

Building effective engagement through social media



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa

Jess Bovey

Social Media Manager



***It's a tough
job, but
somebody has
to do it.***





Paul Halford

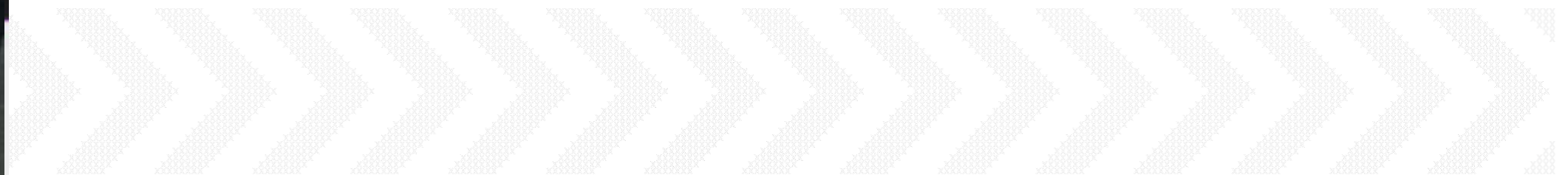
Marketing and Brand Manager





Setting the scene

The big picture of
what we are
striving to achieve



***1.7 million
followers***



How we work

Paul Halford
Marketing & Brand Manager



Sabrina Turner
Graphic Designer



Jess Bovey
Social Media Manager



Kaye Calder
Senior Advisor – Reality TV



Jaesung Hwang
Video & Social Media Advisor



Helen Flannery
Senior Marketing Advisor



Phillipa Oldham
Marketing & Social Media Advisor



Media & Communications



- Media team (60,000 media enquiries each year)
- Strategic Communications
- Internal Communications – communicating to our staff (14,000)
- Marketing Communications – everything external



Our drivers

- Connect with the public
- Share stories / educate about what we do.
- Put a human face to policing.
- Build trust & confidence.



Who has had a recent face-
to-face interaction
with the Police?

How do most people form
views on NZ Police?

- › Personal interaction – roadside.
- › Personal interaction – gone into a police station/reported crime.
- › On the news
- › Online via social media





1,800 new cops by 2023

A person is seen from behind, wearing a dark jacket and a backpack, standing in front of a wooden wall. The entire left half of the image is covered by a semi-transparent red overlay.

**IF IT'S
HAPPENING
NOW CALL 111**

The right half of the image features a semi-transparent blue overlay with a white lightning bolt graphic running diagonally across it.

**IF IT'S ALREADY
HAPPENED
USE 105**

NON-EMERGENCY
Ohotata Kore

 **105**

Call 105 or go online to **105.police.govt.nz**



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa



Reality TV

These play a big role in **trust and confidence.**

Approximately 200-500,000 viewers
per episode

- › Road Policing partnership with NZTA.
- › But also a role for NZ Police to encourage safe driving and road safety through our channels.
- › Social media plays a key role in that.



New Zealand Police ✓



75% of all fatal crashes occur on the open road.

Slow down.





**Social media
will always drive
our marketing
campaigns.**





***Commitment to
Maori & the Treaty***

**New Zealand Police
Valuing Diversity**

Safer Communities Together



Valuing diversity

Respect





Empathy



Professionalism & integrity



***Increase
public trust &
confidence***

**Targeting communities
through initiatives**



**With social media
always supporting
launches**



Establish your brand personality and voice



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa

- › 'Red Bull gives you wings'
- › Fun, adventurous
- › Young
- › Ambitious
- › **Personality: your ever reliable, fun, go-to-friend.**



RED BULL GIVES YOU WINGS.



Think different.

- › Leader
- › Innovative
- › One step ahead
- › Knowledgeable (the most)
- › Quality
- › Professional
- › **Personality: your trusted tech**
EXPERT



› **NZ Police Personality: your caring and approachable older sibling**

› Not a teacher or lecturer

› Not a best friend

› We want positive associations – building trust and confidence

› Someone that you can trust, approach, go to when you need them

Challenges for the Public Sector with social media

Wednesday, **12 June 2019**

Social media advice to cops: Dial back the puppies

By **George Block**

 733  210 

[News](#) > [National](#)

[1 Comment](#)

Police paid \$10,000 for a social media audit by a marketing company which suggested dialling back on puppy pictures and posting more about operational police work.

The audit included a manual assessment of 16,000 comments on police social media channels, finding the Southern District (Otago and Southland) had among the lowest levels of positive comments in the country, at just four percent, compared to a high of 17% in Waitemata.

Undertaken by social media marketing company Socialites last year, information about the audit was gleaned from a PowerPoint presentation obtained by the *Otago Daily Times* under the Official Information Act.



\$8⁵⁰

EXCLUSIVE

Number 8
12-Rail
Clothes Airer
334484.



