Social Media, Instant Communications & Marketing  
Los Angeles County Sheriff’s Department  
( www.marketing.lasd.org )

A. Marketing Your Policing Successes (LASD)  
Internet, Instant Communications & Social Media are strategies under the overall umbrella of Marketing your police agency. This website includes how to write Law Enforcement Marketing Plans, including articles and examples:  
http://www.marketinglasd.org/

B.  
Sheriff's Headquarters Bureau - Newsroom  
Los Angeles County Sheriff's Department  
323-267-4800  
Email: SHBNewsroom@lasd.org  
Website: http://www.lasd.org  
http://nixle.com/lasd---hq-newsroom-shb-los-angeles-county-sheriff/  
Twitter: @LASDHQ http://twitter.com/LASDHQ  
Twitter: @LASDtalk https://twitter.com/LASDtalk  
Twitter: @LASDvideos https://twitter.com/LASDvideos  
Twitter: @LASDespanol https://twitter.com/LASDespanol  
Facebook LASD HQ: http://www.facebook.com/LosAngelesCountySheriffsDepartment  
Instagram LASD Photos: http://instagram.com/LASDHQ  
Pinterest LASD Photos: http://pinterest.com/lacountysheriff/  
YouTube LASD Videos: http://www.youtube.com/user/LACountySheriff/videos?view=0  
Alert LA County: Telephone emergency mass notification system http://www.lacounty.gov/wps/portal/alertla  
SNAP LA County: Specific Needs Disaster Voluntary Registry http://snap.lacounty.gov/  

Text & Email, Register for LASD Nixle messages: To receive more detailed, up-to-date information via E-MAIL and/or TEXT directly from the Los Angeles County Sheriff's Department (LASD), sign up for "Nixle" alerts at http://www.Nixle.com and register for "LASD – Headquarters Newsroom (SHB), Los Angeles County Sheriff" AND your local LASD station area. Or, to receive URGENT TEXT ALERTS ONLY, text your zip code to 888777. Standard text messaging rates may apply depending on your calling plan.

"If You See Something, Say Something"  
LA Crime Stoppers: Partner to prevent or report crime by contacting your local Sheriff's station. Or if you wish to remain Anonymous, call “LA Crime Stoppers” by dialing 800-222-TIPS (8477), texting the letters TIPLA plus your tip to CRIMES (274637), or using the website http://lacrimestoppers.org

John L. Scott, Sheriff  
Los Angeles County Sheriff's Department

C. New Media Has Dramatically Changed Communications with the Public:  
The LASD Perspective (Fall 2011, California Peace Officer magazine)  

D. IACP Center for Social Media Directory - Directory  
International Association of Chiefs of Police  
- IACP Directory: http://www.iacpsocialmedia.org/

E. (Training Classes) Social Media – Benefits, Your Cybersecurity and Criminal Investigations –  
CA POST Certified Plan IV (Co-Instructed by the LASD)  
- California Peace Officers Association www.CPOA.org  
F. (Training Video) Social Media Training - California Commission on Peace Officer Standards & Training (P.O.S.T.)

G. Publications of the Los Angeles County Sheriff’s Department:
   - http://sheriff.lacounty.gov/wps/portal/lasdp/lut/p/c5/04_S88K8xLLM9MSSzPy8xBz9CP0os3gLAWgwsgg0NTHw9A_18PVw8TEGiqDl5Hk3c083YDy7p5uAcbmRgZO5qR0h4Ps60_vAS_PMh8kLwBDuBooO_nkZ-bql-OQG2QGZCuCAAk3rAl/d13/d3/L3Db0EvUU5RTGbISEvWUZsBndBISEvNi9FMDAwR09GUzJHSkQzMEITT00wVIvFMBUMQ/!


I. LASD http://www.lasd.org Sheriff’s Patrol Stations WEBSITES
   http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-1377474951-media1

   LASD http://www.lasd.org
   Avalon http://www.Avalon.lasd.org
   Crescenta Valley http://www.CrescentaValley.lasd.org
   East Los Angeles http://www.EastLA.lasd.org
   Lakewood http://www.Lakewood.lasd.org
   Lomita http://www.Lomita.lasd.org
   Marina del Rey http://www.MarinaDelRey.lasd.org
   Palmdale http://www.Palmdale.lasd.org
   San Dimas http://www.SanDimas.lasd.org
   South Los Angeles http://www.SouthLA.lasd.org
   Altadena http://www.Altadena.lasd.org
   Carson http://www.Carson.lasd.org
   Cerritos http://www.Cerritos.lasd.org
   Compton http://www.Compton.lasd.org
   Lancaster http://www.Lancaster.lasd.org
   Lost Hills http://www.LostHills.lasd.org
   Norwalk http://www.Norwalk.lasd.org
   Santa Clarita Valley http://www.SantaClarita.lasd.org
   Temple http://www.Temple.lasd.org

LASD Countywide Services Websites:
Community Law Enforcement Partnership Program http://www.CLEPP.lasd.org
Community Oriented Policing Services Bureau http://www.COPS.lasd.org
Education Based Incarceration (Jails) http://www.EBI.lasd.org
Operation Safe Streets Bureau http://www.OSS.lasd.org
Parks Bureau http://www.Parks.lasd.org
Special Enforcement Bureau http://www.SEB.lasd.org

