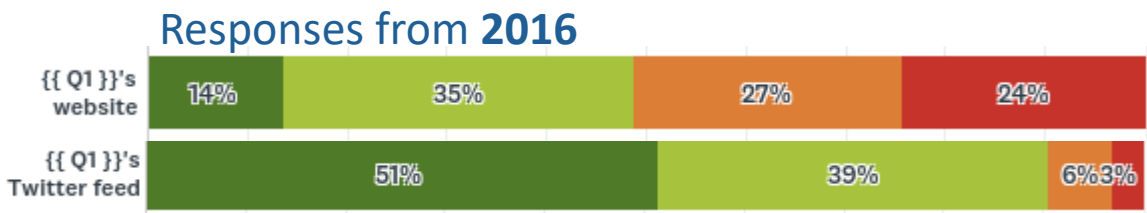
How much do you agree with the following statements?The {{ Q2 }} account



Comparing this year’s data to the existing baseline data from 2016, we can see that the public’s perception of policing across Twitter has dropped considerably in key areas. This is not replicated on Facebook.

Our Twitter feed’s have dropped by 7% points for being the 1st place our followers would turn to for updates on incidents – this has also had a detrimental effect on the use of our websites. Levels of confidence in policing, providing reassurance, making the public feel safer and giving them a way for them to ask and connect with policing have also DROPPED significantly in the last 2 years.

When there is a crime or incident happening in your area, where you look for updates or information about it?

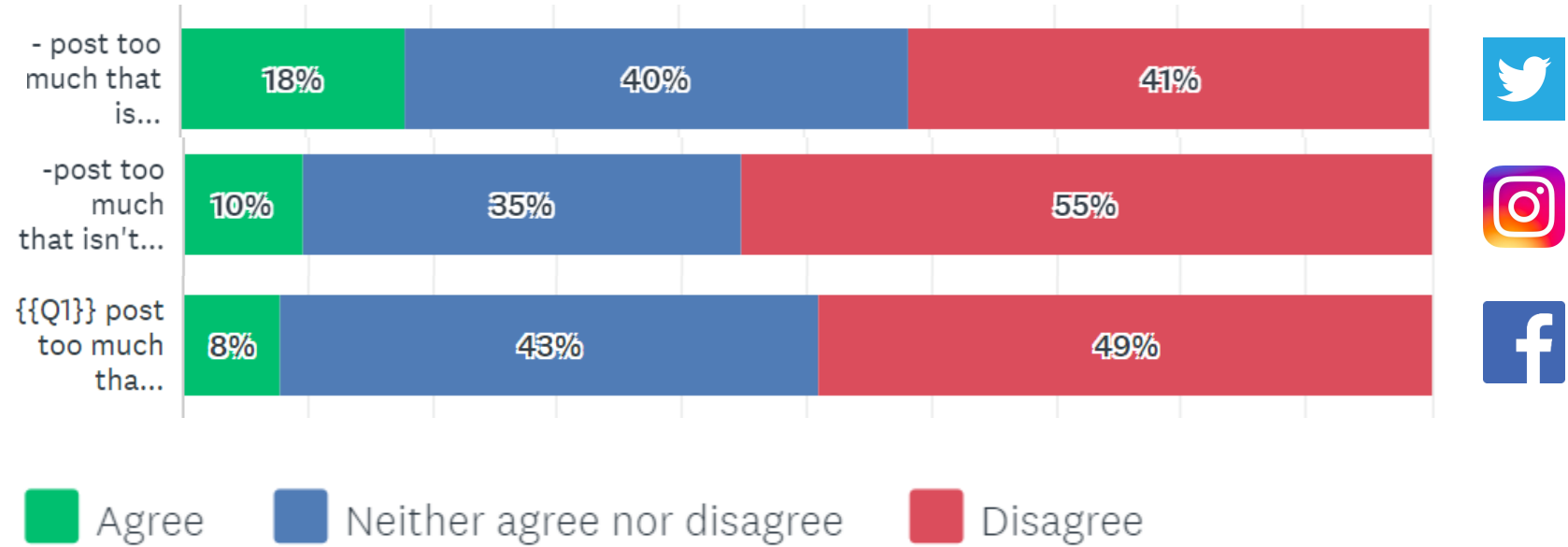


Are we still relevant on Twitter?



“Less horses and dogs and more real life impacting information and reports on what's actually happening.”

- We asked our followers if they thought we posted too much content that wasn't relevant to them.
- 18% of our Twitter followers agreed that we post too much that isn't relevant to them, compared to 8% on Facebook and 10% on Instagram.
- We are in danger of losing focus on who our social media accounts are for and what purpose they serve. In order to maximise the accounts potential, we need to ensure that what we post is relevant and useful for our followers.

