



## Workshop 4 – Media training

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# Workshop agenda



Developing a  
media strategy

Social media



- Aims and objectives
- Key messages
- Context, current situation, background
- Identifying target audiences and communication channels
- Evaluation



# Aims and objectives

## Strategic:

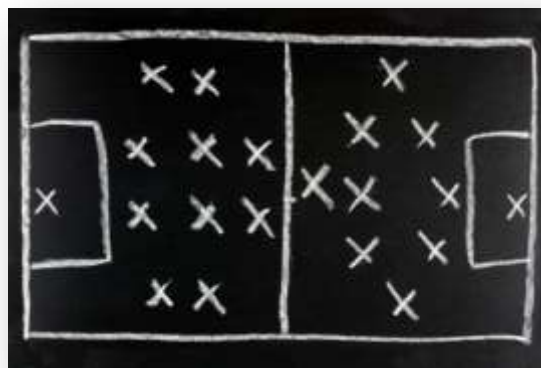
- Influence government policy
- Elevate the priority for government action
- Raise the profile of the issue
- Highlight the negative effects on economy / society
- Influence judicial response to metal thieves



# Aims and objectives

## Tactical:

- Inform end users / customers of the negative impact of metal theft
- Encourage end users / customers to report suspicious activity to police
- Encourage joint action and communications from partner organisations



# Aims and objectives

## Operational:

- Educate and inform the public to support affected communities and businesses
- Generate a positive impression of the organisation's response to the situation
- Maximise publicity opportunities - police operations, arrests and convictions for metal theft



## Key messages

- Tailor messages to audiences with specific objectives in mind
- Deliver messages using briefings, guides, news releases, leaflets, posters, PR, and lobbying
- Utilise the most appropriate media including email, social media, website, press, radio, TV and face-to-face



# Identifying target audience and communication channels

## Target audience

- Government
- Recycling industry
- General public
- Telecommunications companies
- Utility companies
- Company employees
- Media

## Communication channels

- Press releases
- Company website
- Social media
- Intranet
- Print media
- Lobbying
- Conferences, seminars.
- Networking





# Examples of good practice



**M  
T**

Metal theft causes... and dis... the cost... or prison...

Tell us w...

Call **08**

WWW

**NetworkRail**

## Cable theft meant that...

The greater  
 Over the past three  
 more than £43 m  
 But it also costs  
 their time thro  
 and damaged  
 Transport Polic  
 thieves stealing

- the school's ICT lesson didn't happen.
- the regular call with the grandchildren didn't happen.
- the online multi-player game didn't happen.
- the 999 call to the emergency services didn't happen.
- the last minute online bid didn't happen.
- the Facebook status update didn't happen.

**CRIMESTOPPERS**  
**300 555 111**  
 anonymously with information about crime

stoppers Trust is a registered charity

Don't let cable thieves cut you off

Helping Britain run

**openreach**  
 a BT Group business **BT**



# Other considerations

- Implement a strategic communications approach to ensure media and stakeholders are more informed
- By raising the issue of metal theft there is a minor risk of encouraging 'copy-cat' offending - ensure messages highlight the dangers of metal theft and successful prosecutions
- Avoid emphasising the value of metal and highlight that thieves do not make significant money from criminal activity
- Seize every opportunity to publicise 'good results' in terms of arrests, convictions and pro-active operations



# Social media



# What is social media?

“Media for social interaction, using highly accessible and scalable publishing techniques”

WIKIPEDIA



Using the internet to publish information with the aim of interacting with communities, friends and customers





