



INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE 2013 SOCIAL MEDIA SURVEY RESULTS

In fall 2013, the IACP conducted its fourth annual survey about law enforcement's use of social media. The survey addressed the current state of practice and the issues agencies are facing in regards to social media. The survey was sent electronically to law enforcement executives across the United States. A total of 500 law enforcement agencies, representing 48 states, participated in the survey.

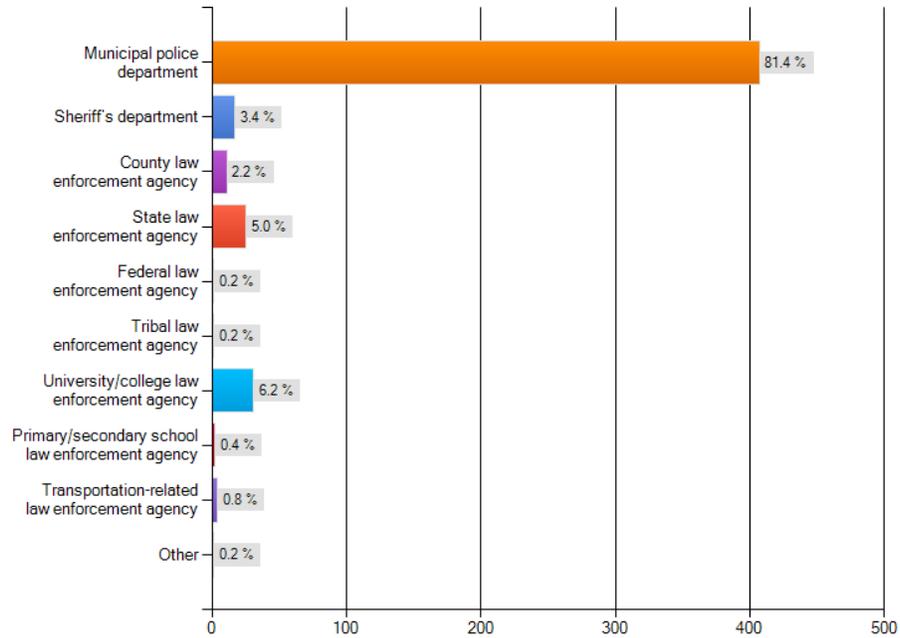
For more information about the survey or IACP's Center for Social Media, visit www.IACPsocialmedia.org or e-mail us at socialmedia@theiacp.org.

SURVEY HIGHLIGHTS

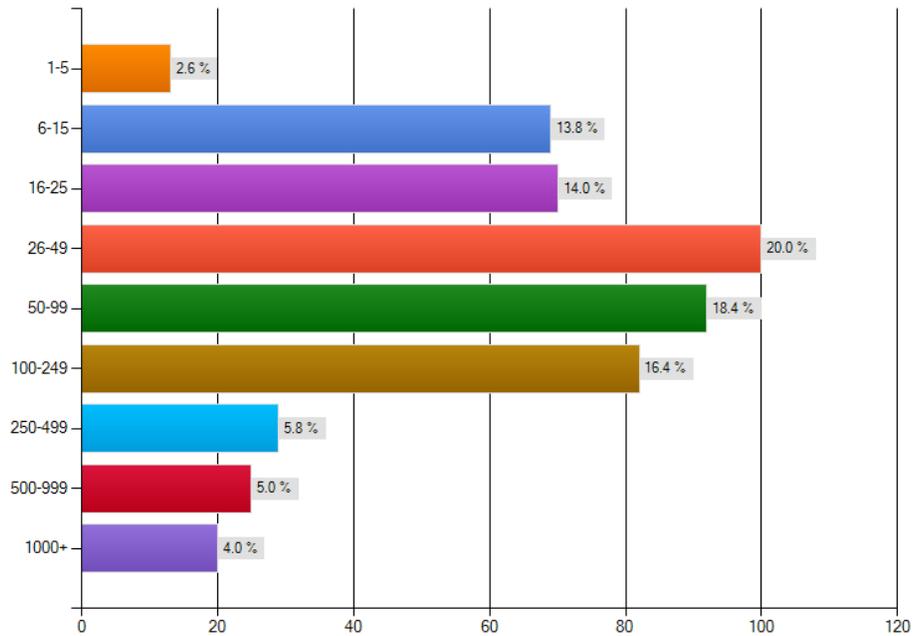
- 95.9 % of agencies surveyed use social media in some capacity.
- The most common use of social media is for criminal investigations at 86.1%.
- The most frequently used social media platforms are Facebook (92.1%), Twitter (64.8%), and YouTube (42.9%).
- 57.1% of agencies not currently using social media are considering its adoption.
- 69.4% of agencies surveyed have a social media policy and an additional 14.3% are in the process of crafting a policy.
- 80.4% of agencies report that social media has helped solve crimes in their jurisdiction.
- 73.1% of agencies state that social media has improved police-community relations in their jurisdiction.

DEMOGRAPHIC INFORMATION

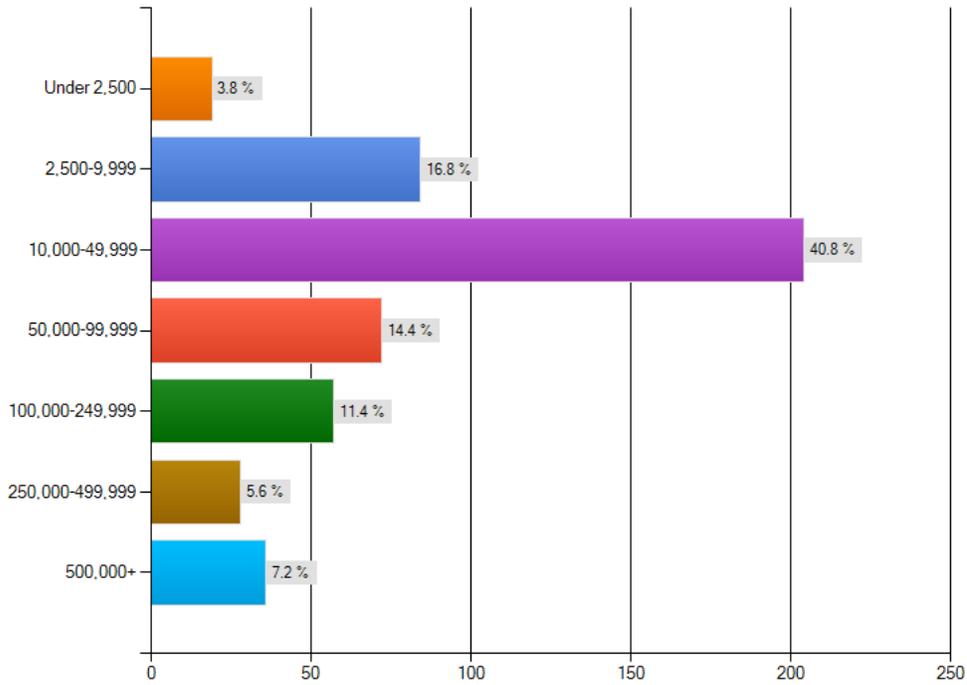
Which of the following best describes your agency?



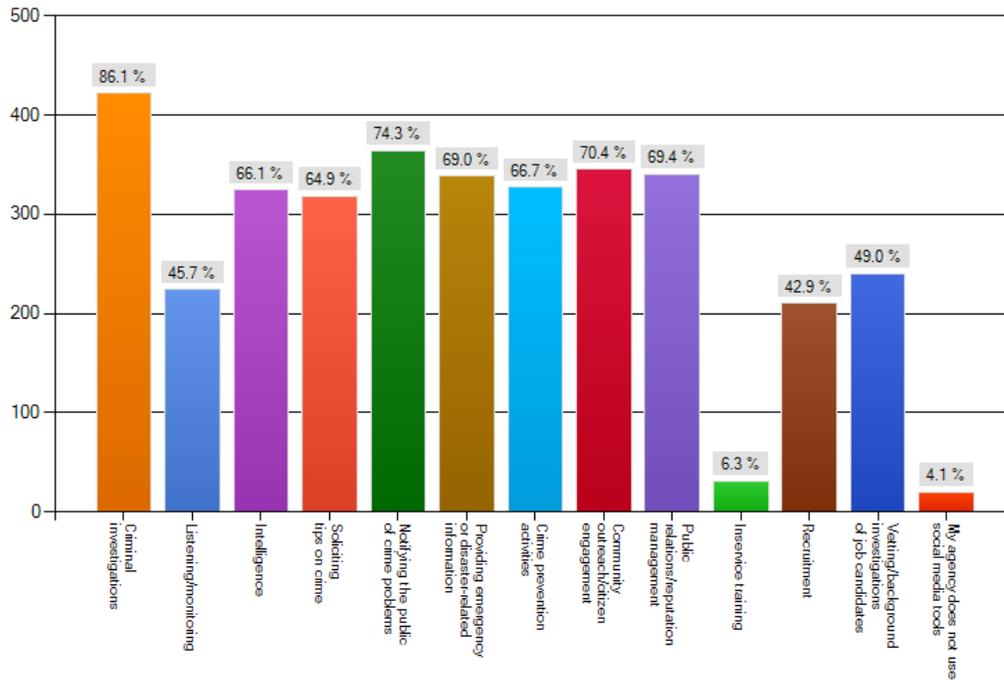
Please indicate the number of full-time sworn personnel in your agency.