J. LASD NIXLE (Text and Email) (Register at www.Nixle.com)
Includes LASD HQ, each patrol station and several specialized units:
• http://nixle.com/lasd---east-los-angeles-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---industry-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---lakewood-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---lancaster-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---lomita-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---malibuost-hills-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---marina-del-rey-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---norwalk-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---palmdale-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---pico-rivera-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---san-dimas-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---santa-clarita-valley-station--los-angeles-county-sheriff/
• http://local.nixle.com/lasd---south-los-angeles-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---temple-station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---walnutdiamond-bar--station-los-angeles-county-sheriff/
• http://local.nixle.com/lasd---west-hollywood-station-los-angeles-county-sheriff/
• http://nixle.com/lasd---clepp--community-law-enforcement-partnership-program/
• http://local.nixle.com/lasd---emergency-operations-bureau-los-angeles-county-sheriff/
• http://nixle.com/lasd---missing-persons-unit/
• http://local.nixle.com/lasd---parks-bureau-los-angeles-county-sheriff/

K. LASD FACEBOOK pages - Includes LASD HQ, each patrol station & several specialized units:
• https://www.facebook.com/LosAngelesCountySheriffsDepartment
• https://www.facebook.com/EBILASD (Education Based Incarceration)
• https://www.facebook.com/LASDReserveForces
• https://www.facebook.com/SheriffsYouthFoundation
• https://www.facebook.com/FireWatchLA
• https://www.facebook.com/LASDParksBureau
• https://www.facebook.com/AltadenaSheriffsStation
• https://www.facebook.com/AvalonSheriffsStation
• https://www.facebook.com/CarsonSheriffsStation
• https://www.facebook.com/CenturySheriffsStation
• https://www.facebook.com/CerritosSheriffsStation
• https://www.facebook.com/ComptonSheriffStation
• https://www.facebook.com/CrescentaValleySheriffsStation
• https://www.facebook.com/EastLosAngelesSheriffsStation
• https://www.facebook.com/IndustrySheriffsStation
• https://www.facebook.com/LakewoodSheriffsStation
• https://www.facebook.com/LancasterSheriffsStation
• https://www.facebook.com/LomitaSheriffsStation
• https://www.facebook.com/LostHillsSheriffsStation
• https://www.facebook.com/MarinaDelReySheriffsStation
• https://www.facebook.com/NorwalkSheriffsStation
• https://www.facebook.com/PalmdaleSheriffsStation
• https://www.facebook.com/PicoRiveraSheriffsStation
• https://www.facebook.com/SanDimasSheriffsStation
• https://www.facebook.com/SantaClaritaValleySheriffsStation
L. LASD TWITTER accounts - Includes LASD HQ, each patrol station & several special units:

LASD HQ  https://twitter.com/LASDHQ  LASD Talk  https://twitter.com/LASDtalk
Videos   https://twitter.com/LASDvideos  Sheriff Scott https://twitter.com/LASheriffScott
PIO Mike Parker https://twitter.com/mpLASD  Español   https://twitter.com/LASDespanol
International Liaison https://twitter.com/LASDWorld  LASD Museum https://twitter.com/LASDmuseum
Sheriff's Youth https://twitter.com/sheriffyouth  Special Enforcement Bureau https://twitter.com/SEBLASD
Jails      https://twitter.com/JailsLASD  Volunteers https://twitter.com/LASD_CLEPP
Education Based Incarceration https://twitter.com/EBILASD  Reserves https://twitter.com/RFBLASD
Courts    https://twitter.com/LASDCourts  Tech Services https://twitter.com/TechLASD
Arson Watch LA https://twitter.com/ArsonWatchLA  Fire WatchLA   https://twitter.com/FireWatchLA
Altadena  https://twitter.com/ALDLASD  Avalon     https://twitter.com/AvalonLASD
Century   https://twitter.com/CENLASD  Cerritos https://twitter.com/CERLASD
Compton   https://twitter.com/ComptonLASD  Carson   https://twitter.com/CarsonLASD
Crescenta Valley https://twitter.com/CVLASD  East LA https://twitter.com/EastLALASD
Industry https://twitter.com/INDLASD  Lakewood https://twitter.com/LKDLASD
Lancaster https://twitter.com/LANLASD  Lost Hills https://twitter.com/LHSLASD
Lomita    https://twitter.com/LMTLASD  Marina Del Rey https://twitter.com/MDRLASD
Norwalk   https://twitter.com/NorwalkLASD  LASD Parks https://twitter.com/ParksLASD
Palmdale https://twitter.com/PalmdaleSheriff  Pico Rivera https://twitter.com/PRVLASD
Santa Clarita https://twitter.com/SCVSheriff  San Dimas https://twitter.com/SDMLASD
South LA https://twitter.com/SouthLALASD  Temple https://twitter.com/TEMLASD

M. LASD VIDEOS and Photos

- LASD 1000+ Photos (Pinterest): http://pinterest.com/lacountysheriff/
- LASD 100+ YouTube Videos: http://www.youtube.com/user/LACountySheriff/videos?view=0
- LASD 500+ Twitter Videos: https://twitter.com/LASDvideos

