

Our Ref: 001141/14



Freedom of Information Section
Nottinghamshire Police HQ
Sherwood Lodge, Arnold
Nottingham NG5 8PP

Tel: 101
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11 February 2014

Request under the Freedom of Information Act 2000 (FOIA)

I write in connection with your request for information, which was received by Nottinghamshire Police on 10/02/2014.

Following receipt of your request searches were conducted within Nottinghamshire Police to locate the information you require.

RESPONSE

Under S 1 (1) (a) of the Freedom of Information Act 2000 (FOIA), I can confirm that Nottinghamshire Police does hold the information you have requested.

Please find below answers to your questions:-

This is an FOI request to your police department that seeks to clarify how and why the police are using social media to connect and communicate with the public. Within this field I will focus on the money and allocation of resources devoted to social media channels.

My questions are as follows:

1. What is the intended purpose of employing or operating a social media channel via twitter or Facebook etc? Do you have a mission statement?

Nottinghamshire Police use social and digital media to communicate and engage directly with the public and enhance the way we have conversations with the people we serve.

We use several platforms to achieve this, including Twitter, Facebook, YouTube, Audioboo and CoverItLive.

Content, such as appeals for information, images of suspects, missing person appeals, daily news items, images, video and audio, are posted on these sites.

We do this for a variety of reasons - to seek the public's help in fighting crime, to raise awareness of issues that could affect the public and to keep the public informed of news from the force.

Our house rules for interacting online can be found on our website:

<http://www.nottinghamshire.police.uk/site-page/house-rules>

2. Do you have a specific role within your department for social media communications? If so what is the name of that role? If not who is responsible for updating social media channels (e.g. facebook updates, twitter statements)

Nottinghamshire Police have two social and digital engagement officers who manage the Force's online presence which includes social media channels as well as other responsibilities.

3. Does your authority pay social media companies or experts to handle your public communications? Please provide a list of companies/consultants you have used in the past and present.

Nottinghamshire Police do not pay any social media company or expert to handle our public communications. Our public communications are dealt with directly by the Corporate Communication team.

4. How does the company/individual select stories to publish? Do you have a set of guidelines to follow (or the equivalent)?

N/A see above

5. What is the salary of these social media consultants? How many hours do they work per week?

N/A see question 3

6 Are employees operating the social media channels set targets to reach a certain number of followers or level of interaction with the public?

There are no specific targets set for managing the social media channels but all who use them are encouraged to maintain their channels and ensure that questions or concerns from members of the public via Twitter or Facebook are dealt with appropriately.

Complaints Rights

Your attention is drawn to the enclosed review procedure, which details your right of complaint.

Copyright

Nottinghamshire Police in complying with their statutory duty under Sections 1 and 11 of the Freedom of Information Act 2000 (FOIA) to release the enclosed information will not breach the Copyright, Designs and Patents Act 1988. However, the rights of the copyright owner of the enclosed information will continue to be protected by law. Applications for the copyright owner's written permission to reproduce any part of the attached information should be addressed to the Force Solicitor, Nottinghamshire Police, Force Headquarters, Sherwood Lodge, Arnold, Nottinghamshire, NG5 8PP.

I would like to take this opportunity to thank you for your interest in Nottinghamshire Police.

Should you have any further enquiries concerning this matter, please write or contact the Freedom of Information Officer on telephone number 0115 9672507 or e-mail freedomofinformation@Nottinghamshire.pnn.police.uk quoting the above reference number.

Yours sincerely

Disclosure Officer

Are you dissatisfied with your response?

Nottinghamshire Police has a duty to implement a complaints process in relation to Freedom of Information Act requests. If you are not content with our response, you may appeal, this process is known as an 'Internal Review'

Internal reviews are intended to be a fair and impartial means of reviewing the original request process.

You can appeal about your request if you:-

- Disagree with the Forces interpretation of your request;
- Believe the Force hold more information than has been disclosed to you;
- Disagree with the application of exemptions;
- Are still waiting for a response and are unhappy with the delay.

How do I appeal?

All appeals should be made in writing and sent to:-

Information Management
Nottinghamshire Police
Force Headquarters
Sherwood Lodge
Arnold
Notts
NG5 8PP

or alternatively freedomofinformation@nottinghamshire.pnn.police.uk

To deal with your appeal as quickly as possible please provide the unique identification number provided with your response and the reasons for your appeal.

Once we have received your request for appeal, your FOI response will be reviewed in full to identify any problems in the disclosure.

The review will be undertaken by someone different from, and preferably senior to, the original decision maker and this should be completed within 20 working days from receipt, in exceptional circumstances it may be extended by a further 20 working days.

What if I'm still not satisfied?

You can appeal to the Information Commissioner. You can contact the Information Commissioner Officer at the following:-

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745 (national rate)

E-mail: casework@ico.org.uk