Please indicate the population served by your agency.

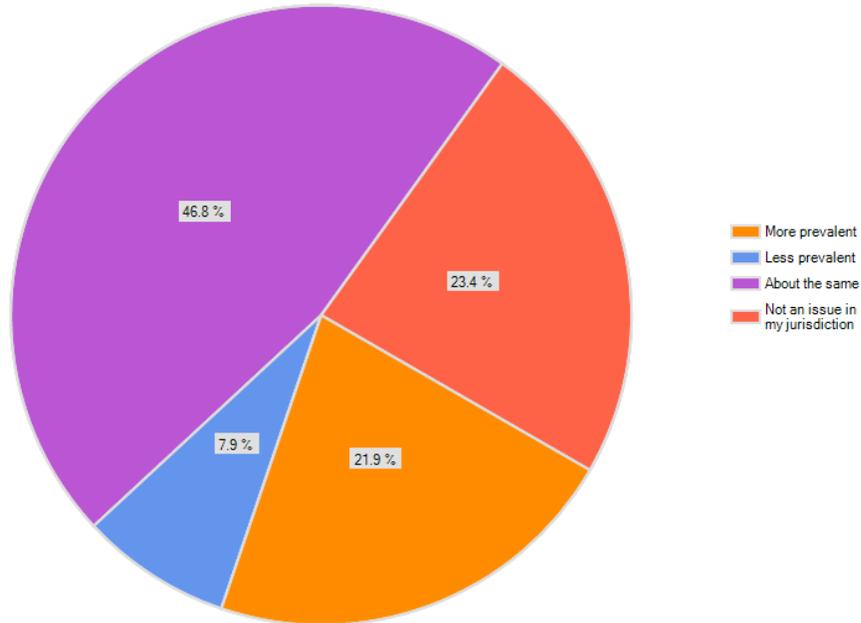


Which of the following activities does your agency use social media tools for? (Select all that apply)

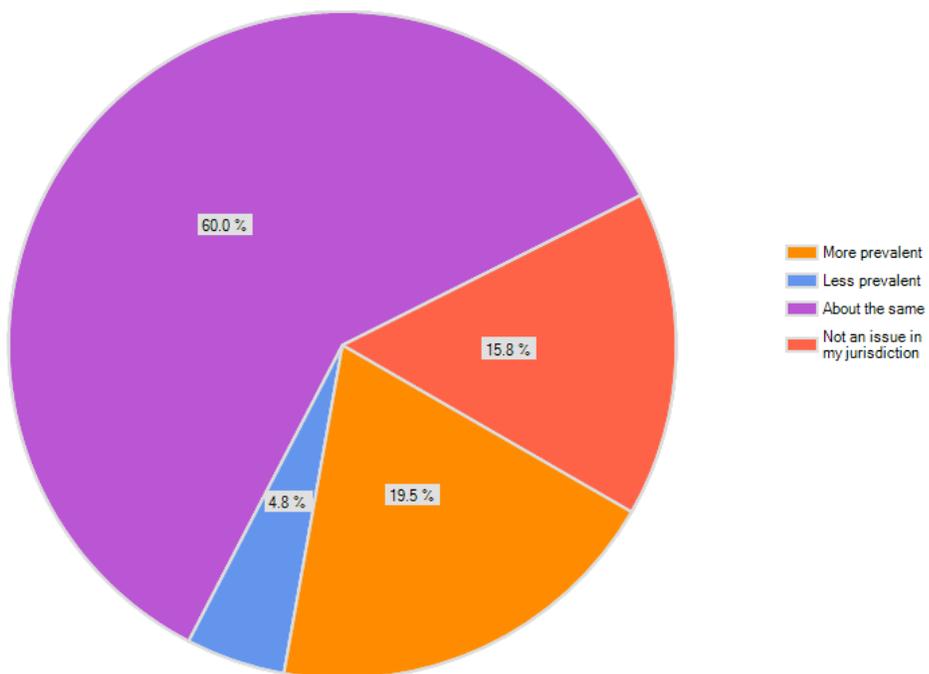


CYBER CRIME

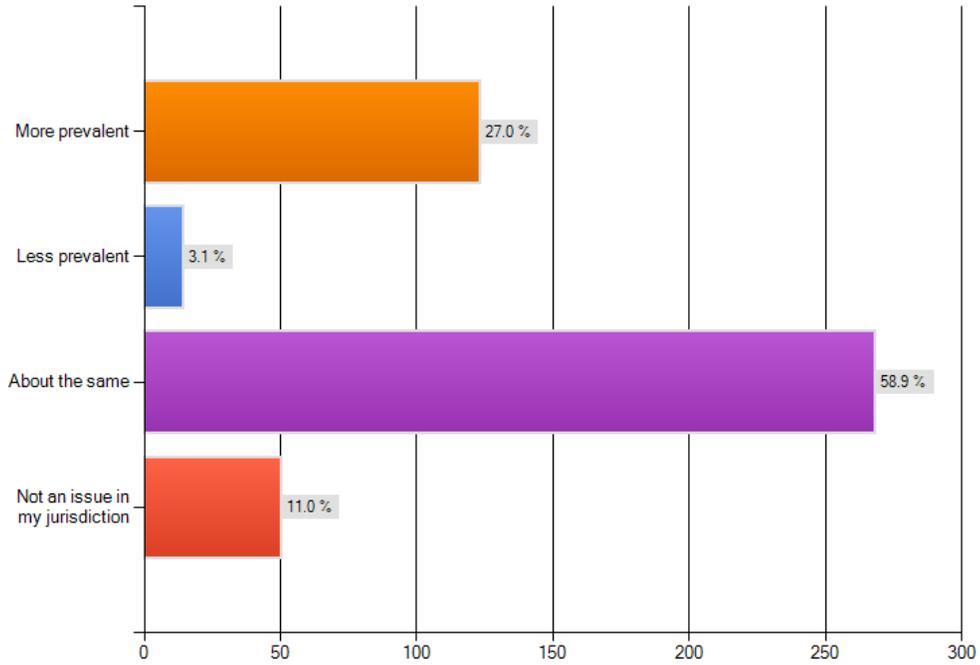
Compared to one year ago, complaints to my agency about “sexting” (the sharing of sexually explicit photos, primarily via cell phone) are:



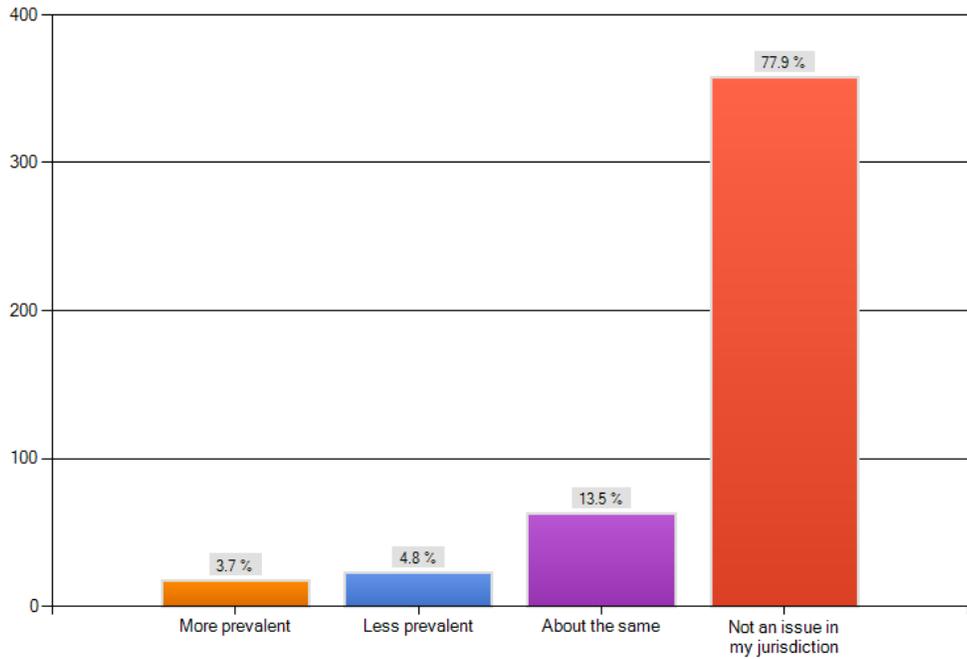
Compared to one year ago, complaints to my agency about online stalking are:



Compared to one year ago, complaints to my agency about online bullying/harassment are:

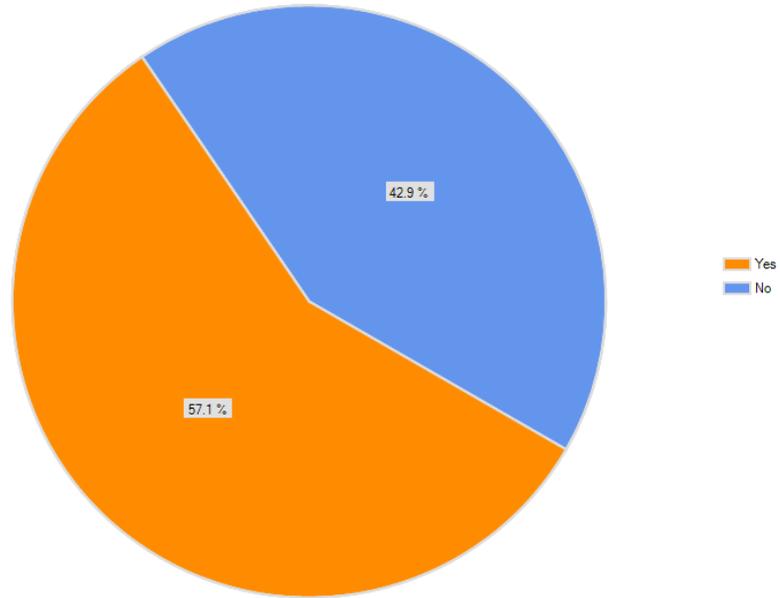


Compared to one year ago, complaints to my agency about flashmobs (large groups of individuals quickly mobilizing in a specific location) are:

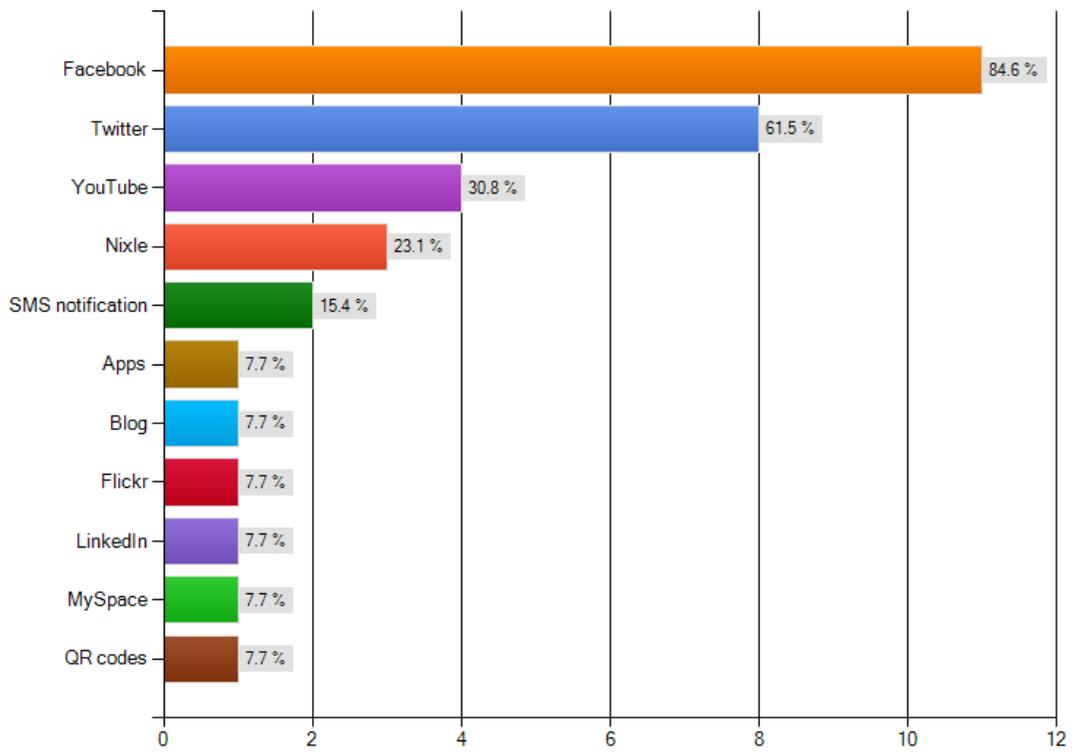


AGENCIES NOT USING SOCIAL MEDIA

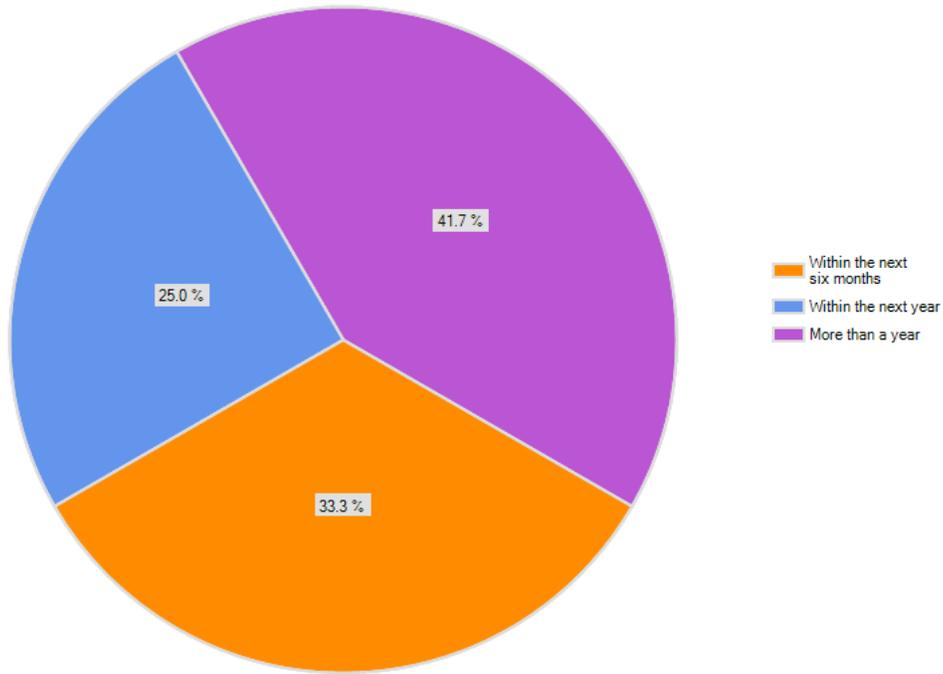
Is your agency considering the adoption of social media?