\$6⁹⁸

DampRid
Refillable Moisture
Absorber

300g. Prevents mould
and mildew. Eliminates
odours. Reduces
allergens. 325507

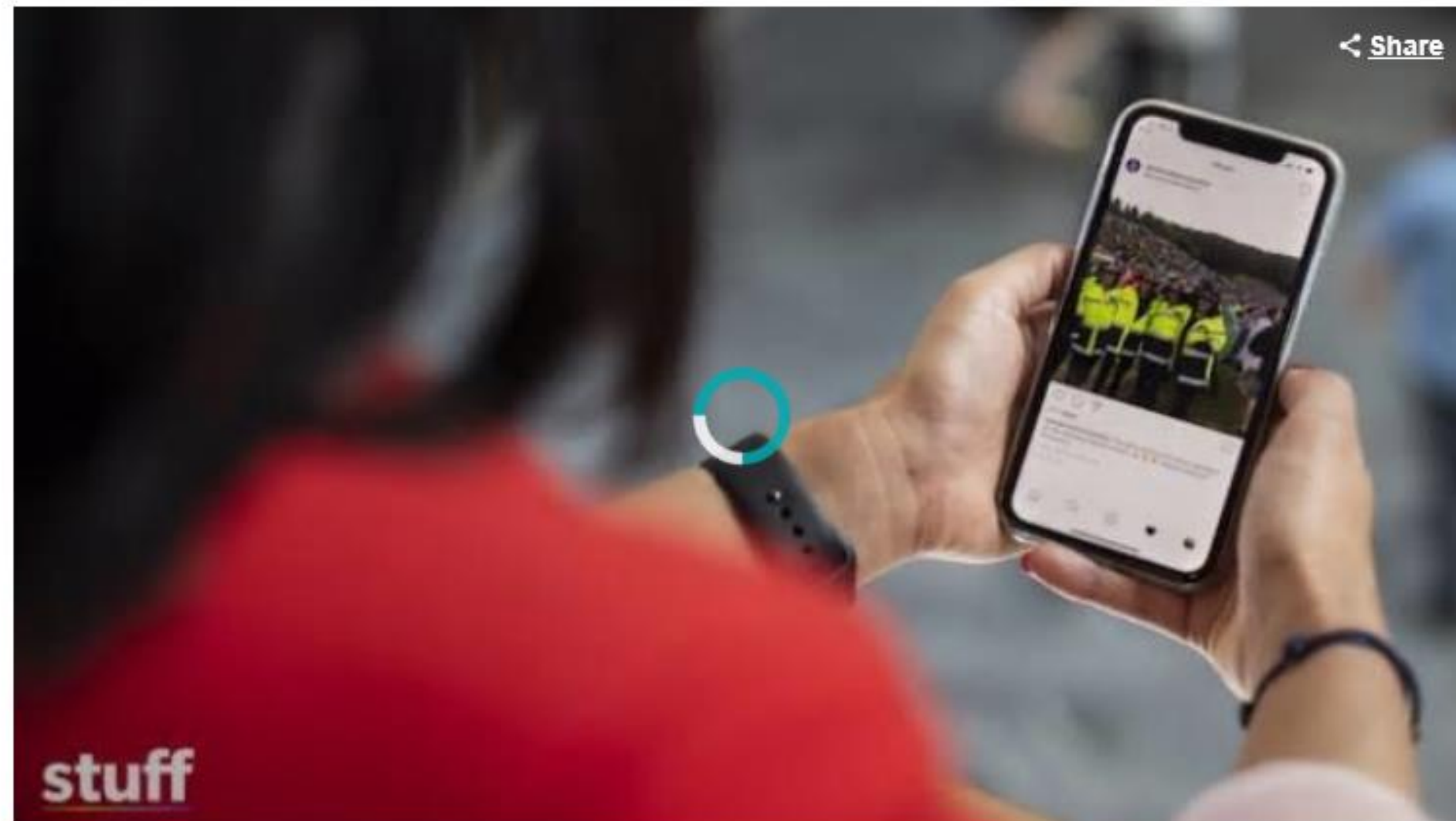


MITRE 10

**MITRE 10
MEGA**

Police's Instagram popularity could be problematic, experts warn

Andre Chumko 05:00, Mar 03 2019



Risk radar

- › Tax payer money – time, resource, spend.
- › Expectations of the Police – finding the balance – humour vs expectations
- › Surely Police have better things to do than sitting on social media?
- › OIA's and media enquiries – **self awareness.**
- › We can push the boundaries – but that has come from developing the brand.

However....**the risk radar is always on.**



Our social media strategy and model

The NZ Police Social Media team
when new puppies are born.

***30
profiles
across 5
networks***



Social Media @ NZ Police

Community engagement

Operational

Prevention

Our social media strategy is based around publishing engaging content that relates to these three categories.

What we do

We communicate through our social channels in an authoritative yet non-authoritarian manner. We have an open, honest, helpful and human voice, targeted at all New Zealanders.

We keep our online channels free of profanities, hate speech and defamatory content. We respond to private messages within 24 hours and assist with achieving strategic operational goals.

Why we do it

- ▶ To increase trust and confidence
- ▶ Help assist in preventing and solving crime
- ▶ Humanise policing
- ▶ Support recruitment needs
- ▶ Support all aspects of 'Our Business'.

How we do it

- ▶ Create highly creative and engaging content that:
 - Makes people laugh
 - Provides a behind the scenes look at policing
 - Tugs at the heartstrings
- ▶ Daily monitoring of all posts
- ▶ Actively engage with our followers
- ▶ Respond and update on unfolding high-profile police operations
- ▶ Follow what's trending on social media.

It's all part of the plan.
Our three pillars – and how we go about it.

Showing our human side



Constables from our Wairarapa Community section paid a visit to Mayce on his fifth birthday to wish him a Happy Birthday and, make a special delivery of presents from his grandparents. They couldn't visit him during lock down.

Mayce has no idea his grandparents arranged this (...until now.. 😊😭). He firmly believes the police visited him because he is very special and that police know everyone's birthdays. 🎂🎂
Wellington District Police



New Zealand Police

May 12, 2019 · 🌐



Happy Mother's Day to all you amazing mums out there, sending love to those of you who are yet to become a mum, or are unable to, to those who have lost children, to those that choose not to have children, to the dads that are both mum and dad, and to those who wish you could tell your mums that you love them ❤️ let's not forget our fur baby mamas too!

Here's Constable Teagan and her little girl Mackenzie.

Happy Mother's Day 🌸

Edit



2.4K

68 Comments 98 Shares





New Zealand Police

May 12, 2019 · 🌐

Happy Mother's Day to all you amazing mums out there, sending love to those of you who are yet to become a mum, or are unable to, to those who have lost children, to those that choose not to have children, to the dads that are both mum and dad, and to those who wish you could tell your mums that you love them ❤️ let's not forget our fur baby mamas too!

