

Strategic Perspective #3: Business Processes

Objective 2.4: Inform the Public and Market the Department

FY15 Year End Activity Report:

Strategy 2.4.1: Continue to enhance the agency website and media products.

- ✓ (May 2015) The 2014 Annual Report was completed, and is posted to the FCPD website. The posted annual report issues are fully up to date, and PRB continues to fine tune the ongoing editorial processes.
- ✓ (June 2015) All of the General Orders posted on the website are updated to current versions; and the contents display on the page was cleaned up and streamlined. Efforts are ongoing to ensure that all posted information on the public web page is kept fully current.

Strategy 2.4.2: Continue to leverage social media as a public communications tool

- ✓ (April 2015) All PIO field personnel have been issued IPAD units this year, to insure access to social media platforms from the field. The goal moving forward is to ensure rapid responsiveness on social media platforms.
- ✓ Social Media Metrics (as of June 2015)
 - FCPDNews Blog – well over 200,000 views
 - Twitter – 35,000+ followers
 - Facebook – 23,000+ likes
 - YouTube – 578 Subscribers and more than 350,000 views.

Strategy 2.4.3: Seek out and use opportunities to market the Department

- ✓ (April 2015) Members of the Auxiliary Police were featured in an ABC News report on reserve police officers.
- ✓ (May 2015) Nancy Burke had an article published in the May issue of *Police Chief* on the Athletic Trainer Program.
- ✓ (June 2015) 2LT Dave Pirnat had an article in the June issue of *Police Chief* on the dangers of needle stick injuries.
- ✓ (June 2015) The World Police and Fire Games were an excellent opportunity to market the agency on a world stage.

Strategy 2.4.4: Develop and present internal and external training on media issues

- ✓ (April 2015) Captain O'Carroll (PIO) advised that plans are underway with Patrol Bureau to incorporate a PIO rotation into Supervisors Training in the next year.

Report dated: July 6, 2015