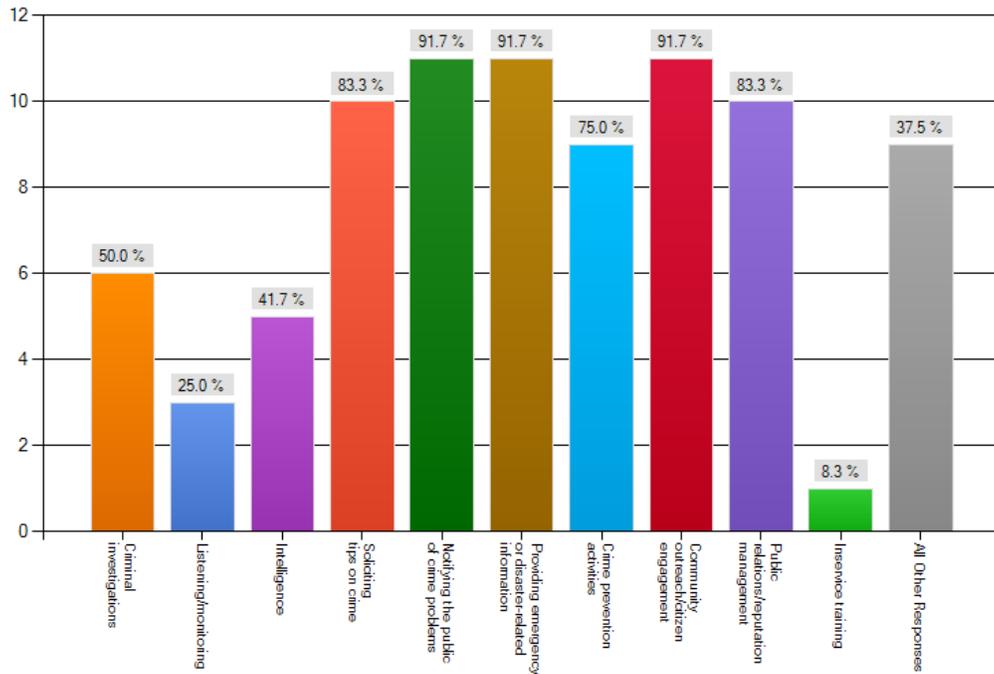
Which tools is your agency considering for adoption? (Select all that apply)



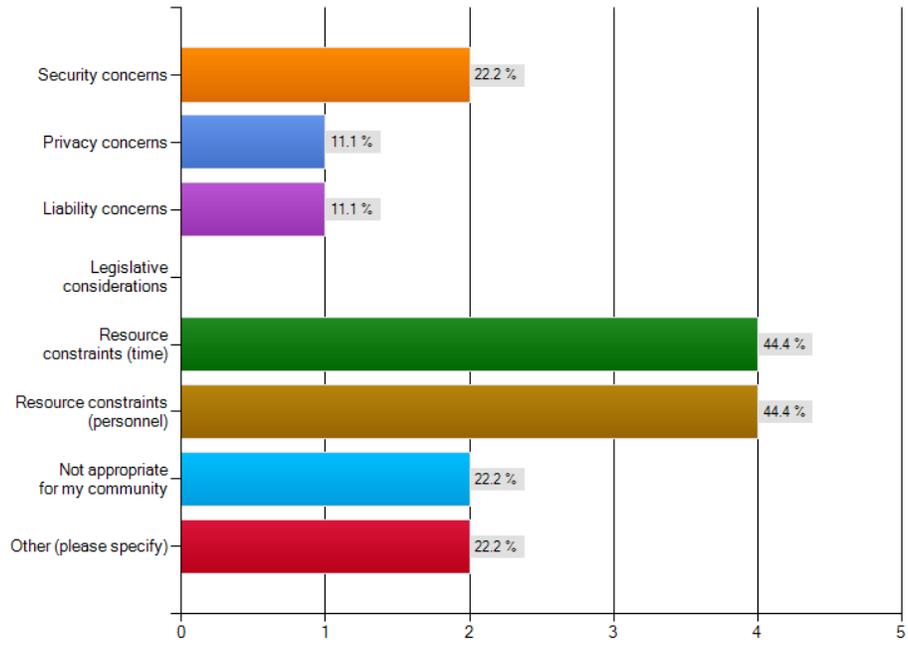
What is your agency's anticipated time frame for establishing a social media presence?



Which of the following activities does your agency anticipate using social media for? (Select all that apply)

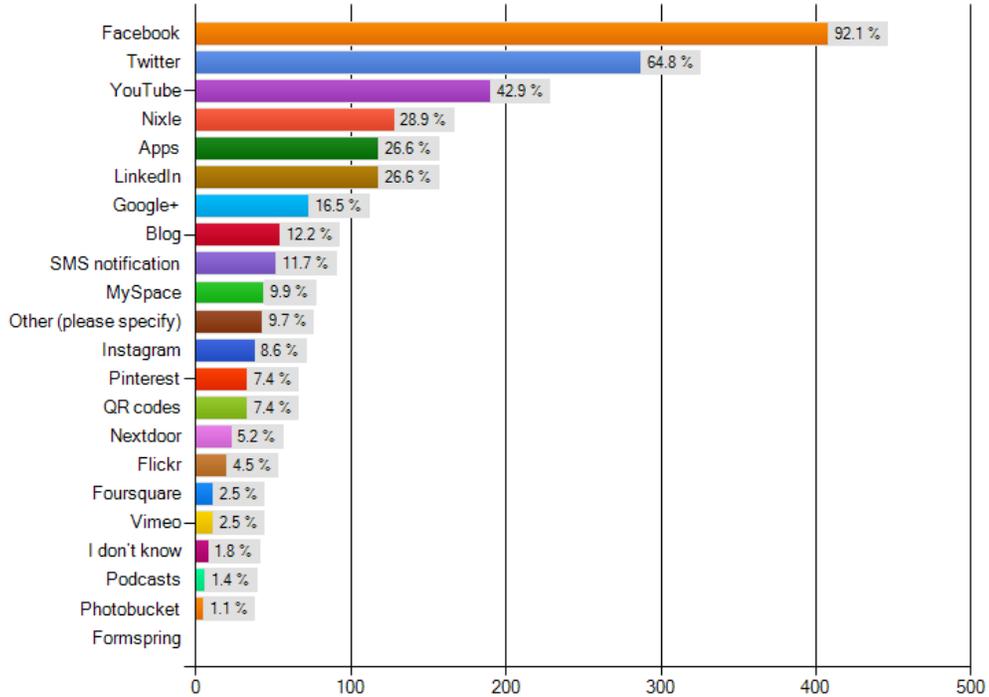


What are the barriers to using social media in your agency? (Select all that apply)