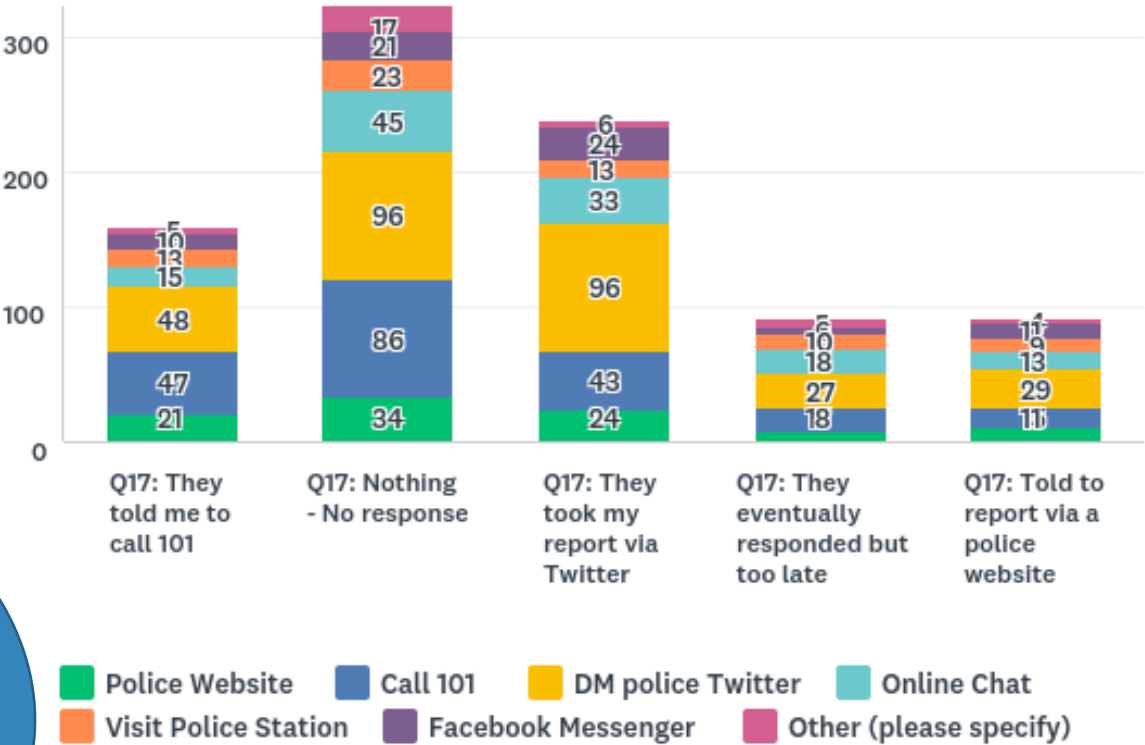


“Twitter is used too much for self congratulation and self promotion of what should be internal conversations and recognition. Personal ambition and self promotion via twitter damages the credibility of the organisation.”

What channel do our followers prefer to contact us on?



Q15 Which of these channels would you prefer to use to contact the police about non-urgent issues?



“Definitely need to respond more to tweets, I tried to report a crime as 101 weren’t answering and also tweeted for advice where to go neither were answered (crime never reported)”

When we respond to reports and questions using Twitter without asking our followers to change channel it is the **MOST** preferred channel to contact policing in a non-emergency situation.

When we have neglected to respond to previous questions, our followers still pick this as their channel of their choice to contact us.

This shows that our followers are very much aligned to their preferred channel and do not want change channel once they have connected to us.

What difference does a response make?

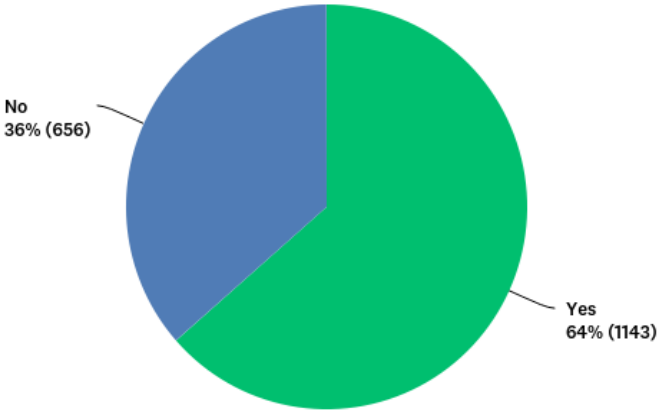


- 1799 of people surveyed have asked us a question using Twitter. We responded to 1143 people.

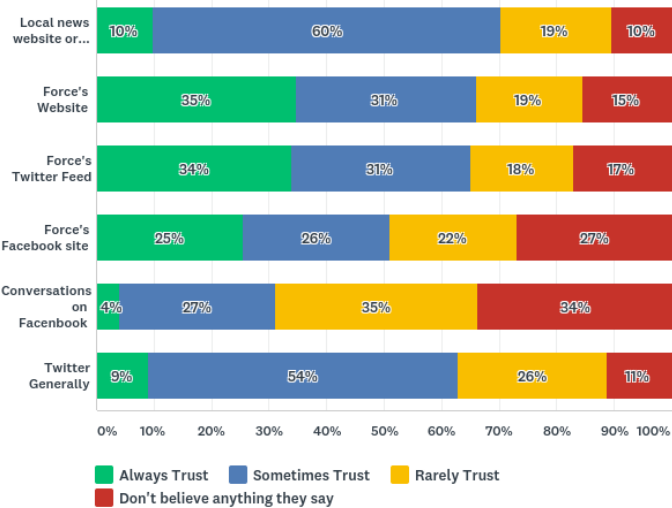
When we respond we are the **MOST** trusted source of information for our followers, this is reflected both on social media channels and our website – 96% of people 'always or sometimes trust' us.