N. Register for Free* Nixle Text & Email Alerts from Sheriff & Police. To receive ALERT & ADVISORY TEXTS ONLY, text your zip code to 888777
http://nixle.com/alert/5156003/

Articles and Hyperlinks that include the LASD:

142. Four Hikers Rescued from Rising Waters of Malibu, High Risk Rescue (Mar. 2, 2014)
https://local.nixle.com/alert/5156793/?sub_id=80899

[Live-Tweeted Rescue by @mpLASD]: Stranded California hikers rescued from floodwaters

141. #LESM Profile: Boston Police and Mike Parker of the LASD (Feb. 20, 2014)

140. Branding the Social Media Badge – LASD (Feb. 2014) IACP
139. Top Law Enforcement on Twitter – Law Enforcement Social Media: Twitter All-Stars - LASD
(Feb. 3, 2014) What goes into a Twitter ranking? Our top influencers were selected using a combination of quantitative and subjective factors, including follower count, native use of the platform, tweet frequency ...
http://www.slideshare.net/bluelineconnect/law-enforcement-social-media


137. 16 Teens Arrested by LASD After Breaking Into La Habra Heights Home, Rave Party, $1 Mil Loss
http://local.nixle.com/alert/5106142/

Mansion party-burglary arrests: Teens posted photos of loot on social media (Dec. 11, 2013)
http://ktla.com/2013/12/11/15-arrested-after-party-announced-on-twitter-leads-of-theft-of-1-million-from-la-
habra-heights-mansion/#axzz2nC66jH2u
http://www.latimes.com/local/la-me-mansion-theft-20131212,0,4067684.story?track=rss#axzz2nDRYXWsD

Man accused of stealing piece of wreckage from car involved in Paul Walker’s death posts online apology

Paul Walker’s death: Parents say taking Porsche part was 'bad decision' (Dec.11, 2013)
http://www.latimes.com/local/lanow/la-me-in-paul-walker-porsche-20131211,0,5069332.story#axzz2nEjKdU8V

Man Turns Himself In After Alleged Theft From Paul Walker Wreck
235332111.html?_osource=SocialFlowTwt_LABrand

Paul Walker Memorial Draws Crowds of Thousands
http://abclocal.go.com/kabc/video?id=9353692
http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Paul-Walker-Memorial-Draws-Crowds-of-
Thousands/235004231

135. White House Champions of Change: Community Preparedness And Resilience Awards 2013
http://www.whitehouse.gov/champions/blog

Michael Parker – Los Angeles County Sheriff’s Department (Oct. 2013)
http://www.whitehouse.gov/blog/2013/10/17/increasing-public-safety-sharing-information-public-wants-way-
they-want-it

http://www.whitehouse.gov/champions/community-preparedness-and-resilience/michael-parker
https://nixle.com/alert/5066876/

FEMA Community Preparedness Heroes Award 2012
Michael Parker – Los Angeles County Sheriff’s Department
http://www.fema.gov/news-release/2012/10/10/fema-announces-2012-individual-and-community-
preparedness-award-winners
http://home.citizencorps.gov/newsevents/awards/2012/2012winners.shtm

134. Sheriff’s Task Force Credits Social Media For ‘Rave’ Party Busts (Aug. 27, 2013)
http://losangeles.cbslocal.com/2013/08/27/423576/
133. Shared Openly on Social Media, Drug Rave Parties in AV Ended Before they Start #LASD

132. 100+ LASD Websites, Text & Email (Nixle), Facebook and Twitter for Patrol Stations & Special Units. 100 YouTube Videos, & 500+ Pinterest Photos (LASD News Release) (8/25/13)
http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-1377474951-media1

131. Law enforcement tries to stay one step ahead of 'bash mobs' (July 19, 2013)

130. 'Bash mob' is a no-show in Long Beach, but police remain on alert (July 19, 2013)
http://www.latimes.com/local/lanow/la-me-ln-bash-mob-long-beach-20130719-0,6205211.story

129. SCV Sheriff's Station Helps Department-Wide Social Media Outreach (July 8, 2013)

128. Illegal Drug Rave Parties Openly Advertised on Social Media Shut Down in Antelope Valley Desert #LASD #AV (LASD News Release) (July 6, 2013)
http://local.nixle.com/alert/5029047/

127. Desert Raves Too Close to the Fire Line: The Crackdown (July 2, 2013)
Video 1: http://www.myfoxla.com/video?clipId=9054852&topVideoCatNo=240600&autoStart=true
Video 2: http://www.myfoxla.com/video?clipId=9038271&autoStart=true
http://theavtimes.com/2013/07/06/av-desert-raves-shut-down-by-authorities-several-arrested/

126. Questions raised on 'huffing' after college student in Claremont dies (May 24, 2013)

125. Santa Clarita Valley Law Enforcement, Firefighters Look To Expand Social Media (May 24, 2013)

124. Santa Clarita Valley Deputy Leads Teen Outreach With Social Media (May 9, 2013)

123. Alguacil de Los Angeles declara la guerra a una droga conocida como ‘nozz’ (May 7, 2013 - @PrimerImpacto VIDEO) http://noticias.univision.com/primer-impacto/reportajes-de-impacto/video/2013-05-07/algucil-los-angeles-nozz-droga-nozz-drug ...