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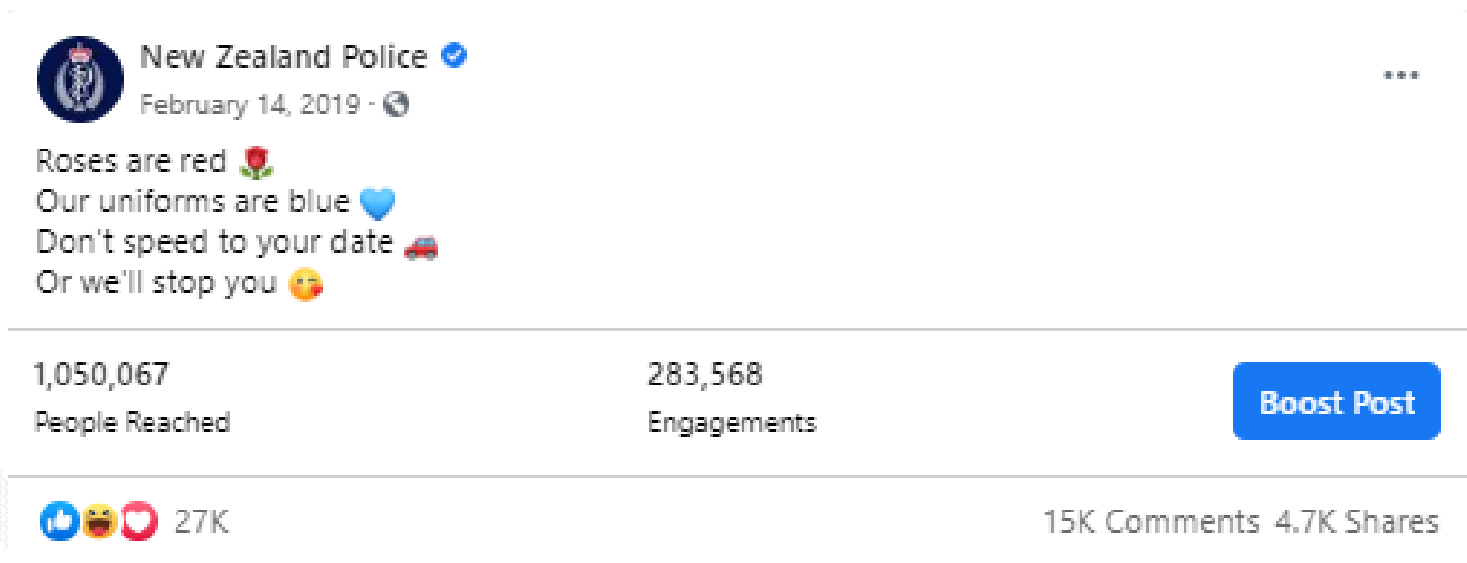
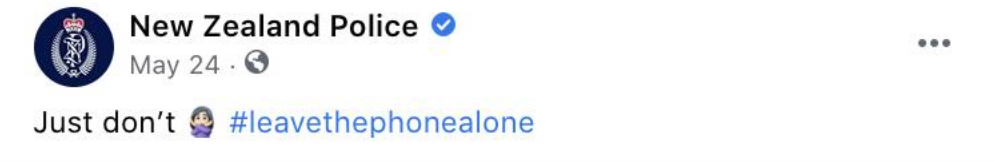




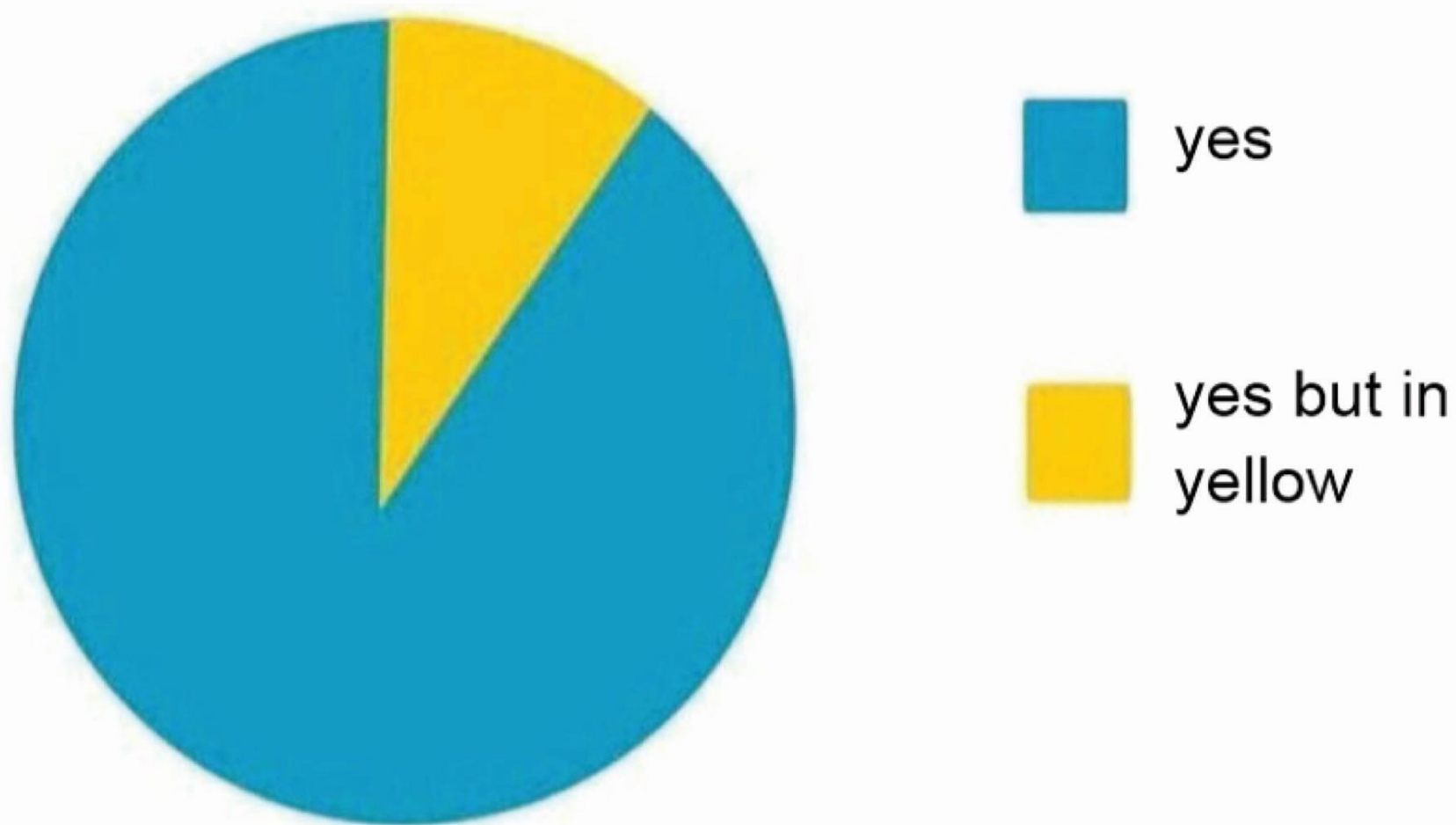
Showing our sense of humour

The weather changes in mysterious ways but you don't have to.