When we neglect to respond that trust **DIMINISHES** greatly to between 51%-66% of people 'always or sometimes trusting' us, on social media channels and our website. Other sources for information such as the local news or website becomes the most trusted source of information.

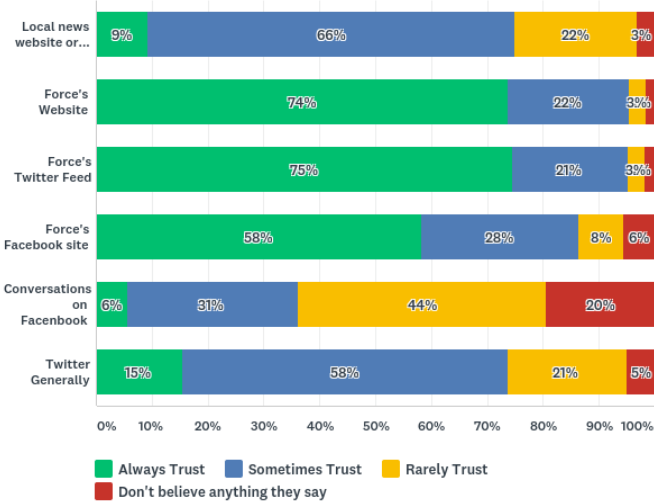
Q12 Did you get a response from {{ Q1 }} ?



Q9 Which of these would you trust to have the most accurate information?
Did we respond? NO



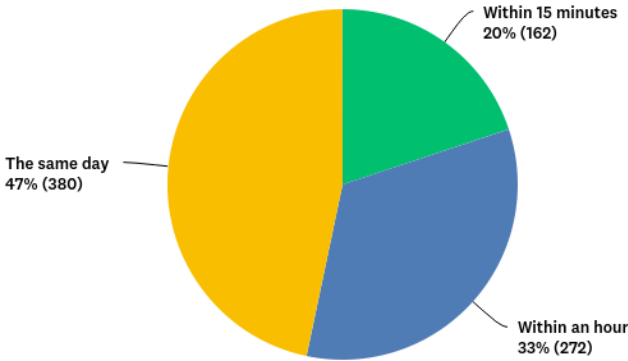
Q9 Which of these would you trust to have the most accurate information?
Did we respond? YES



Does it matter how quickly we respond?

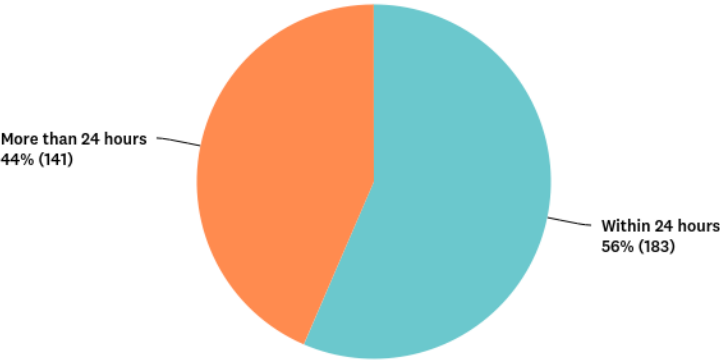


Q13 How quickly did {{ Q1 }} respond?

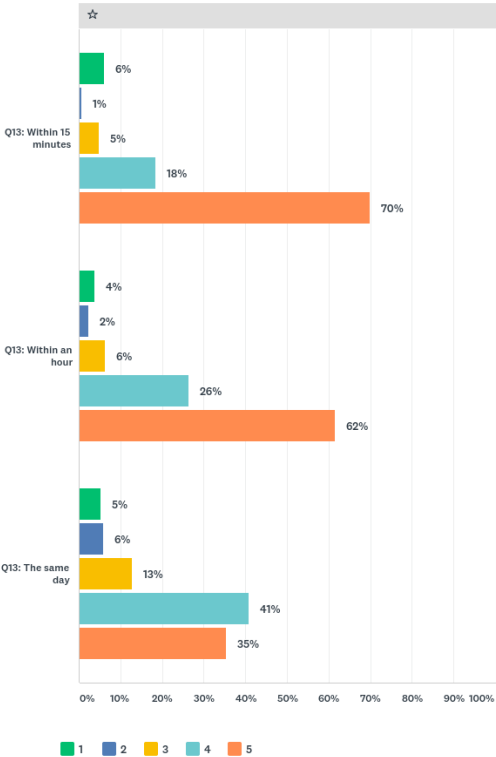


If we take longer than a few hours to respond to a question, the overall satisfaction in our response decreases considerably.

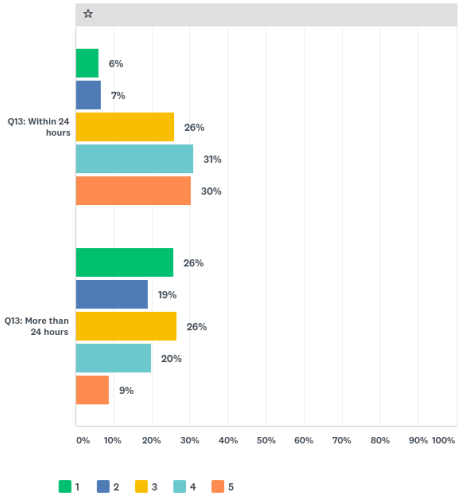
Q13 How quickly did {{ Q1 }} respond?