# Types of social networking



# Social media - potential audience

On average people spend 5 hours a week on social media sites

Twitter has 300 million users, 300 million tweets every day

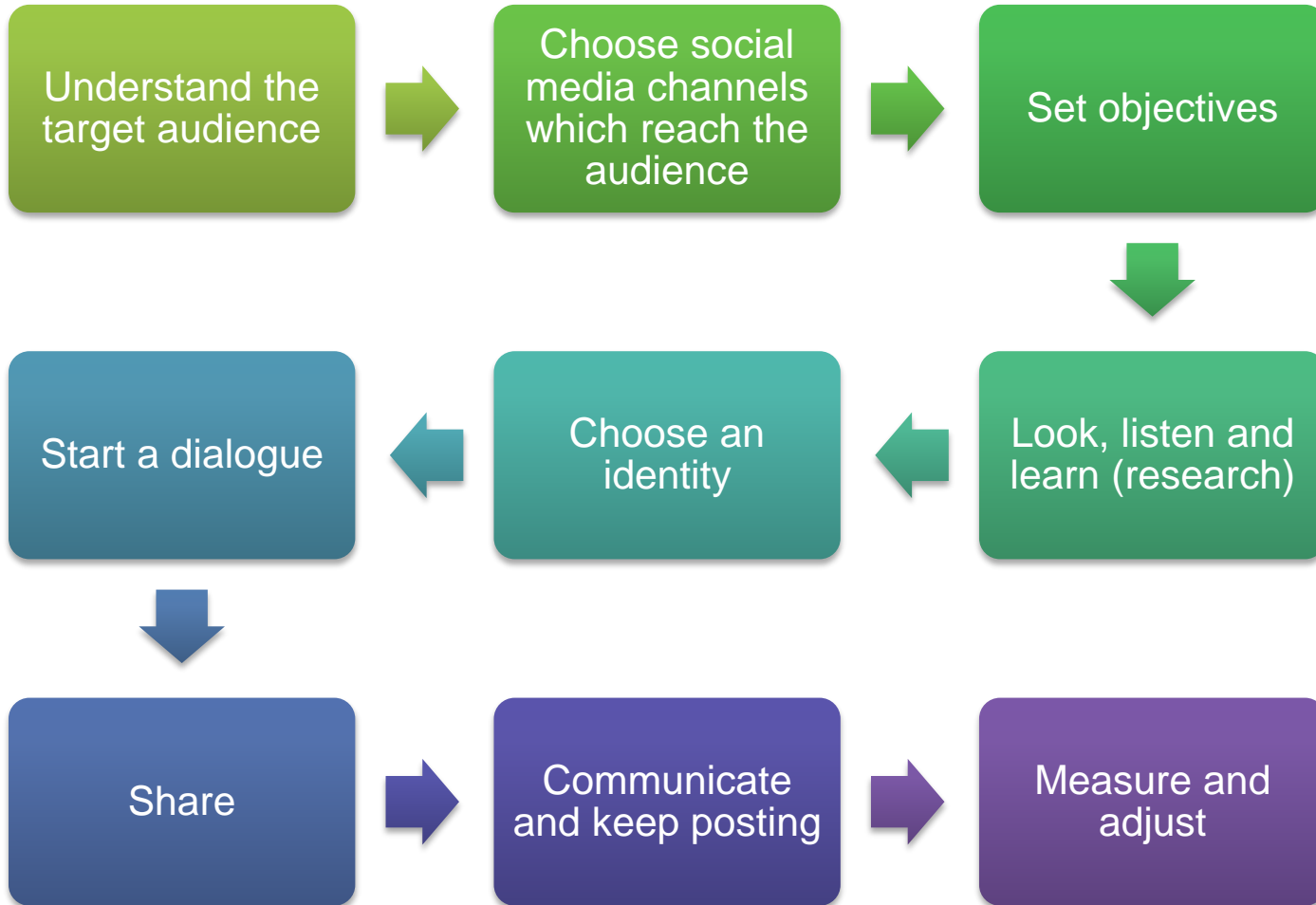
Facebook has 800 million active users  
50% log on every day



Linked In has 116 million users  
(just for businesses)



# Social media process



# Do your research

Policing Britain's railways



**BTP** ✓

@btp\_uk

Official Twitter account of British Transport Police. This is not for emergencies or reporting crime. Report crime on 0800 40 50 40. In an emergency dial 999.

United Kingdom <http://www.btp.police.uk/twitter.aspx>

Following

1,549 TWEETS

71 FOLLOWING

11,074 FOLLOWERS

Tweet to BTP

@btp\_uk

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to BTP

Warwickshire Police @warks...