122. Looking to crack down on nitrous oxide abuse, authorities have few options (May 4, 2013)

121. Feds & LA Sheriffs Crack Down on Teen Noz & Drug Parties (Apr. 12, 2013)
VIDEO Interview with LASD Captain Mike Parker
http://www.myfoxla.com/video?clipId=8770938&topVideoCatNo=240600&autoStart=true

120. Google and Nixle Team Up to Save Lives (Apr. 11, 2013)
http://www.myfoxla.com/video?clipId=8766440&autostart=true
119. GOOGLE expands emergency (NIXLE) alerts to millions of people (Mar.28, 2013)
http://www.usatoday.com/story/tech/2013/03/28/google-alerts-nixle-emergency/2028799/

118. 10 arrests in nitrous crackdown don't slow demand (Mar.30, 2013)

• VIDEO http://ktla.com/2013/03/29/drugs-guns-seized-in-latest-nitrous-oxide-crackdown/#axzz2OzpV0Rtv
• http://losangeles.cbslocal.com/2013/03/29/businesses-tally-9-arrests-in-nitrous-crackdown/
• http://www.latimes.com/local/lanow/a-me-in-nitrous-oxide-enforcement-20130329-0.2519258.story
• http://blogs.lawweekly.com/informer/2013/03/noz_parties_increase_la_nitrous_oxide.php
• http://laist.com/2013/03/29/feds_crack_down_on_sales_of_nitrous.php
• No Noz, No Party http://www.myfoxla.com/story/21797904/no-noz-no-party

117. (Update)(2nd Joint News Release, LASD & FDA) Nitrous Oxide search warrants: Arrests, Assault Rifles, Stolen Guns, Cocaine, Cash, Unsafe NOS Storage...teens - Carson, Cerritos, Gardena (Co.), Huntington Park, Los Angeles, North Hills, Norwalk, South Gate, Garden Grove, Huntington Beach, Santa Ana, Corona, and Riverside (Mar.29,2013)

• http://sheriff.lacounty.gov/wps/portal/lasd/media/detail/?current=true&uri=170658076&url=/lasd/content/lasd+site/home+top+stories/nitrous_oxide_joint_update http://nixle.com/alert/4979968/
• http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-136461828-media1
• http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-1364611776-media1


• http://sheriff.lacounty.gov/wps/portal/lasd/media/detail/?current=true&uri=170658076&url=/lasd/content/lasd+site/home+top+stories/authorities+charge+4+individuals+shut+down+businesses+that+allegedly+sold+nitrous+oxide
• http://www.fda.gov/ICECI/CriminalInvestigations/ucm345526.htm
• http://nixle.com/alert/4976844/

(VIDEO - Press Conference) LASD, FDA, US Attorney Crack Down on Illegal Nitrous Oxide Sales During Warrant Search (Mar. 22, 2013)

• http://www.youtube.com/watch?v=hRySd1DDDQ&feature=youtu.be


• http://www.kcet.org/shows/socal_connected/content/crime/update-operation-no-laughing-matter-nets-nitrous-distributors-and-millions-1.html

(Part 1) Police Turn to Social Media to Help Crack Down on Nitrous Parties (VIDEO) (Mar.21, 2013)

• http://www.kcet.org/shows/socal_connected/content/crime/police-turn-to-social-media-to-help-crack-down-on-nitrous-particles-1.html

115. L.A. county authorities crack down on nitrous oxide [parties advertised to youth on social media] (Mar.22, 2013)

• http://www.usatoday.com/story/news/nation/2013/03/22/nitrous-oxide/2009589/
114. Policía realiza redada “No es cuestión de risa” en Los Ángeles - Allanan 17 centros de venta de óxido nitroso (nitrous oxide) (22 de Marzo, 2013)


Arrestos por traficar con óxido nitroso - Un recuento del operativo contra negocios, donde supuestamente vendían ese gas usado por muchos como droga (25 de Marzo, 2013)

http://www.telemundo52.com/noticias/Gran-operativo-contra-el-oxido-nitroso-199955411.html

113. Sheriff de LA usa redes sociales para prevenir delitos - La unidad eComm del Sheriff del condado de Los Ángeles se vale de Facebook o Twitter para informarse de actividades sospechosas o ilegales (22 de Marzo, 2013)


http://sheriff.lacounty.gov/wps/portal/lasd/media/detail/?current=true&urile=wcm:path:lasd+content/lasd+site/home/home+top+stories/authories+charge+4+individuals+_+shut+down+businesses+that+allegedly+sold+nitrous+oxide

http://www.fda.gov/ICECI/CriminalInvestigations/ucm345526.htm

http://nixle.com/alert/4976844/


111. L.A. Sheriff's Altadena Captain John Benedict: Interacting With The Public That We Serve

- VIDEO: [http://www.myfoxla.com/story/21767830/sheriffs-captain-john-benedict-interacting-with-the-public-that-we-serve#.UUyZJEfr0M.email#ixzz20Qg0aSJ](http://www.myfoxla.com/story/21767830/sheriffs-captain-john-benedict-interacting-with-the-public-that-we-serve#.UUyZJEfr0M.email#ixzz20Qg0aSJ)