Q14 Please rate {{ Q1 }}'s response to your question



Q14 Please rate {{ Q1 }}'s response to your question



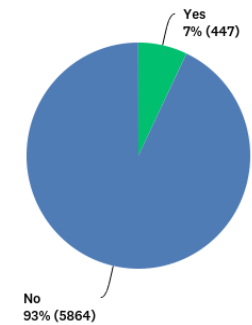
Comparison of satisfaction rating to policing's response to question, with amount of time waiting for a response.

Reporting a crime or incident using Twitter

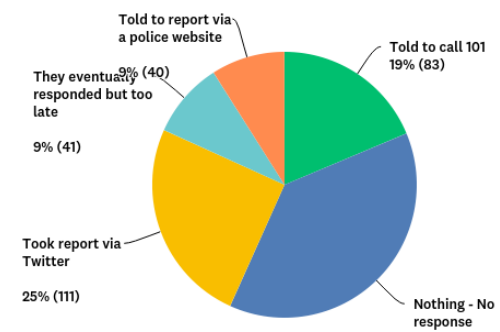


- 447 respondents to the survey tried to report a crime or incident using Twitter.
- 111 of these reports were dealt with without any channel shift.
- 169 did **NOT** receive any response at all.
- The remaining 280 were referred to other channels to make the report.
- This resulted in 71 extra 101 phone calls into Force control rooms.
- Most importantly 152 people did **NOT** report their crime or incident by any other method.
- This clearly shows that our followers do **NOT** want to change channel once they are already connected to us. The large number of people that did not report their incident leaves Forces open to a high level of risk.

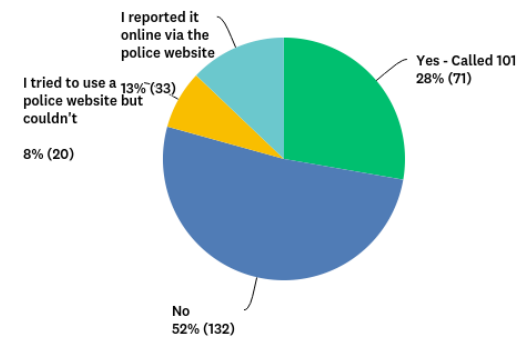
Q16 Have you tried to report a crime or incident using {{Q1}}'s account?



Q17 What happened when you tried to report the incident?



Q18 Did you report the incident using another method?



Instagram

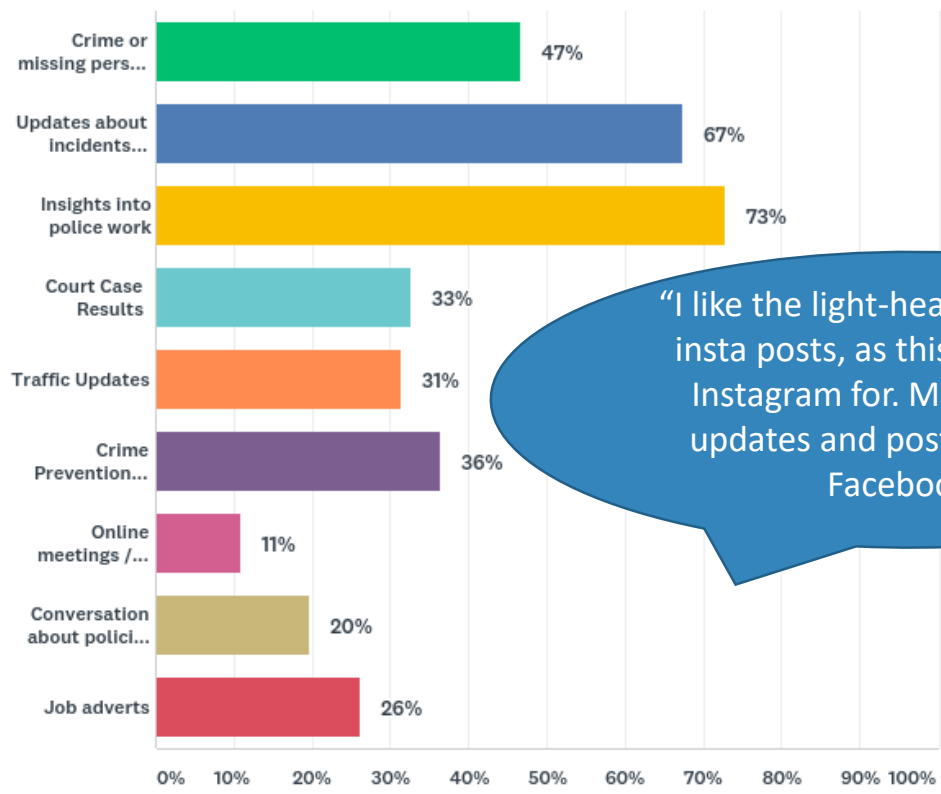


What is relevant to our Instagram followers?