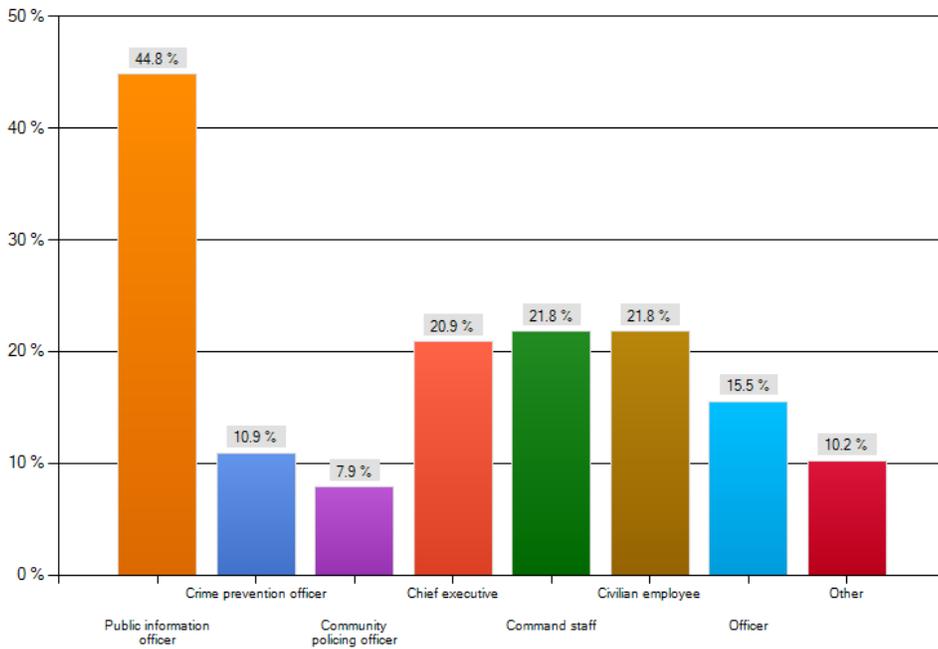


AGENCIES USING SOCIAL MEDIA

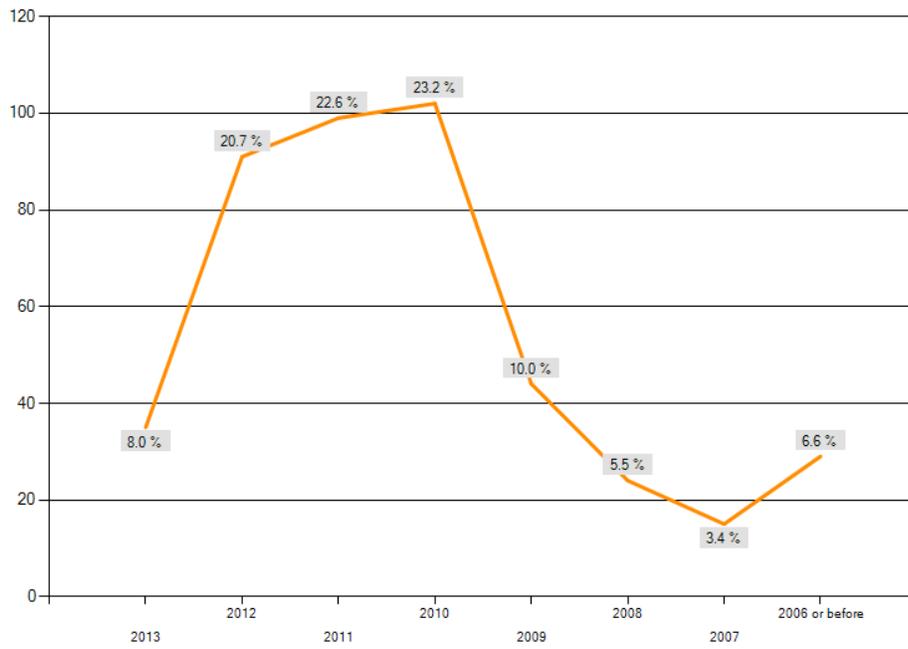
What social media tools does your agency currently use? (Select all that apply)



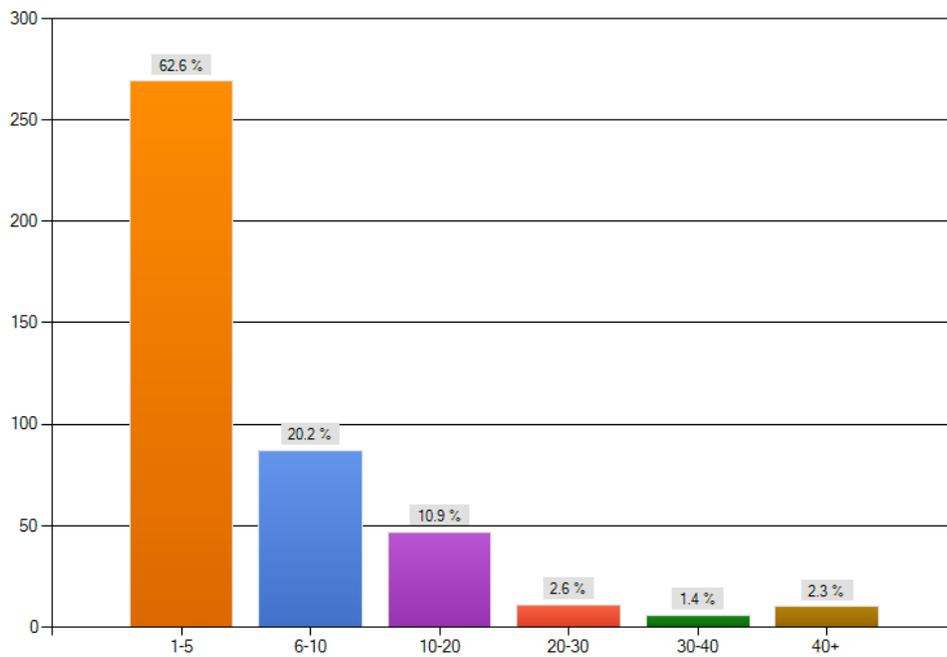
Who manages your agency's publicly-facing social media accounts on a day to day basis? (Select all that apply)



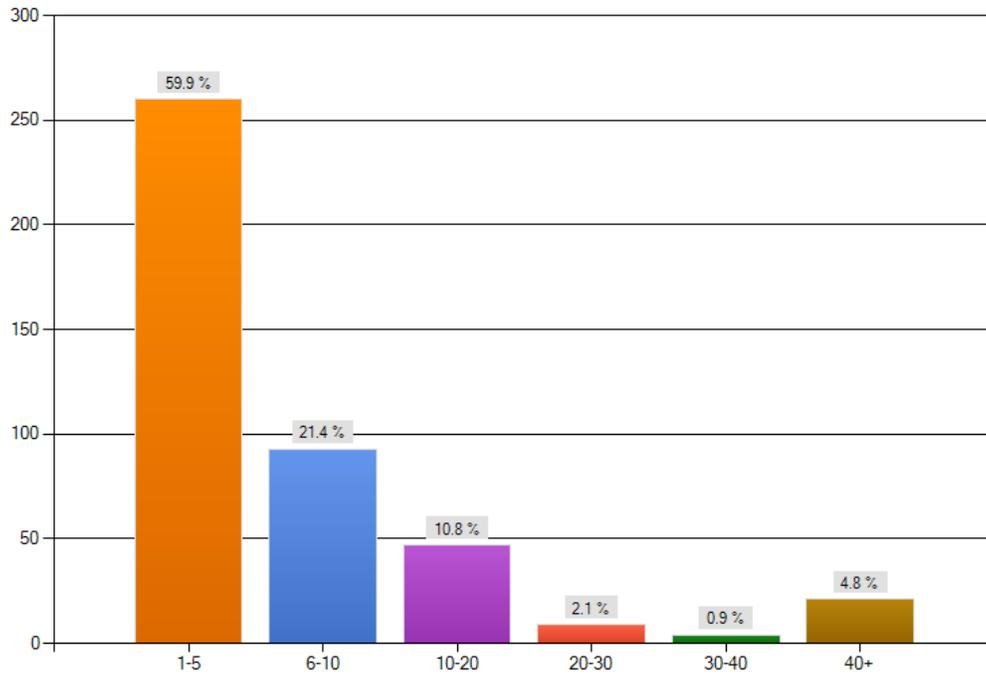
When did your agency start using social media?



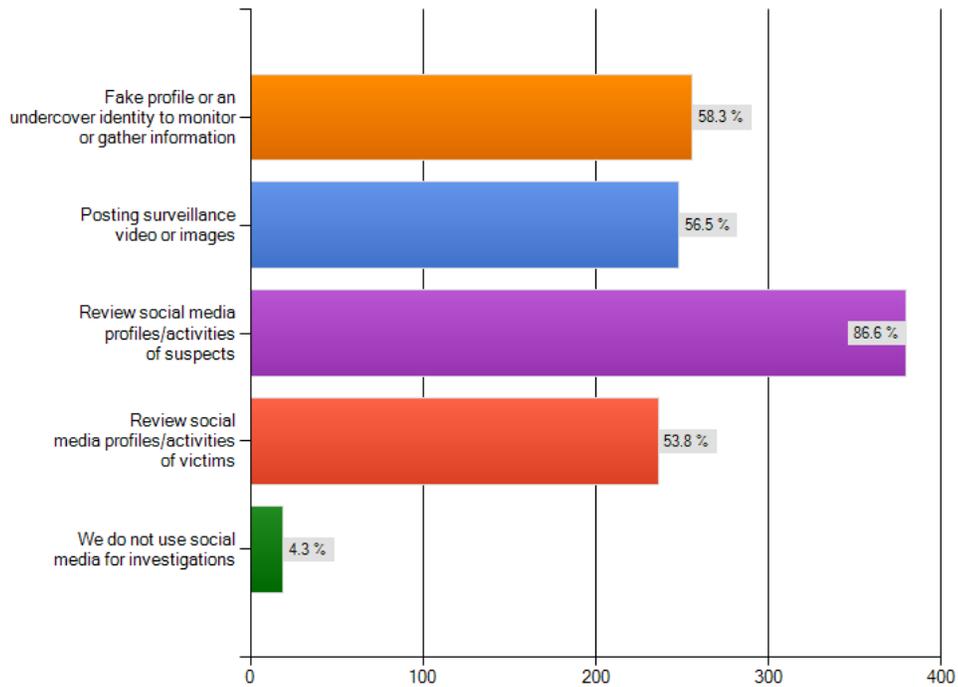
How many hours are spent maintaining (developing and posting content, responding to comments, etc.) your agency's public social media presence on a weekly basis?



