TOP 10 EXAMPLES of POLICE SOCIAL MEDIA - and why they work
The Metropolitan Police have the largest police social media presence in the UK, with Facebook and Twitter accounts covering the 32 London Boroughs, as well as a number of accounts for our specialist units. Social media gives us the opportunity to talk to communities within the vast digital world, therefore our communication through channels like Facebook and Twitter is essential.

In this booklet you will find a collection of successful Facebook and Twitter posts from Met police accounts, explaining exactly why they work.

**Use this guide when:**
- You are stuck for content ideas
- You need guidance on a potential post
- If you are a senior officer teaching others how to use social media
The Tweet:
A local team letting people know what they were up to that day and where, with a photo of the area and the officers behind the message.

Why it works:
Tweets like this are successful because they provide regular, informal updates. They let people know which sorts of issues (in this case ASB and off-road motorcycle problems) police deal with on daily patrol.
2.

**Why it works:**
This tweet is a success because it offers a ‘behind-the-scenes’ insight into a local policing story, but doesn’t give everything away. A link to the borough’s Facebook page invites people to discover the full story whilst cross-promoting the borough’s channels.

The An image of officers in non-uniform reveals the human side to policing and shows that many officers continue to serve the public whilst off duty. We see the friendly, non-uniformed officers whilst keeping the familiar police branding with the cars in the background.

**The Tweet:**
A tweet inviting people to read about a recent incident that took place whilst police were off duty. Includes a photo of the the two officers involved.
Why it works:

This was successful because it offers a great insight into what some of the specialist teams get up to, in this case Marine Policing [@MPSonTheWater]. If there’s a wider campaign going on, let people know how your team is getting involved.

REMEMBER!

More than 2 #hashtags looks messy. Only use them if they’re relevant, i.e. your location. Members of the public won’t understand ‘#ERTB’
4.

The Tweet:
Local officers letting people know they are trialling the latest Body Worn Video [BWV] equipment in their area, and how they can learn more about the cameras.

Why it works:
This tweet is a success because it links in with a current topic of conversation amongst police and public, one likely to attract a high level of positive media interest. The tweet includes a great ‘behind the scenes’ photo of the cameras in their charging points, as well as two officers wearing the BVW.
Westminster Bridge, Embankment Northside closed while police deal with an incident
#embankment

Why it works:

This tweet lets people know they’re on scene taking action and how the public may be affected (road closure). They’ve used the location hash tag #Embankment, which should be common practice when updating people about live incidents.

5.

The Tweet:

A live update for an ongoing incident in the area.

REMEMBER!

The @MetPoliceUK corporate Twitter account always has content going out, so if you’re stuck for ideas then you can always retweet from this account.

It’s likely people would have been searching for ‘#Embankment’ on twitter at the time to find out the latest. This kind of tweet shows that a photo isn’t always required and people appreciate clear, quick and helpful messages.
Facebook

Facebook, like Twitter, offers an online space for people to share their thoughts and connect with others. The main difference is that Facebook allows for a much higher word count when sharing updates, so people can really tell their story in detail.

The Post:

A Borough raising awareness about a local scam that has affected people in the area and what residents can do to help prevent themselves from becoming victims.

Why it works:

This is successful because it addresses an ongoing issue relevant to people in the area. Posts like this remind people that the police are constantly working to protect the public.
The Post:

This post is showing a video of a local bike shop and police offering a free bike marking service.

Why it works:

This post is great because it’s highly relevant to residents as well as the wider cycling community. It shows that police keep people safe in so many different ways. The video is short and informative letting us see some local police faces. A really good example of community engagement and easy to watch content.
Why it works:
If you’re working with another organisation on scene, whether it’s the RSPCA or the London Ambulance Service, letting people know how you’ve collaborated can always make for good content.

This post is great because it shows yet again the vast amount of incidents police are involved in. The topic is one which concerns most people - animal welfare - and this post made people sit up and listen.

The Post:
Officers who helped the RSPCA with an animal welfare incident, with photos from the scene.
The post:

This post shows officers out and about on a routine weapon sweep where a safe was recovered.

Why it works:

This is a great example of how officers can take a short message, one that could have been expressed in a tweet, and expand on what they want to say by using the extra characters available on Facebook.

REMEMBER!

Use Facebook to tell a story about an incident you want to share, or for when Twitter’s character count isn’t enough.
The Post:
Taken from the Met’s main account, this tells the full story of a very interesting incident which made local news - a woman who gave birth in the back of a police car!

It shares photos of the officers who attended the scene and a photo of the new born.

Why it works:
This is a great example of a story that people will want to share and talk about.

Not only is it a great story which puts the police in a really positive light, but it includes some great images.

If you’ve been on duty and witnessed something interesting, heroic or exciting - share it! People love to hear about the great things police do. Just remember to always get permission from anyone involved if you use names or photos.
Always Remember:

If you’re unsure whether or not a piece of content is appropriate to publish on social media, ask yourself the following questions:

- Does this have a positive message?
- Is it relevant to policing goals?
- Does it engage with the community?
- Is it likely to cause unnecessary controversy and extra work for people?

If still in doubt you should contact the Met’s Social Media team, who will be happy to help. It’s always better to check when you’re unsure and avoid making a mistake that people will pick up on.

Social Media Team
Email us: DMC - SocialMediaDesk@met.police.uk
Message us on Twitter: @Metpoliceuk