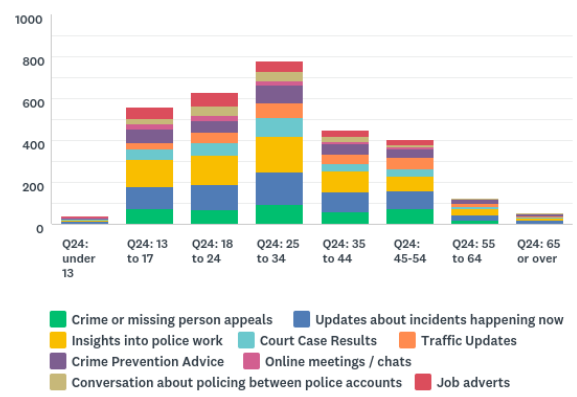
- Our followers on Instagram are most interested in insights into police work – this is unique to this platform.
- Our followers are still interested in updates about live incidents, however this is not the most selected preference, which is not replicated on either Twitter or Facebook.
- This could be due to the younger audience we have on Instagram or because of the way policing currently uses the platform.

Q4 What sort of update/s are you most interested in? (Max of 2 options please)



“I like the light-hearted and jokey insta posts, as this is what I use Instagram for. More “boring” updates and posts I’d look on Facebook.”

Q4 What sort of update/s are you most interested in? (Max of 2 options please)



What police posts would our followers share?

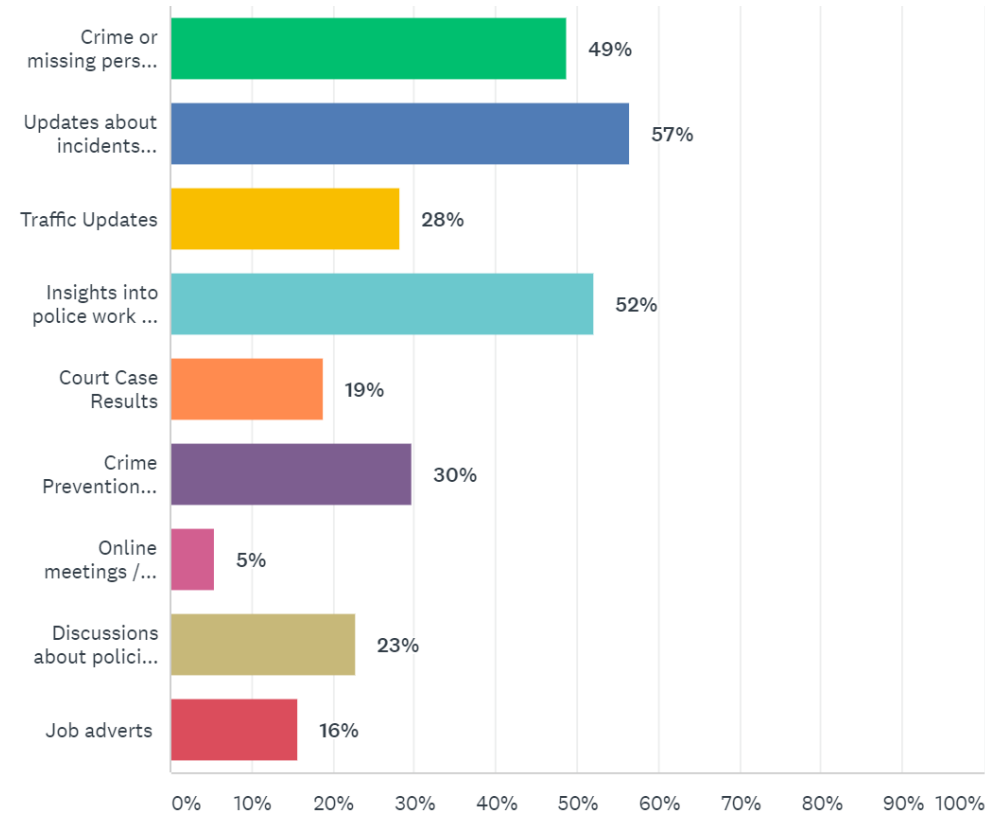


- Similarly to Facebook and Twitter, posts that contain updates on live incidents are the most selected topic for our followers to like or share.
- Even though the preference for policing posts has been previously indicated as insights into police work, our followers are less likely to share these posts with their network.

“Very informative and a very necessary presence in an appropriately modern way!”

What sort of police posts are you most likely to like or share (Select your top 2 options on this question!)

Answered: 1,071 Skipped: 200



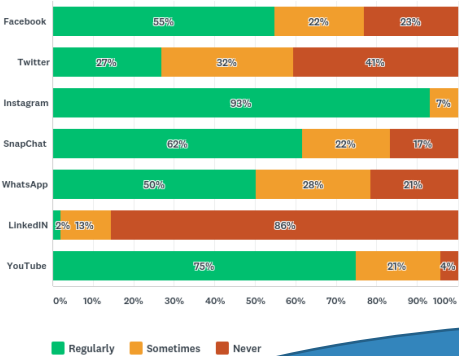
Children and Young People on Instagram



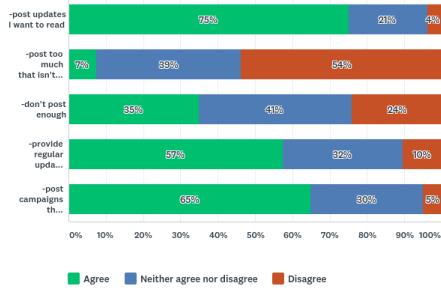
29% of respondents to our Instagram survey answered that they are 24 or under – what do specifically children and young people think of our presence on this platform?