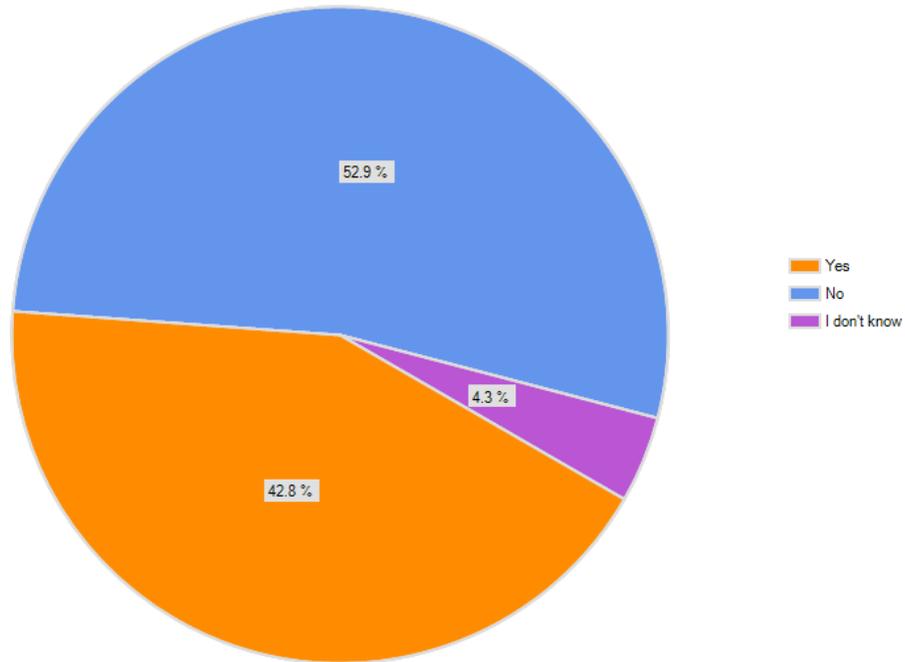
How many hours are spent using social media tools for intelligence or investigative purposes on a weekly basis?



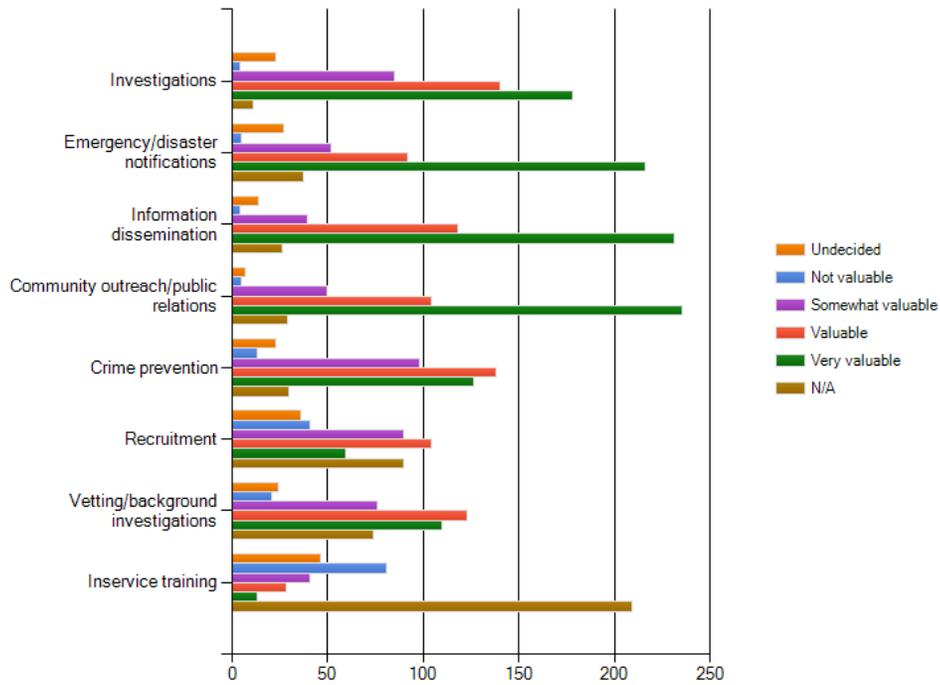
How does your agency use social media in investigations? (Select all that apply)



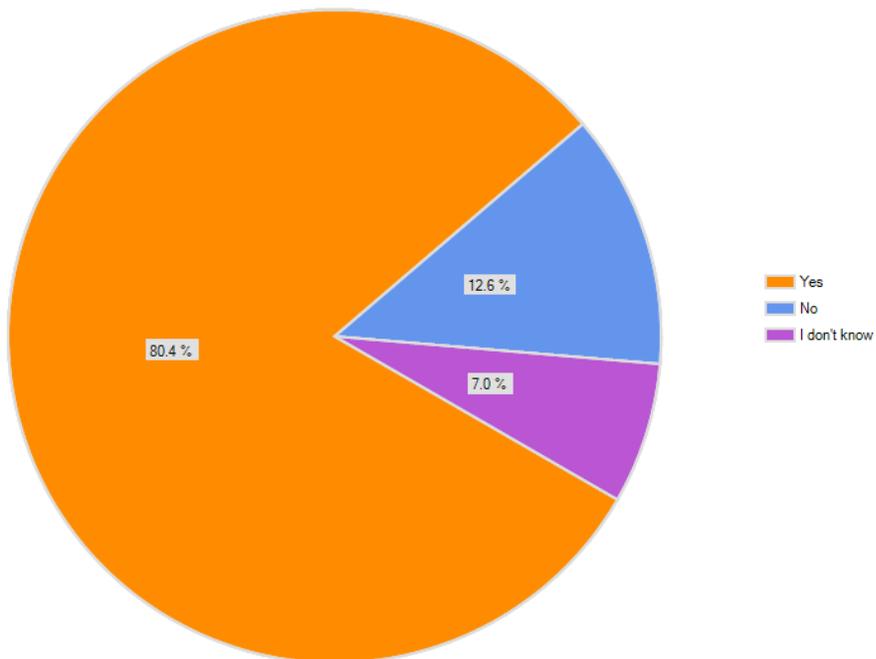
Has your agency identified goals and/or outcomes related to the use of social media?



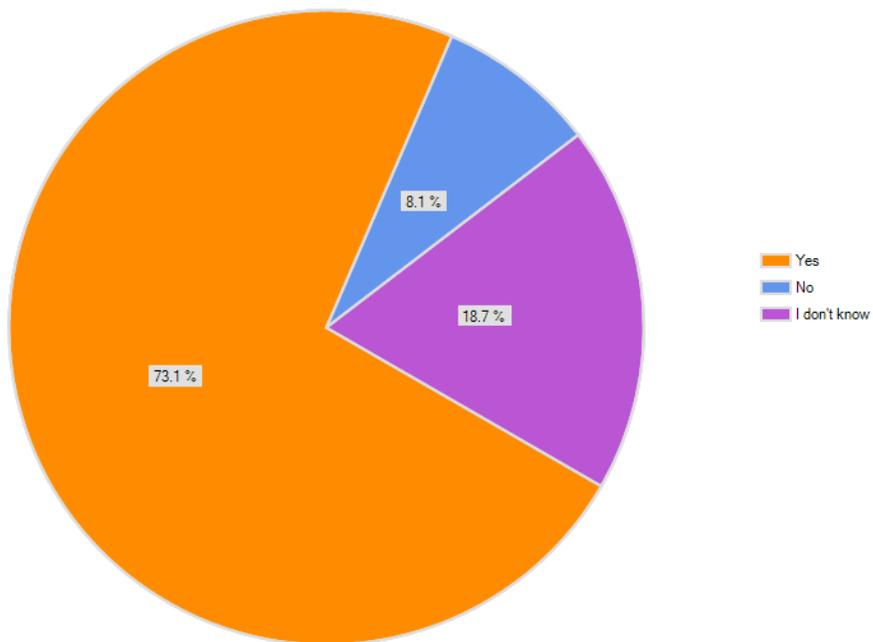
How valuable a tool is social media for your agency?