Please use your indicator.



Should you wear a seatbelt?



I'd rather be woken at 4am and hear "I need a ride" than wake up at 4am to hear my friend's dead because they wanted to drink and drive.

No valentine tomorrow? 💔

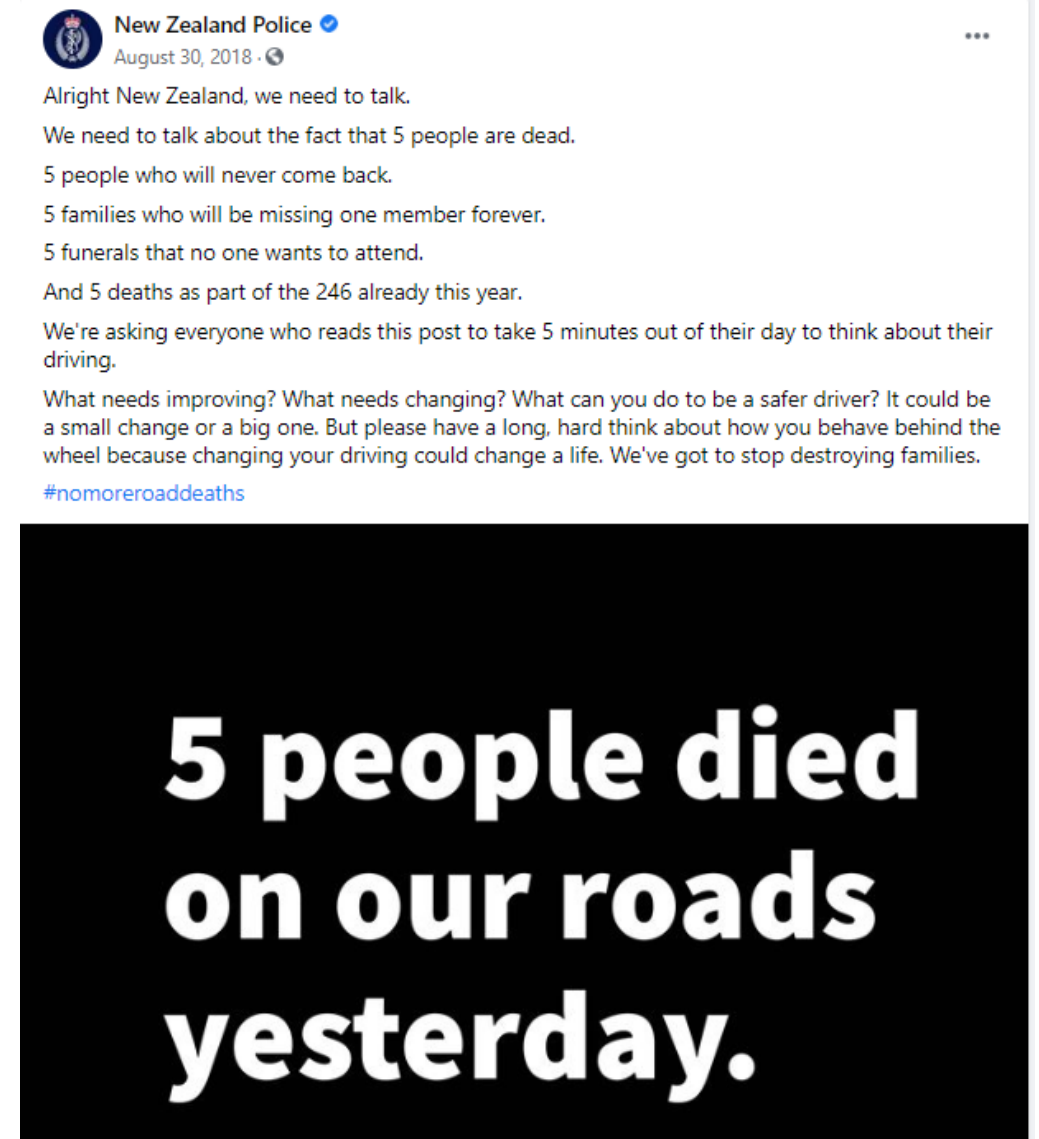
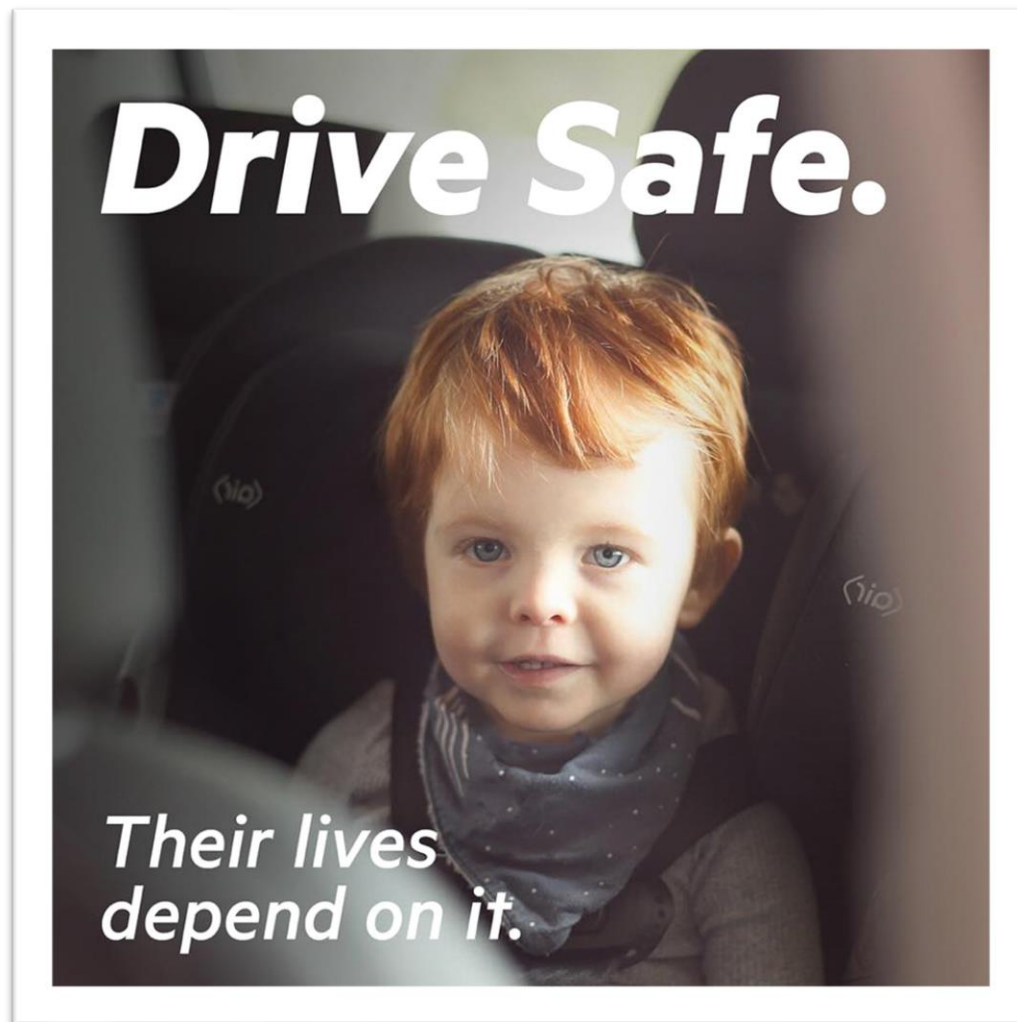
Your seatbelt will hold you 😊💕