- Local SCV deputies participate in ‘Tweet-a-thon’ (Mar.22, 2013)

- Altadena Sheriff Station tweet-a-thon: update (Mar. 22, 2013)
  - [http://www.altadenablog.com/2013/03/altadena-sheriff-tweet-a-thon-today.html?cid=6a00d83455629c69e2017ee9a783cb970d](http://www.altadenablog.com/2013/03/altadena-sheriff-tweet-a-thon-today.html?cid=6a00d83455629c69e2017ee9a783cb970d)

- ConnectedCOPS Blog: Final results of #poltwt Tweet-a-Thon (Mar.25, 2013)
  - [http://connectedcops.net/2013/03/25/final-results-of-poltwt-tweet-a-thon/](http://connectedcops.net/2013/03/25/final-results-of-poltwt-tweet-a-thon/)

110. (News Releases) A Day on Patrol with Your Local Sheriff’s Deputies to Participate in Global Tweet-a-thon:

- Santa Clarita [https://local.nixle.com/alert/4970470/](https://local.nixle.com/alert/4970470/)

109. Police Turn to Social Media to Help Crack Down on Nitrous Parties (VIDEO) (Part 1) (Mar.21,2013)

108. An Introduction to LASD Cerritos Sheriff Station and social media VIDEO (Mar.18, 2013)
   - [http://www.youtube.com/watch?v=nredp4GE8mA&feature=youtu.be](http://www.youtube.com/watch?v=nredp4GE8mA&feature=youtu.be)

107. Twitter’s effect grew as manhunt went on (Mar 11, 2013)

106. #LASD Deputy Dubin (@jdLASD) talks about social media with SCV TV VIDEO - @SCVSheriff (Mar.7,2013)

105. Local cops increasingly turn to social media for preventive policing (Whittier Daily News & VIDEO) (Mar. 6, 2013)

104. LA County Sheriff Lee Baca joins Twitter (May 5, 2013)
    - [http://www.scpr.org/blogs/news/2013/03/05/12808/baca-now-tweets/](http://www.scpr.org/blogs/news/2013/03/05/12808/baca-now-tweets/)
    - Twitter: [https://twitter.com/SheriffLeeBaca](https://twitter.com/SheriffLeeBaca)

102. Police Turn to Social Media to Prevent Crime (Feb. 15, 2013) (KNBC-TV-4 VIDEO)  
http://www.nbclosangeles.com/video/#I/on-air/as-seen-on/Police-Turn-to-Social-Media-to-Prevent-Crime/191494421

101. LA County Sheriff Cracking Down On 'Facebook Parties' (Feb. 1, 2013) (Fox 11 TV News VIDEO)  

100. Viral Events (Podcast and Transcript) Community Oriented Policing Services – U.S. Department of Justice. In this podcast, Captain Mike Parker from the Los Angeles County Sheriff’s Department discusses events that go viral. (Feb. 2013)  

99. Events with the Potential to Go Viral: Identification and Response (Jan. 2013)  

98. @LASDVideos Joined Twitter (Dec. 29, 2012)  
Twitter: @LASDVideos https://twitter.com/LASDvideos

http://losangeles.cbslocal.com/2012/12/22/illegal-social-networking-parties-on-the-rise-around-southland/

96. LASD HQ Capt. Mike Parker talks kids' online safety with ABC-7-TV (3 min. VIDEO) (Dec. 20, 2012)  
http://abclocal.go.com/kabc/video?id=8926585

95. Palmdale school threat suspect ID’d as 10-year-old after a Facebook threat locked down Palmdale schools (ABC-7-News VIDEO) (Dec. 19, 2012)  


- http://sheriff.lacounty.gov/wps/portal/lasd/ut/pb0/04_Sj9CPykssy0xPLMnMz0vMAfGjzOLTDCDAyN3M083A09_d0y3A2NzIlMhEvyDbUREAB3KcTQL!/?1dmy&page=dept.lac.lasd.home.newsroom.detail.hidden&uri=wtc%3Apdt%3A/lasd+content/lasd+site/home/home+top+stories/helping+children+cope+with+crisis  
- http://local.nixle.com/alert/4929405/

92. Sheriff's Dept. in Lynwood Using Social Media to Crackdown on ‘Awry’ Parties (Nov. 2012)  

91. Twenty-seven (27) Dynamic Websites of the Los Angeles County Sheriff's Department - Patrol Stations & Special Units – LASD (Nov. 2012)  
http://nixle.com/alert/4914625/
90. “We’re Paying Attention Policing” (Nov. 2012)  
http://connectedcops.net/2012/11/05/were-paying-attention-policing-social-media/

89. LASD Joined Pinterest Photos & Video Sharing: (Oct. 21, 2012)  
http://pinterest.com/lacountysheriff/

88. Latest tech gear turns police into RoboCop: Police departments are on the cutting edge of new high-tech communications gear that is heavy on video and cameras (USA Today) (Oct. 15, 2012)  
http://www.usatoday.com/story/money/cars/2012/10/15/robocop-raytheon-motorola-police/1629989/