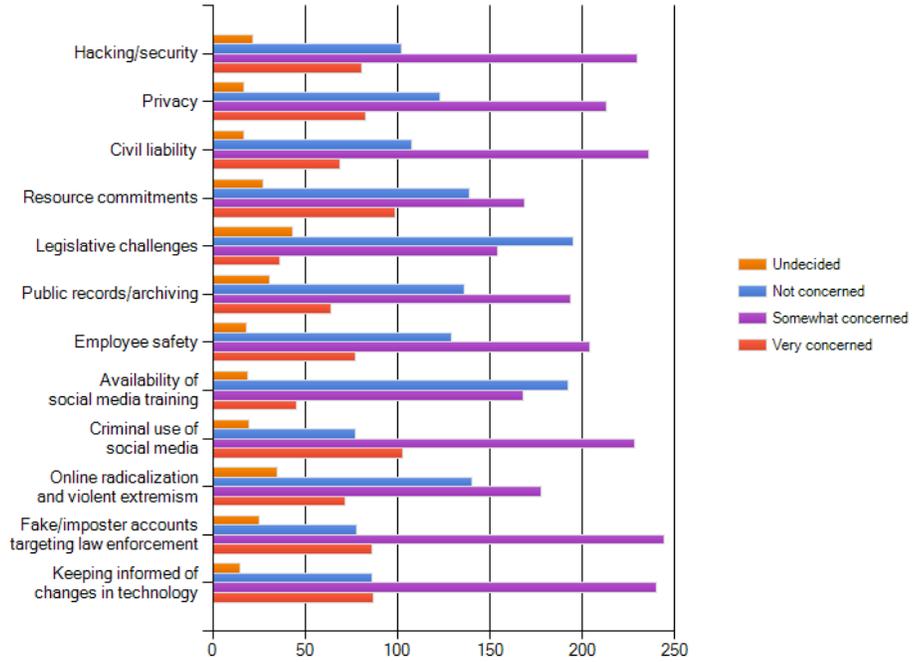
Has social media helped your agency solve crimes in your jurisdiction?



Has social media improved police/community relations in your jurisdiction?

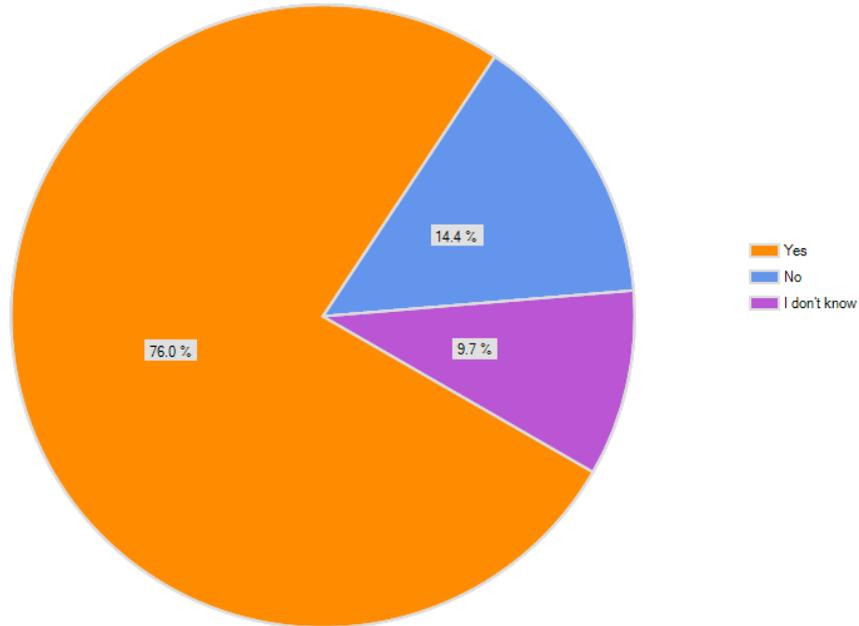


Please identify any concerns your agency has about social media.

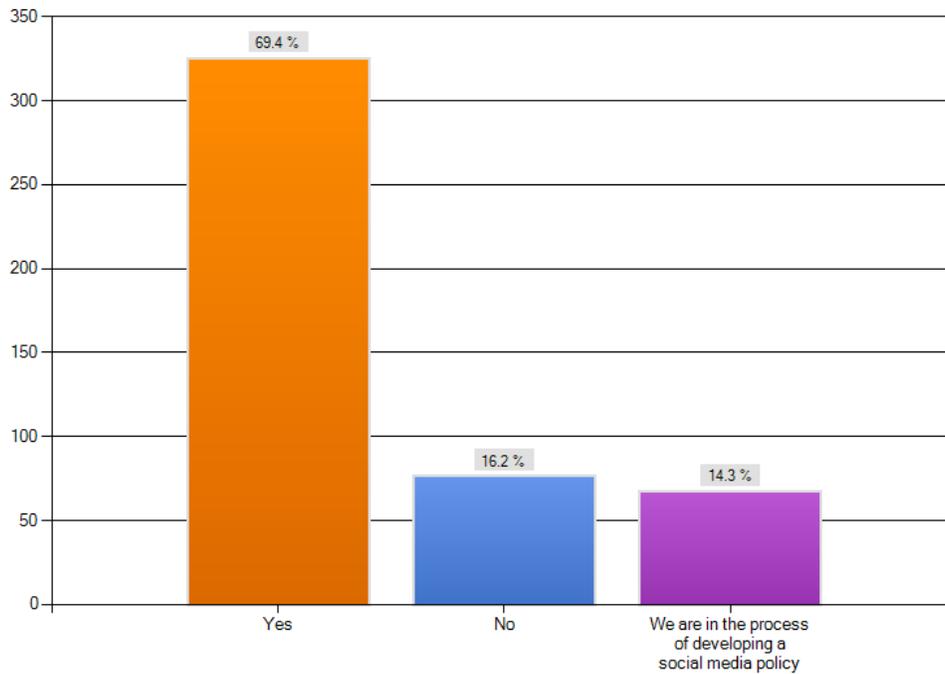


GENERAL QUESTIONS

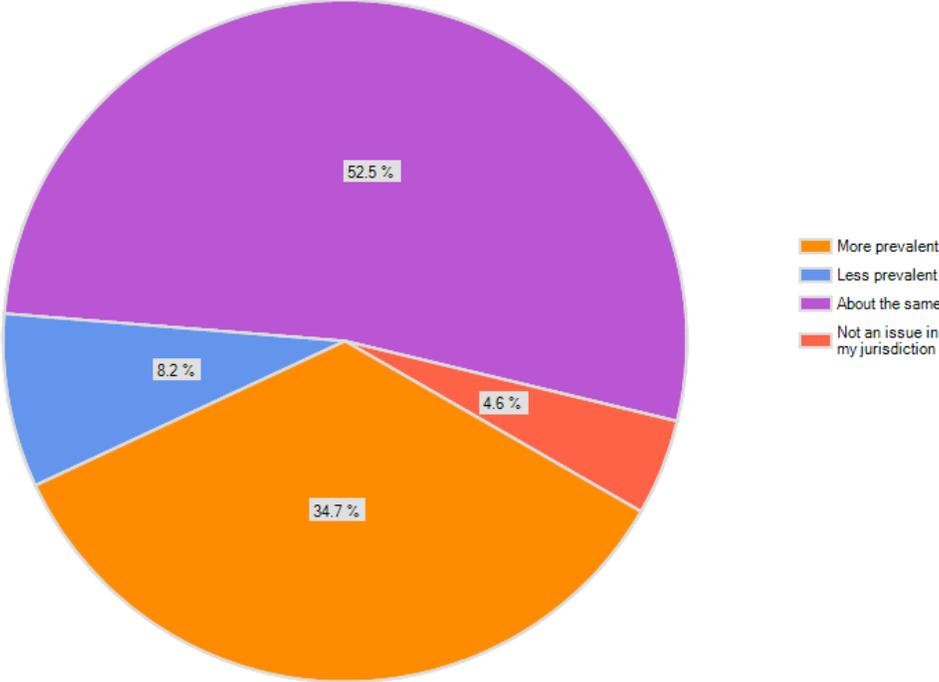
Does your unit of government, beyond your agency, use social media tools?