2.1K Comments 2.5K Shares



Showing our serious side





New Zealand Police

November 21, 2018 · 🌐



Listen up New Zealand.

We're losing far too many people on our roads. 12 in the past week, 336 this year.

Road safety is everybody's responsibility and your behaviour behind the wheel could change a family forever. Could you live with that?

#nomoreroaddeaths



5.4K

1.1K Comments 5K Shares





#fridayfloof

New Zealand Police
April 17 · 🌐

That one person on the video chat who sits way too close to the camera.
#fridayfloof



78,671

People Reached

5,210

Engagements

Boost Post

New Zealand Police
February 28 · 🌐

In case you were wondering.. 🐾🐾 #fridayfloof

Anatomy of a Working Dog



350,328

People Reached

25,061

Engagements

Boost Post

👍❤️🐾 Helen Flannery, Kaye Calder and 6.1K others

1.3K Comments 1.1K Shares

New Zealand Police
2d · 🌐

I'm all ears 🐾 #fridayfloof



113,547

People Reached

11,734

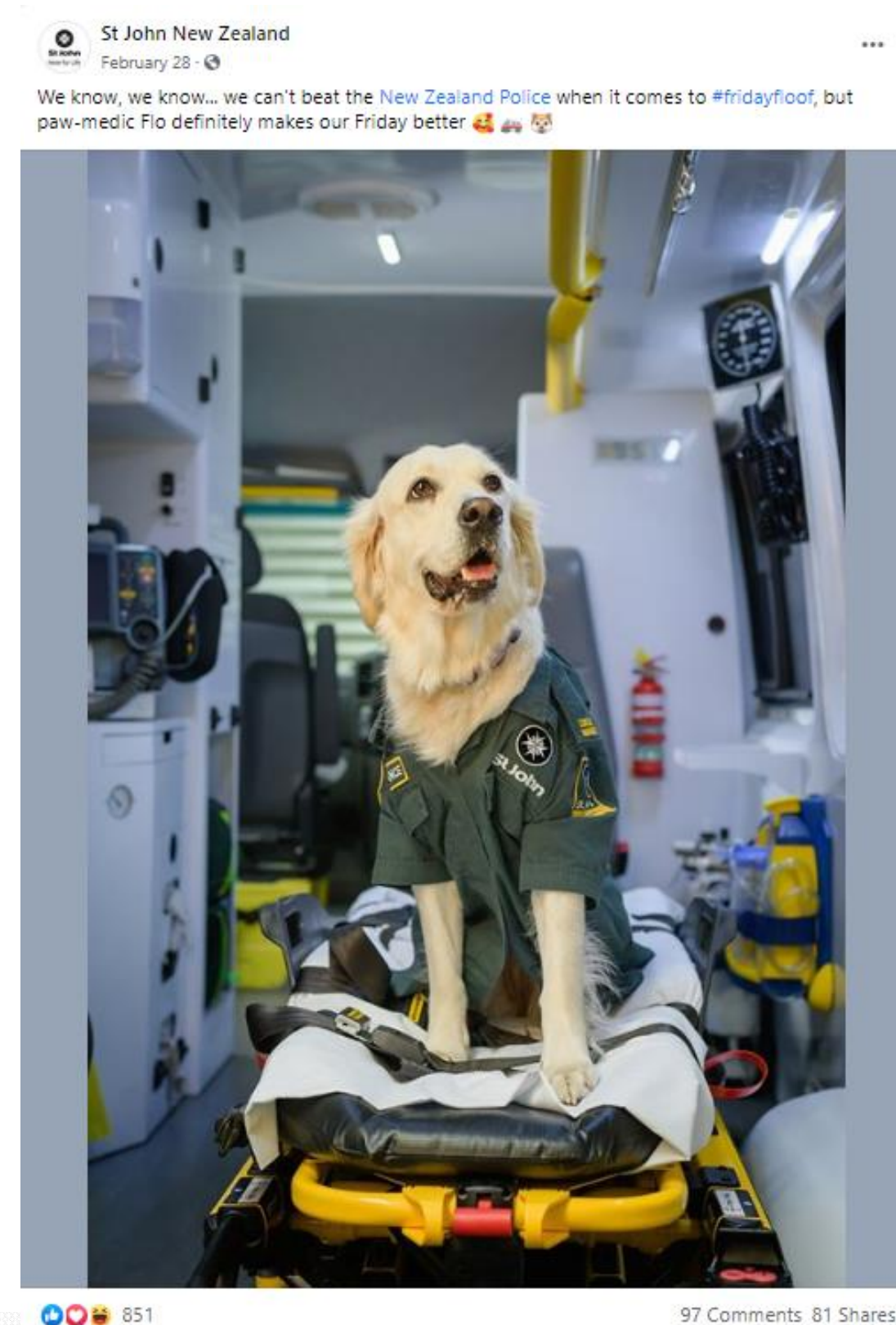
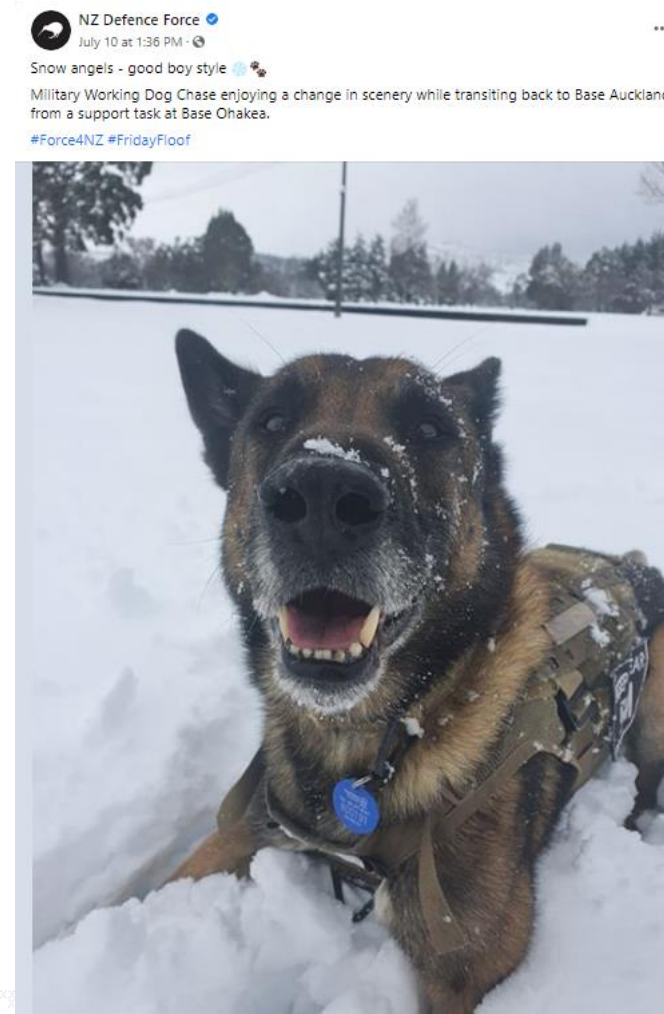
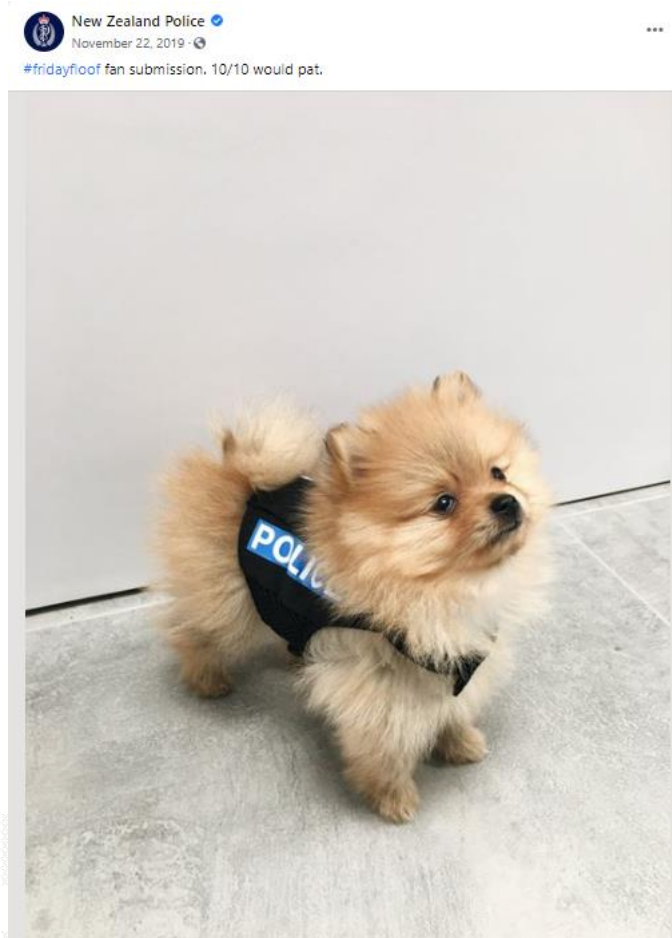
Engagements

Boost Post

👍❤️🐾 9.4K

450 Comments 252 Shares

It's so good, others even stole it..