Operations Manager  
John Owens, London, United Kingdom

## Tweets

**BTP** @btp\_uk  
We were at Cardiff Central stn Thurs last week as HM The Queen began her Diamond Jubilee visit of S Wales. Pics here: [ow.ly/ayDV3](http://ow.ly/ayDV3) 1h

**BTP** @btp\_uk  
Cycle surgery at Preston stn today from 4-6pm. Get advice from officers about keeping your bike safe and pick up a security pack 2h

**BTP** @btp\_uk  
Officers currently investigating discovery of suspected human remains by railway line in Heme Bay, Kent 3h

**BTP** @btp\_uk  
We've released CCTV after unprovoked attacked on train between Balham & Crystal Palace. Can you help us ID him? [ow.ly/aBGyD](http://ow.ly/aBGyD) 4h

**BTP** @btp\_uk  
Travelling through Brondesbury stn? Say hi to our officers who are holding a drop-in surgery from 8am-10am & get crime prevention advice 7h

Type  
Nonprofit

Company



# Choose your identity

What will be your organisations social media name?

Define your organisation's personality and tone of voice

- How do you want to communicate?
- What tone of voice will you adopt?
- Friendly, professional, relaxed?
- Will you speak as you or your organisation?



# Sharing with your audience

What information can be shared?

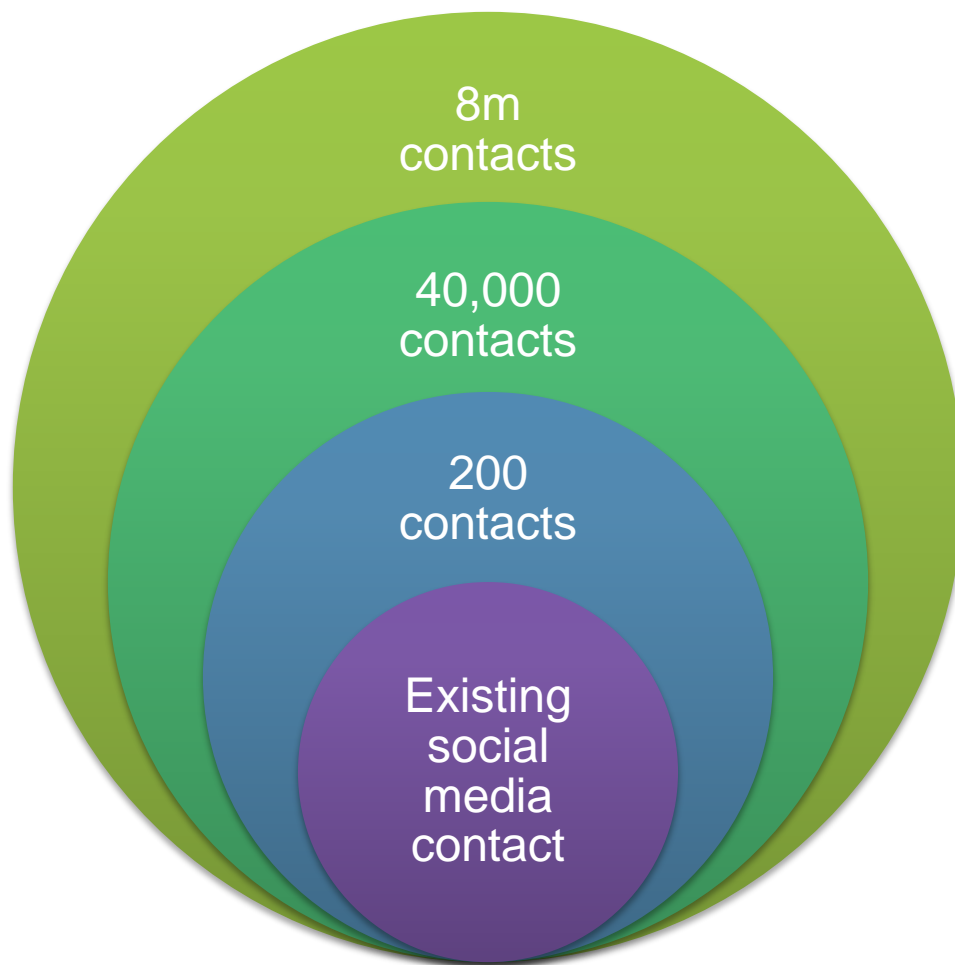
- Content from other websites
- Content from your blog or website
- Products and ideas that inspire
- Photographs, images, videos and written content
- Latest work / activities / events
- Questions that relate to your audience
- Incentives which will encourage an audience to engage