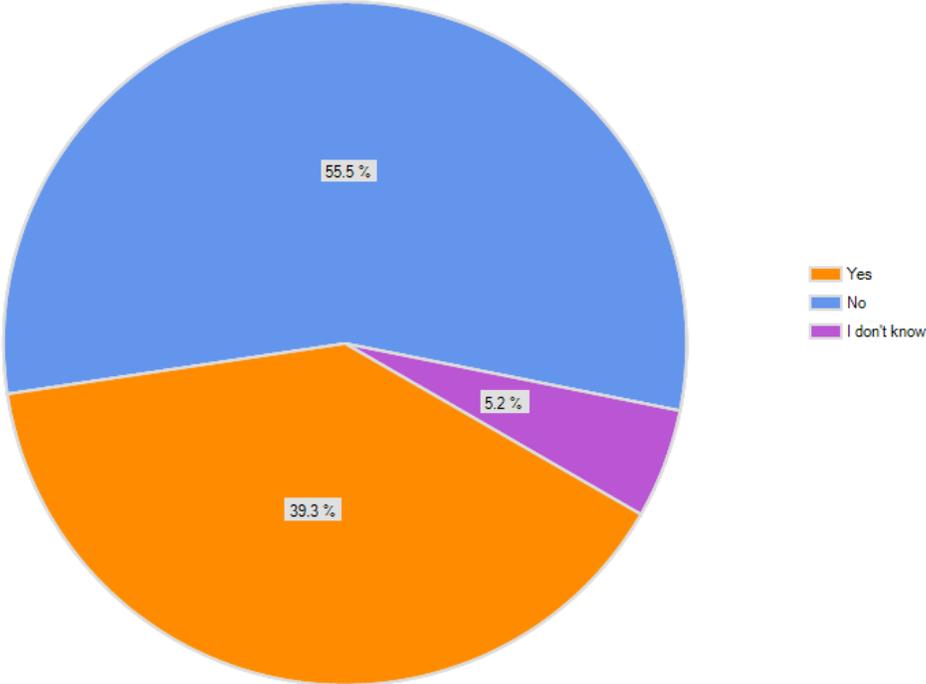
Does your agency have a written social media policy?



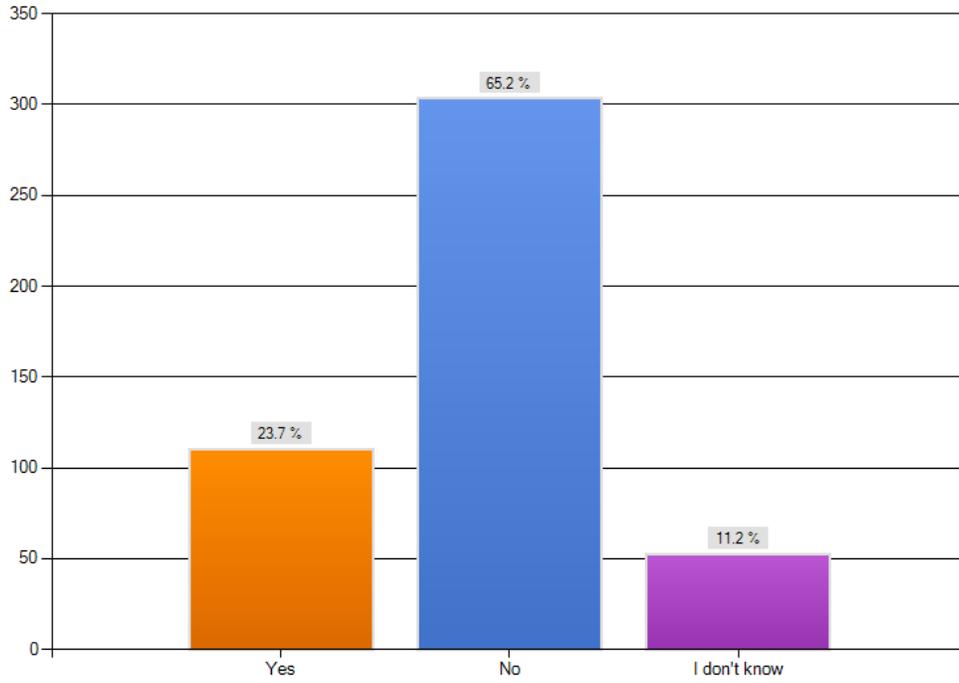
Compared to one year ago, concerns about employees' personal use of social media are:



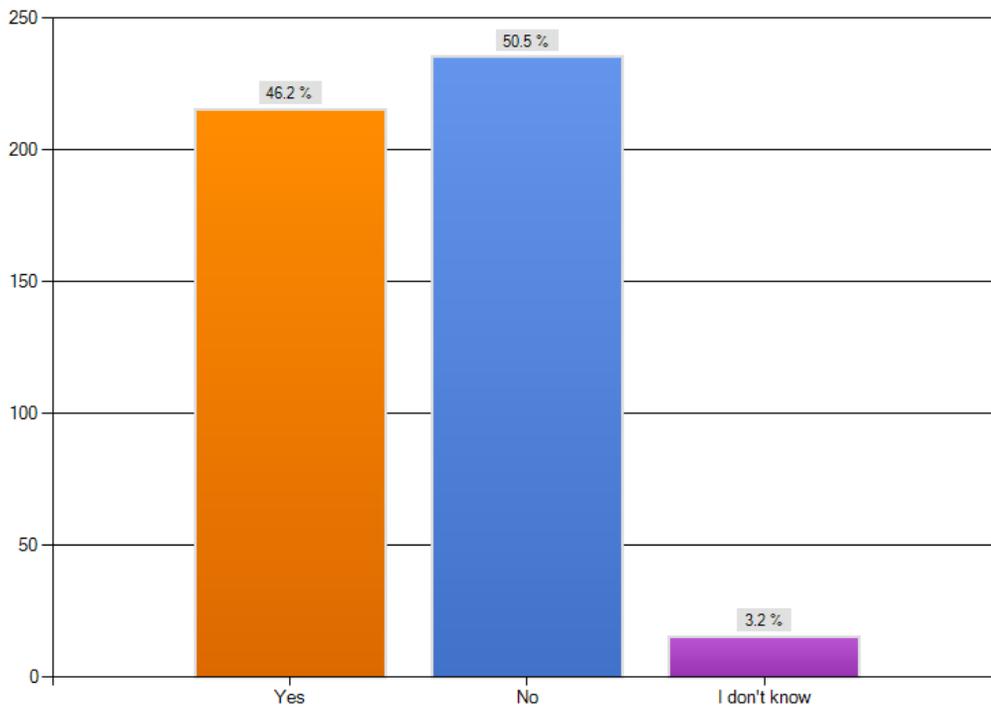
Has your agency dealt with negative attention related to the use of social media by agency employees on-duty or off-duty?



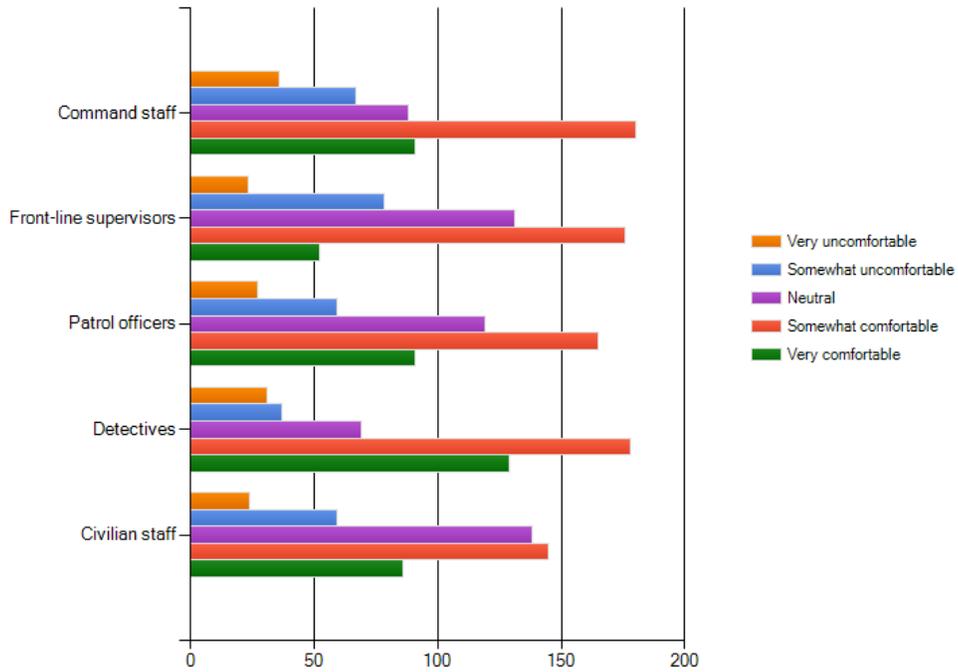
Does your agency provide academy training on on-duty or off-duty use of social media?



Does your agency provide inservice training on on-duty or off-duty use of social media?



Please rate the comfort level of your agency's staff with respect to the use of social media tools overall.



Social media has changed the way people learn, get information, do business, communicate, and interact with others. What impact has the proliferation of social media and reliance on related technology had on your agency's employees?