“It's helpful to reach out to a younger demographic which is important in getting trust from the public”

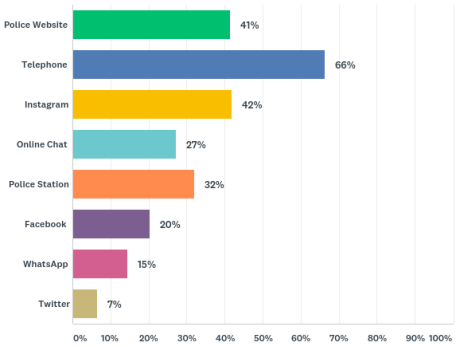
Q10 How often do you use the following... ?



Q21 How much do you agree with these statements about {{Q2}}’s feed?

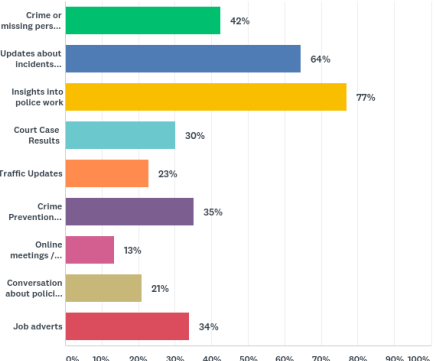


Q15 Which of these channels would you prefer to use to contact the police about non-urgent issues?

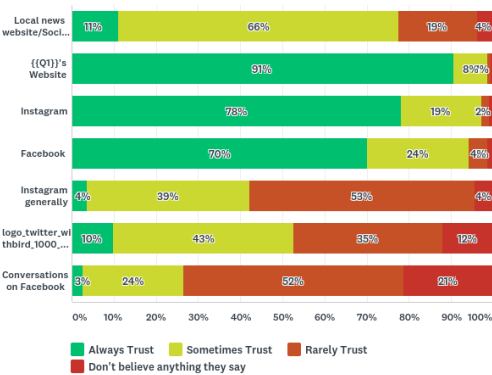


“Instagram is mainly used by young people so incorporate crime prevention for them and what teenagers would want to see, not for how the elderly can secure their homes because there’s no audience for it.”

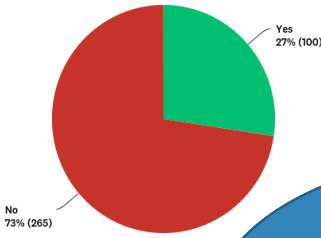
Q4 What sort of update/s are you most interested in? (Max of 2 options please)



Q9 Which of these would you trust to have the most accurate information?



Q11 Have you ever asked {{ Q1 }} a question? - We will ask you a separate question about reporting incidents or crime shortly....



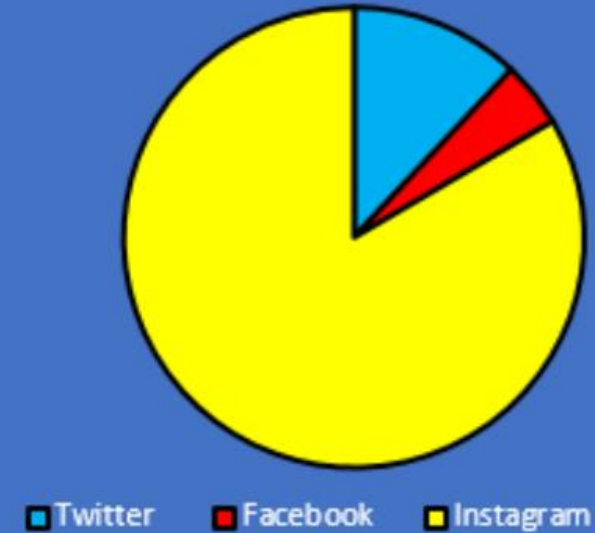
“I would like them to support Teenagers in a better way as sometimes they don’t have the right approach towards them”

Engaging with children and Young people on Instagram



- The large amount of responses we received from under 18's on this platform compared to Facebook and Twitter shows a clear opportunity to engage with young people that, at the moment, we are missing.
- Only 26 forces launched the survey on their Instagram accounts compared with 43 on Twitter and Facebook.
- 100 young people have already tried to ask us a question using this platform.
- It is their 2nd preferred channel behind calling 101 – but is this because we have spent several years educating young people about the use of 101 and young people know they can trust and rely on this service?
- Given that 42% of young people would prefer to contact policing using Instagram, policing should be investing in professionalising and standardising this service to the same levels as we treat our telephony services.