- 2012 FEMA Community Preparedness Hero  
- 2012 FEMA Honorable Mentions - Innovative Use of Technology  

86. How agencies are using social media to manage crisis response (Oct. 2012)  

85. IACP Confer. Workshop: How Social Media is Changing Crisis Response (Oct.8,2012)  

84. L.A. County Sheriff’s Dept. motorcycle officers get laptops (with related VIDEO) (Oct.2012)  
- http://nixle.com/alert/4896677/  

83. Hey, @SeattlePD: What’s the Latest? (Oct. 1, 2012)  

82. Bank Robbery Suspects Throw Cash Out The Window During Pursuit In Downtown LA (Sept.12, 2012) VIDEO  

81. False Report on Facebook about High School Assault (Sept. 2012)  
http://www.snopes.com/politics/crime/lancaster.asp

80. Friend your local cops online: Which departments are on social media? (Aug. 5, 2012)  
http://www.scpr.org/blogs/news/2012/08/15/9437/friend-your-local-cops-online-which-departments-ar/

79. ConnectedCOPS Social Media Incident Management Award Finalist (July 2012)  
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78. High-end bike theft ring busted in LA (…bought and sold bikes…on Craigslist) (KABC-TV-7 VIDEO May 9, 2012)  

77. LA Riots vs Twitter Revolution: Social media & how we voice dissent now (May 4, 2012)  
http://blogs.kcrw.com/whichwayla/2012/05/la-riots-vs-twitter-revolution

76. How to Protect Your Privacy Online (May 2, 2012)  
http://blogs.absolute.com/crime-catchers/how-to-protect-your-privacy-online/

75. Flash Mobs Turn Dangerous (March 2012)
74. Nixle to Connect with Communities

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   http://loma.epubxp.com/i/55262/30

72. Police jump into social media - New program would instantly alert citizens to emergency situations (Feb. 18, 2012)

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   http://www.myfoxla.com/story/18874776/more-on-the-facebook-link-to-underage-drinking-and-drugs

70. Facial Recognition Software Helps Detectives Nab 2 Suspected Robbers (Jan. 27, 2012)
   http://cbsloc.al/zNeVrp


68. Top 7 Social Media Lessons from LA Arson Fire Event (Jan. 2012)
   http://idisaster.wordpress.com/2012/01/04/top-7-lessons-on-sm-from-la-arson-fire-event/
   https://www.facebook.com/ArsonWatchLA
   https://twitter.com/ArsonWatchLA


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   http://nixle.com/alert/4772983/
   http://www.gsnmagazine.com/article/25396/in_vehicle_laptops_police_cars_debut_consumer_elec
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   http://www.wired.com/gadgetlab/2012/01/video-how-raytheon-helped-create-the-ultimate-high-tech-cop-car/
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   People Expect Us to Use New Communications Technology (Page 5)
   Local Business Helped Us Pay For Our Gunshot Detection System (Page 26)
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2011 Year in Review – Los Angeles County Sheriff's Dept. (back page)

61. CFMB Mobile Digital Computer System (MDCS)
2011 Year in Review – Tech Services Division, Los Angeles County Sheriff's Dept. (pp 30-31)

60. Southern California High Tech Task Force & Cyber Crime Challenge
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59. Community Based Information System (CBIS)
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58. Top Management Award 2011 – Golden Badge Foundation

57. Flash Mobs: The Newest Threat to Local Governments (Dec. 2011)

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- https://local.nixle.com/alert/4895548/?sub_id=687079

55. Social media become tools to battle crime (Dec. 25, 2011)
http://www.dailybreeze.com/crimeandcourts/cl_19619869

54. Santa Clarita man, 19, used Facebook to assault 14 girls (Dec. 20, 2011)
- http://nixle.com/alert/4942165/

53. Most Notable Emergency Response Technology Award GSN 2011 - LASD

52. New Mobile Computers in LA Sheriff’s Patrol Cars Increase Public Safety Through Advanced Technology (LASD VIDEOS, Nov. 11, 2011)
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http://www.dailyjournal.com/

50. How do we police the flash mobs? (Oct. 2011)

49. New Media Has Dramatically Changed Communications with the Public: The LASD Perspective (Fall 2011, California Peace Officer magazine, California Peace Officers Assn. By Captain Mike Parker)

47. Flash mobs, riots prompt debate about social media crackdown (Aug. 16, 2011)


45. L.A. sheriff probes rapper for allegedly setting off ‘flashcalls’ (Aug. 2011)
- https://local.nixle.com/alert/4720833/
- http://sheriff.lacounty.gov/wps/portal/lasd!/ut/plc/S8K8xuLM9MSSSzPy6x8zCP0s3P_LAwgwcf zdDPw9HF3dAsW1jcyCDLRDwpkK3CyRwib4ADOB ro-3nk56dqF2Rnpzk6KiqCAMV4niQ1d3d3L2dJQSEVUj3QSSZQnZ3LzZlQTAvMEdPQlMyRzZNuTBJQ1Q1S1Y0UDPFeMzA?current=true&urile=wcm.p ath/lasd+content/lasd+site/home/home+top+stories/overwhelming+phonecalls+at+compton+station