- Contribute to discussions
- ‘Retweet’, ‘like’ and ‘share’ discussions and comments that are relevant to the target audience
- Contact people directly (send messages and connect)
- Keep sites up to date (two posts a week minimum)
- Be careful not to over post



# Widen your audience



Ask followers to re-post/re-tweet a message,  
encouraging friends to follow



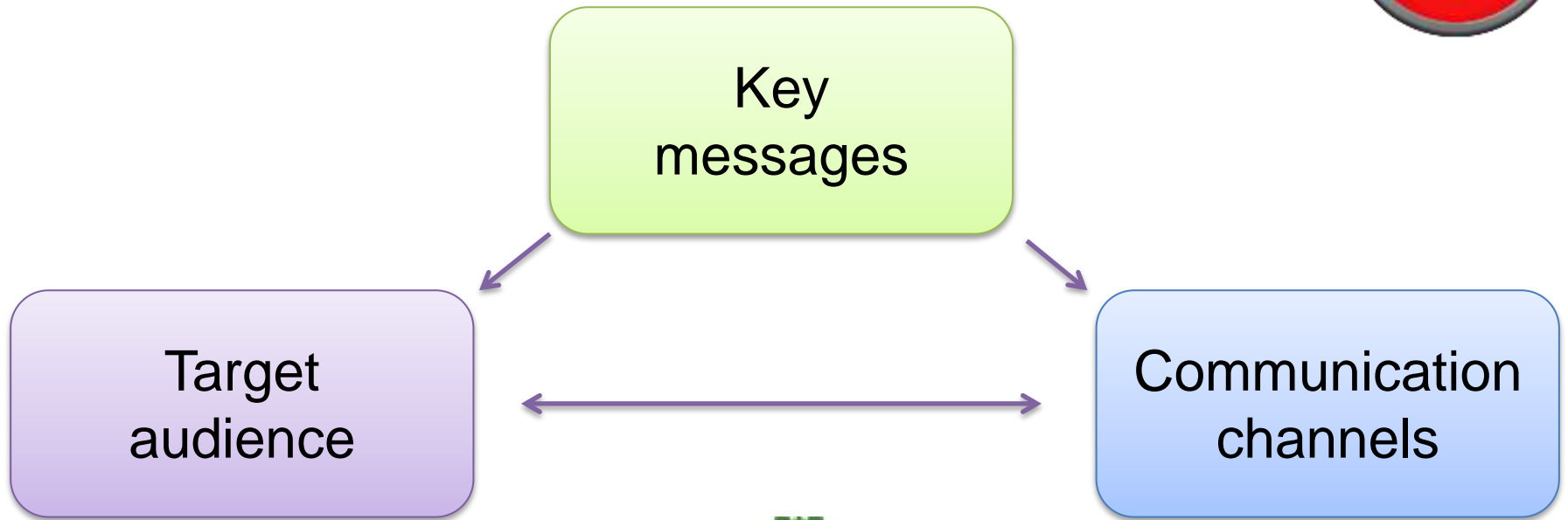
# Task 1



Create three key messages related to metal theft



# Task 2



# Review

- Regularly review and evaluate to ensure the communication strategy is effective
- Use media monitoring to ensure all cable / metal theft related articles contain the key messages outlined in the strategy
- Where key messages are not addressed efforts should be made to understand why and to ensure this does not occur in the future





# Measuring success

- How much time can be dedicated to social media every week?
- How will success be measured?
  - Decline in metal theft?
  - Website traffic growth?
  - Number of followers on each site
  - Number of positive, negative and neutral comments on the sites
  - Number of enquiries from social media activity





## Other tips

- Remember to check spelling, grammar and test links
- Is the content relevant and engaging? The 'so what' test
- Integrate between sites  
(use Twitter and automate tweets to post on LinkedIn and Facebook)
- Integrate between other activities  
(website, email etc.)



Hints  
and  
tips







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follow us on  
**twitter**



**@PoIPRIMETT**



Find us on  
**Facebook**

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