COMPLETED SURVEYS BY UNDER 18's BY PLATFORM

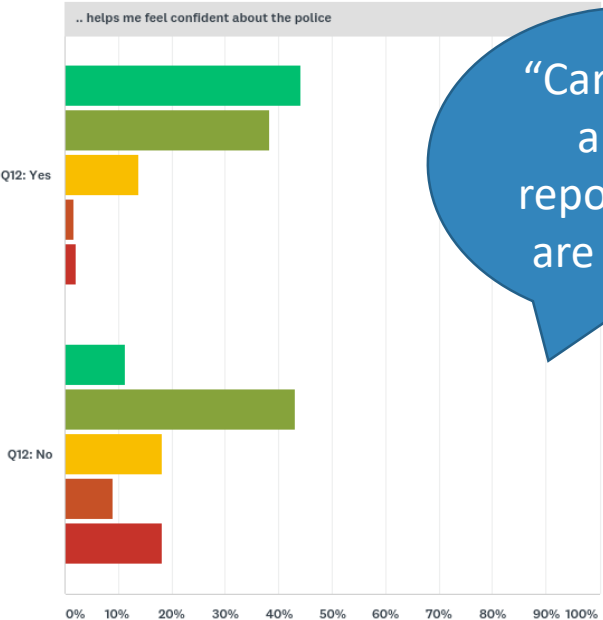
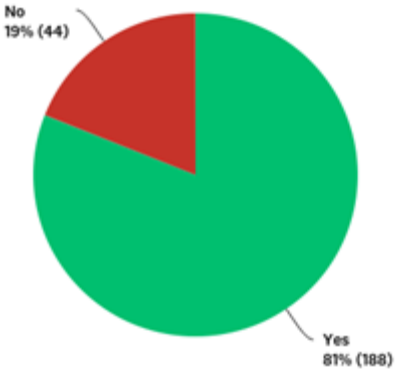


“Interact with ALL ages so post things to make younger people interested, a lot of youth are against police and I feel like if they posted more to interact with us maybe we would report more crimes.”

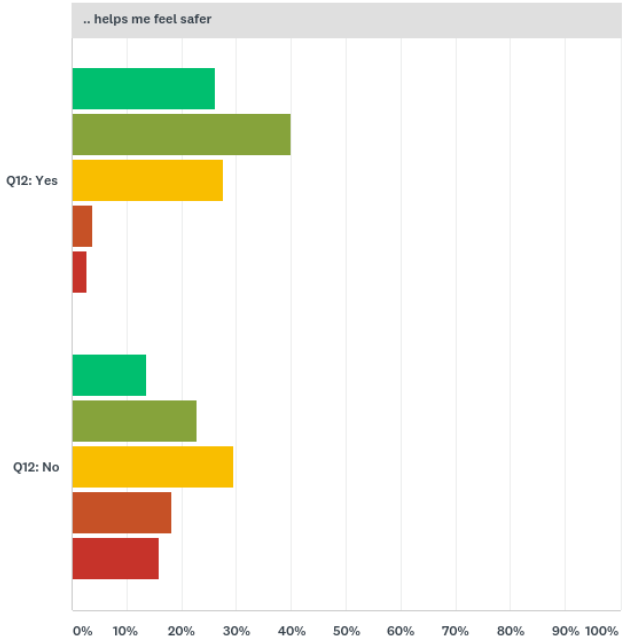
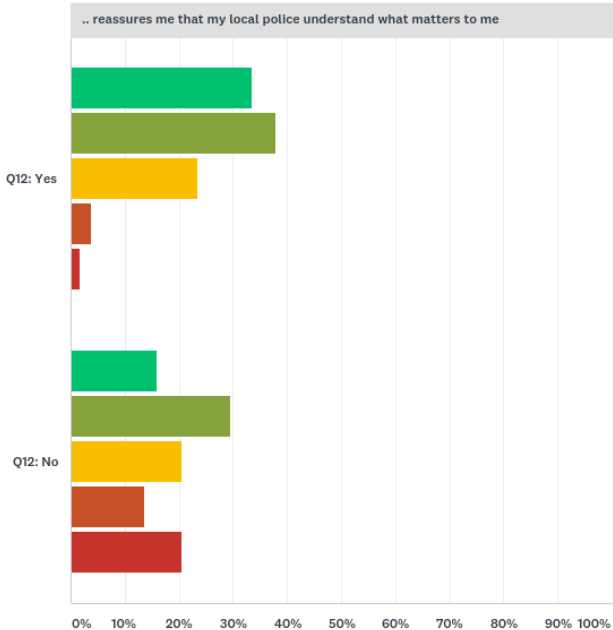
What is the impact of not responding to questions?



Q12 Did you get a response from {{ Q1 }} ? Encouragingly, over 80% of people who have asked us a question have received a response, however when we do not respond we cause damage to how our followers perceive us, both online and offline.



“Care more about reports that are made”



The impact of ignoring our followers when they ask us a question is highly significant.

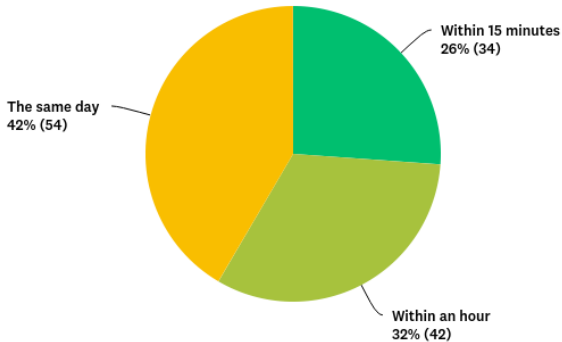
Lack of response significantly reduces, CONFIDENCE in policing as a whole, as well as, having a negative bearing on how SAFE our followers feel and also how REASSURED they are that we understand their needs.