44. LASD expands multi-channel public communications with Nixle alerts
(August 5, 2011; Government Security News)
http://www.gsnmagazine.com/node/24141?c=law_enforcement_first_responders

43. Police and Fire Departments Now Text, Tweet, Post (July 3, 2011)

42. Ground breaking summit at John Jay College - Representatives of the media & law enforcement leaders hash it out (American Police Beat magazine (July 2011)

41. NJ police using social media to keep public informed. Dept. Facebook, Twitter use part of growing national trend (June 27, 2011; myCentralJersey.com)

40. Whittier Police Department launches Twitter account (also LASD social media)
June 13, 2011; Whittier Daily News

39. Law enforcement adapting to an increasingly-connected world
http://9-1-1.com/wordpress/2011/05/24/law-enforcement-adapting-to-an-increasingly-connected-world/

38. LASD Joined Facebook: (May 21, 2011)
https://www.facebook.com/LosAngelesCountySheriffsDepartment

37. The 11 Cs That Generate Media Interest ...Helping PIOs better navigate the news media & social media (May 11, 2011; LawOfficer.com)
36. Strategic Communications Practices: A Toolkit for Police Executives (Texting)

Fri., Feb. 25, 2011, Sheriff's Headquarters Building - Los Angeles County Sheriff's Department
Presented by the Regional Community Policing Institute-California (RCPI-CA),
Peace Officers Association of Los Angeles County, Chief Special Agents Association,
Los Angeles County Police Chiefs Association, California Peace Officers Association,
Los Angeles County Sheriff's Department, Los Angeles Police Department,
Long Beach Police Department, Arcadia Police Department, and Federal Bureau of Investigation:

1) Nixle instant messaging http://www.nixle.com/
3) Alert L.A.County (Telephone - Emergency public notification system)
   http://www.lacounty.gov/wps/portal/alertla

Also, other information resources explained including:
4) InfraGuard - Joint Regional Intelligence Center update
5) http://www.healthycity.org/

34. Instant Communication with Nixle, Twitter, and Facebook
Compare & Contrast: When trying to compare and contrast the pros and cons of these three tools,
the room begins to spin, but this simple breakdown might help.
Feb. 24, 2011; www.policeone.com

33. Multi-facted P.R. effort pays off big - Agency takes lead in spreading good news
Harnessing communications techniques to get the good word out can pay off huge for agencies willing to
devote time and resources:

- Feb. 2011, American Police Beat
  o http://apbweb.com/featured-articles/1832-marketing-your-law-enforcement-agency-.html

32. Video: Does your PD have a positive online image? (Feb. 3, 2011, www.policeone.com)
http://www.policeone.com/police-products/communications/articles/3295063-Video-Does-your-PD-have-a-positive-online-image/

31. New Media, Old Media, Policing Needs to Get Busy in the News Media
January 31, 2011, ConnectedCops Blog
http://connectedcops.net/?p=3734
Feb. 4, 2011, Police magazine

30. Cops Tackle Social Media at SMILE (Social Media, the Internet, and Law Enforcement) Conference
(Jan. 14, 2011)
   http://www.lawofficer.com/article/technology-and-communications/10-things-your-agency-must-know

28. Editors Note: Social Media? Time to Think Again- It can help catch a crook & it can get you fired (Jan. 10, 2011, LawOfficer.com)

27. Marketing Your Police Agency (6 min. VIDEO)
Jan. 10, 2011, SMILE Conference, presentation by Capt. Mike Parker
http://www.youtube.com/marketinglasd

26. Cops Tackle Social Media at SMILE Conference
Jan. 10, 2011, Police magazine
Jan. 14, 2011, Campus Safety magazine

25. 8 Great Reasons Why We Should Already Be Marketing Our Sheriffs Offices
Jan. 2011; Deputy & Court Officer magazine; by Mike Parker, Los Angeles County Sheriff’s Dept

24. Data Systems Bureau (Technical Services Division)
2010 Year in Review – Los Angeles County Sheriff’s Dept. (pp. 34-35)

23. Video Production Unit (Leadership & Training Division)
2010 Year in Review – Los Angeles County Sheriff’s Dept. (pp. 32-33)

22. New Media Has Dramatically Changed Communications with the Public
2010 Year in Review – Executive Offices, Los Angeles County Sheriff’s Dept. (pp. 20-21)

(Nov-Dec, 2010, Sheriff Magazine, National Sheriffs Assn.)

20. More than just the facts, ma am [NIXLE]
Zevs Blog - Los Angeles County Supervisor Zev Yaroslavsky - Dec. 1, 2010

19. Instant Messaging for Policing
Oct. 18, 2010 - ConnectedCOPS.net [Nixle, Alert LACounty, LACrimestoppers]
http://connectedcops.net/?author=32

18. Instant Messaging for Policing Conferences for Los Angeles County and area Policing and Public Service Agencies.
Presented by the Regional Community Policing Institute-California (RCPI-CA), Peace Officers Association of Los Angeles County, Los Angeles County Police Chiefs Association, California Peace Officers Association, Los Angeles County Sheriffs Department, Los Angeles Police Department, Long Beach Police Department, Arcadia Police Department
Oct. 4 & Oct. 7, 2010

1) Nixle instant messaging
2) CrimeStoppers
3) Alert L.A.County
4) LAPD, APD, LASD Nixle Examples: http://file.lacounty.gov/lasd/cms1_154627.pdf

17. Punching the clock on social media (Sept. 13, 2010)
   http://connectedcops.net/2010/09/13/3042/

16. Police departments restructure press pass policies to adapt to bloggers, freelancers
   Fall 2010 - The News Media & The Law, The Reporters Committee for Freedom of the Press
   http://oag.ca.gov/system/files/opinions/pdfs/03-205.pdf

15. Lets Not be so Anti-Social about Social Media
   By Mike Parker & Ward Clapham, Autumn 2010, Canadian Assn. of Chiefs of Police (CACP) mag.