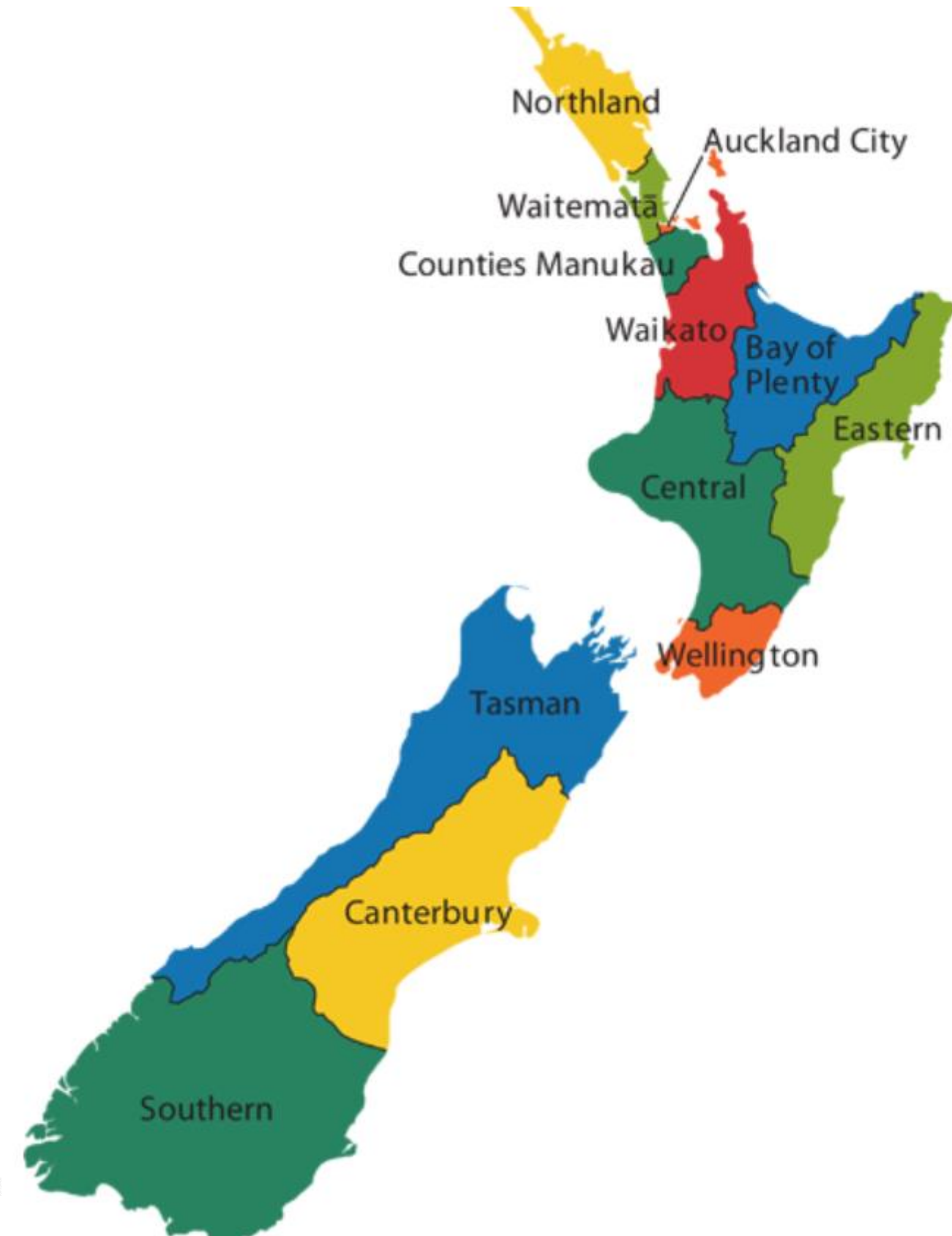


**Moderation.
Moderation.
Moderation.**



**Communication
between
ourselves and
districts.**

**Really important
with our model.**



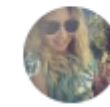
To stand out you have to be intuitive

- Understand your audience
- Understand your business and brand
- Have a clear message and purpose
- Have leader that enables you to act quickly





Some people
love it



The Antipodean Wonderer
@msamp81

Follow



Who is doing @nzpolice social media - you guys are on fire!! It's a great feed here and on FB!

1:42 PM - 26 Nov 2018

2 Retweets 39 Likes



MummaS
@Stoneyflowerz



Replying to @nzpolice

Can I just say that whomever is posting social media content for our police force is doing a fantastic job! Always makes me chuckle as well as getting the point across. Give them a pay rise!

10:23 AM · 28/03/20 · Twitter for Android



Mahisian
@mahisian_wahine



Replying to @nzpolice

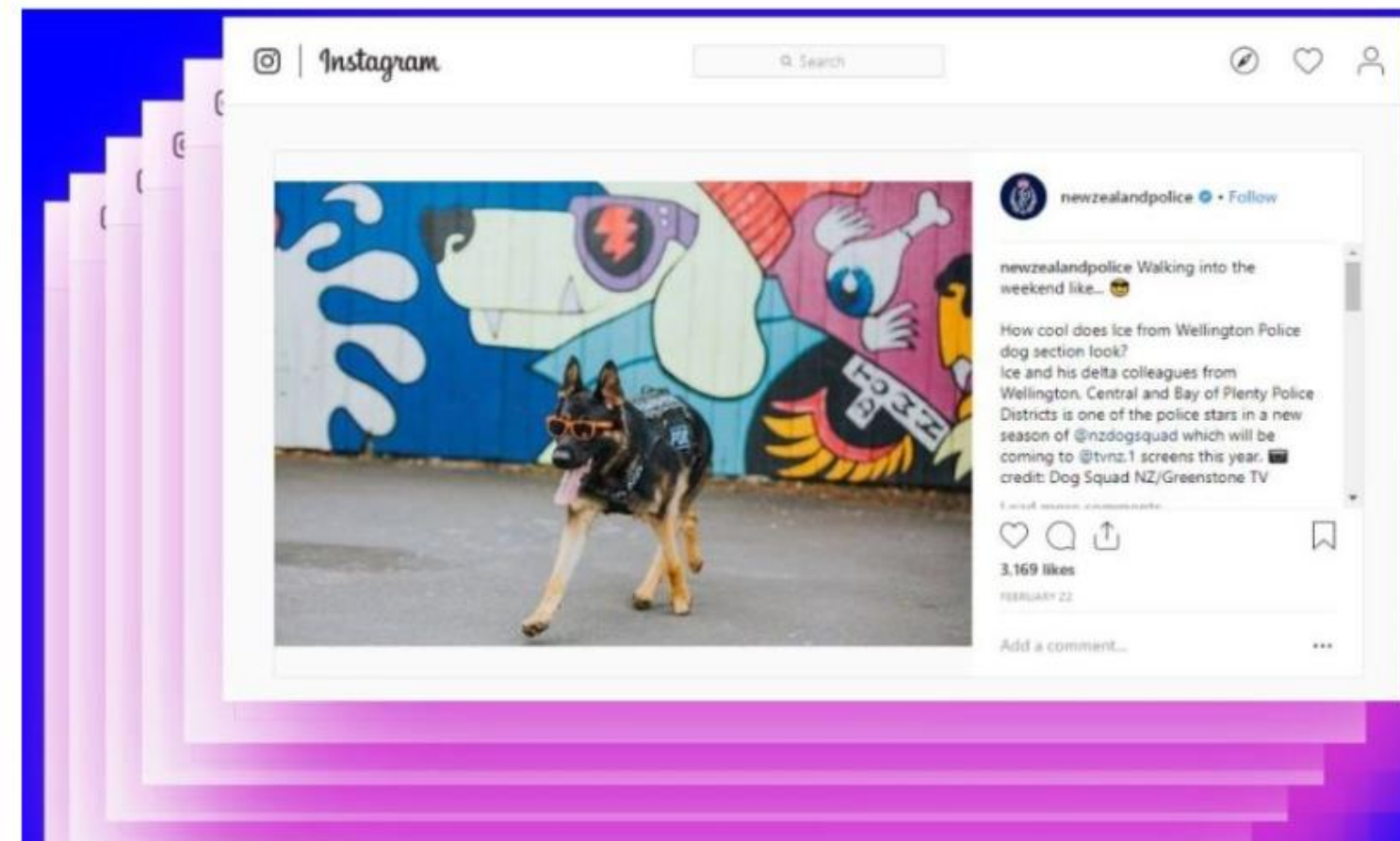
😂😂😂 Nz police is slaying twitter

10:16 AM · 28/03/20 · Twitter Web App

7 Likes



**Some people
don't.**



Dear Police et al: Your cutesy social media account is bad and foolish

Police's Instagram popularity could be problematic, experts warn

Andre Chumko · 05:00, Mar 03 2019



**We don't
always get it
right.**

New Zealand Police apologise for tweet that compared road crash deaths to a bad day at The Office