Strongly Agree Agree Neither Agree or disagree Disagree Strongly Disagree

Does it matter how quickly we respond?

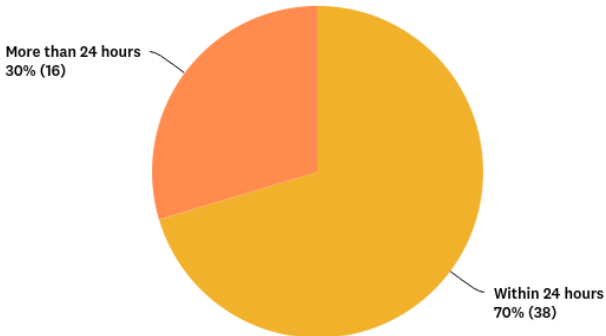


Q13 How quickly did {{ Q1 }} respond?

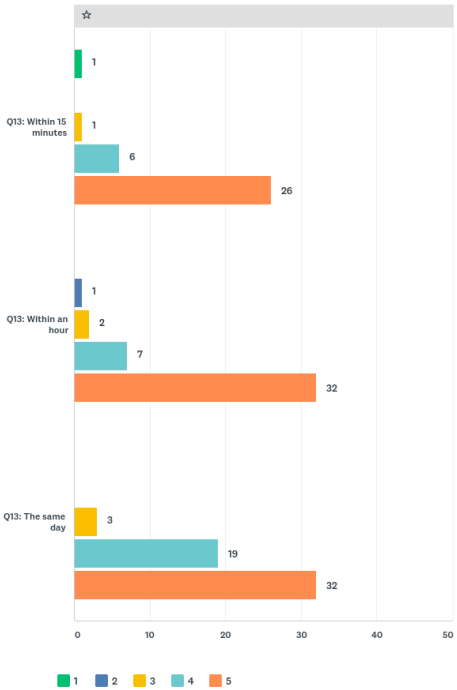


If we take longer to respond on Instagram it is less detrimental to overall satisfaction than on Twitter and Facebook, however if we take over 24 hours to reply satisfaction drops considerably.

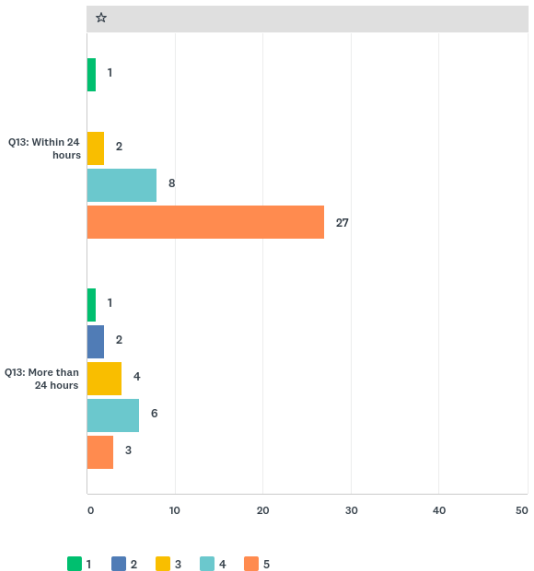
Q13 How quickly did {{ Q1 }} respond?



Q14 Please rate {{ Q1 }}'s response to your question



Q14 Please rate {{ Q1 }}'s response to your question

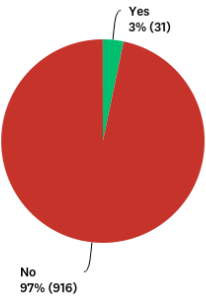


Reporting a crime or incident using Instagram

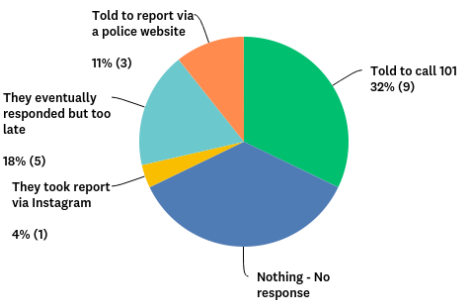


- 31 respondents to the survey tried to report a crime or incident using Instagram.
- 1 of these reports were dealt with without any channel shift.
- 10 did **NOT** receive any response at all.
- The remaining 20 were referred to other channels to make the report.
- This resulted in 5 extra 101 phone calls into Force control rooms.
- Most importantly 9 people did **NOT** report their crime or incident by any other method.
- This clearly shows that our followers do **NOT** want to change channel once they are already connected to us. The large number of people that did not report their incident leaves Forces open to a high level of risk.

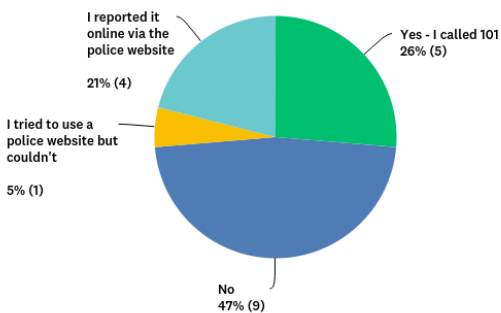
Q16 Have you tried to report a crime or incident using {{Q1}}'s account?



Q17 What happened when you tried to report the incident?



Q18 Did you report the incident using another method?



Thank you