17:33, Oct 09 2017

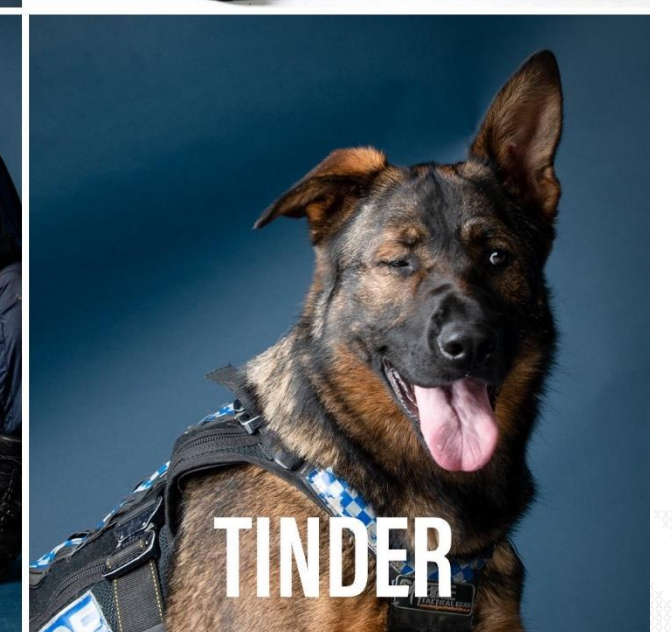
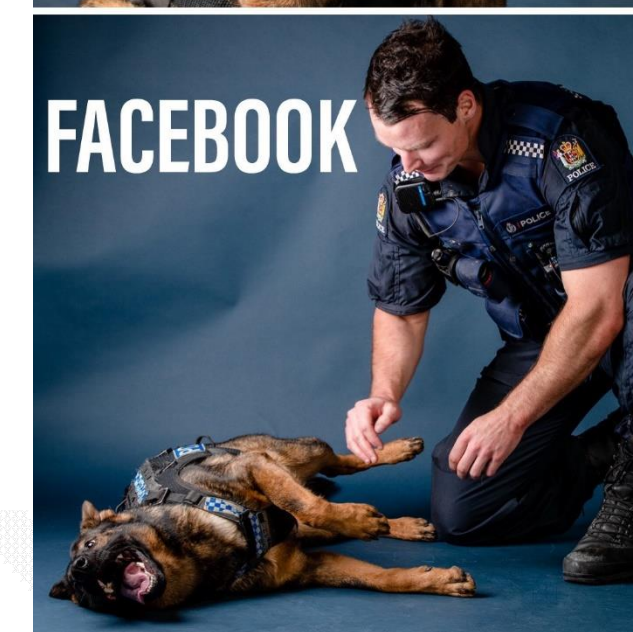
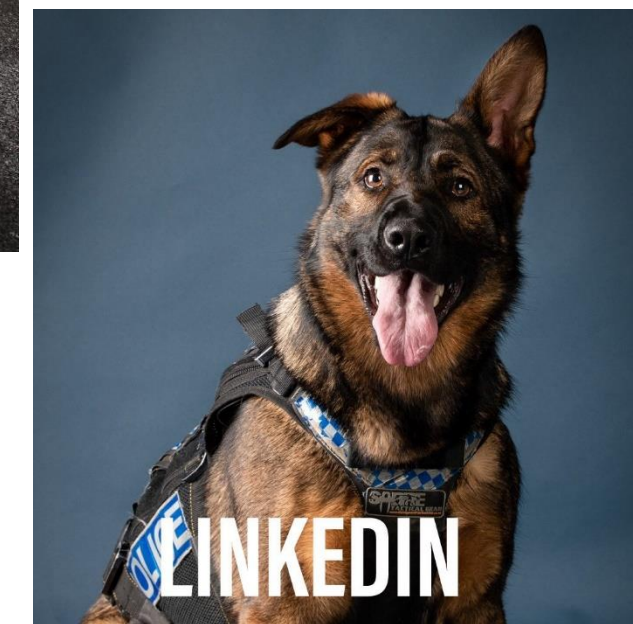
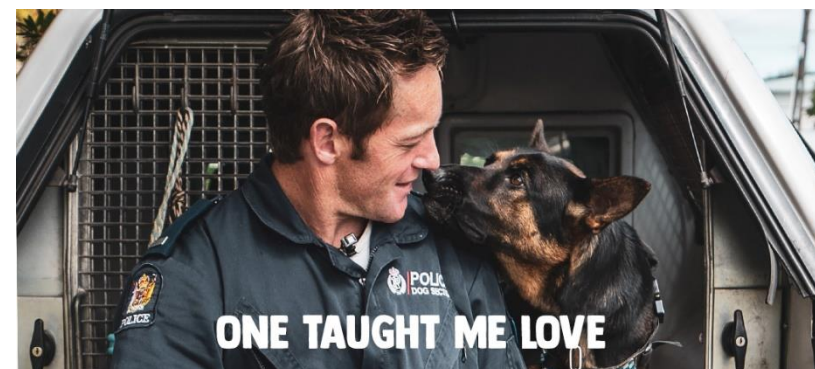


NZ Police delete social media posts after admitting they never paid for promo pic of Brad and Jennifer

KIM BAKER WILSON, 1 NEWS REPORTER
FRI, FEB 28 • SOURCE: 1 NEWS



Jumping on a popular trend









Got questions for us?