14. Ne soyons pas trop antisociaux avec les medias sociaux.
   Par Mike Parker et Ward Clapham. Autumn 2010, La revue de l ACCP

13. Nixle 101: What is Nixle & why should I have it? On-the-spot advisories for your town
   Laura Monteros, San Gabriel Foothills Examiner - August 19, 2010

12. Instant Communications Comparison: Nixle, Twitter, Facebook (Aug. 2010)

11. L.A. Cops Using Social Media To Serve And Protect
   By Dave Paresh, USC Annenberg - August 10, 2010


9. Alert System Used For First Time During Crown Fire (July 2010 Antelope Valley News)
   http://www.avnewstodayonline.com/AroundtheValleySheriffEmergencyCommunicationsinPalmdale.html

8. Get Instant Sheriff’s Department Text and Email Alerts [Nixle.com] (July 2010)
   Los Angeles County Sheriffs Department, www.lasd.org
   • http://www.marketinglasd.org/Library/NixlePressRlse_LASD07-2010.pdf
   • http://file.lacounty.gov/lasd/cms1_150528.pdf

7. High-Tech Port Protection (May/June 2010) (pp.44-50)
   http://shq.lasdnews.net/content/uoa/SEB/Emergency_Management_Article_LASD_ORII.pdf

6. Agency’s website raises the bar – Sheriff said he wanted the best and guess what? He got it!
   [Los Angeles County Sheriff's Dept.] (American Police Beat magazine, June 9, 2010)

5. Dynamic New Website Launched by the Los Angeles County Sheriff's Department
   • http://www.LASD.org (May 12, 2010)
4. LASD Joined YouTube (Nov. 2, 2009)
   - http://www.youtube.com/user/LACountySheriff
   - http://www.youtube.com/user/LACountySheriff/videos?view=0

3. Los Angeles County Implements Mass Alert System (June 18, 2009)

2. LASD Joined Twitter (June 11, 2009)
   **Twitter:** @LASD_News http://twitter.com/#!/LASD_News
   To simplify, the name was changed in 2013 to @LASDHQ http://twitter.com/#!/LASDHQ

1. Impeachment Via Social Network Websites
   (Los Angeles County Sheriff’s Department Newsletter Vol. 3, No. 7; – Sept. 2010)
   http://www.iacpsocialmedia.org/Portals/1/documents/social%20media%20paper.pdf

** ELECTRONIC AND WEB-BASED COMMUNICATIONS **
LASD Social Media Policy, Jan. 2013
Los Angeles County Sheriff’s Department
Manual of Policy and Procedures

3-01/000.10 PROFESSIONAL CONDUCT
All Department members shall be held accountable for their utterances, writings, conduct, and visual representations, including electronic and web-based communications, when they conflict with Our Core Values, Our Mission, or Our Creed and personnel can reasonably be identified as Department members. Personnel who cause undue embarrassment or damage the reputation of and/or erode the public’s confidence in the Department shall be deemed to have violated this policy. Unit commanders shall ensure copies of Our Mission, Our Core Values, and Our Creed are clearly and prominently displayed and maintained in the public lobbies of all Sheriff’s Department facilities. Unit Commanders shall ensure copies of Our Mission, Our Core Values, and Our Creed are clearly and prominently displayed and maintained within a high-traffic work area in all Sheriff’s Department’s facilities (e.g., briefing room) for viewing by assigned personnel.

3-01/000.15 ELECTRONIC AND WEB-BASED COMMUNICATIONS
Electronic and web-based communications include any medium used to deliver information electronically or digitally. Examples of electronic and web-based communications include, but are not limited to, websites, “smart” phone technologies, text messaging, Nixle, electronic mail (email) and “social media” sites such Facebook, Myspace, Pinterest, and Twitter; photo sharing websites such as Flickr; video sharing websites such as YouTube; and/or any other similar electronic or digital delivery system. “Social media” includes any electronic medium where users may create, share, and view user-generated content, including uploading or downloading videos or still photographs, blogs, video blogs, podcasts, or instant messages, or online social networking content.

OUR MISSION:
Lead the fight to prevent crime and injustice. Enforce the law fairly and defend the rights of all, including the incarcerated. Partner with the people we serve to secure and promote safety in our communities.
OUR CORE VALUES:
As a leader in the Los Angeles County Sheriff’s Department, I commit myself to honorably perform my duties with respect for the dignity of all people, integrity to do right and fight wrongs, wisdom to apply common sense and fairness in all I do and courage to stand against racism, sexism, anti-Semitism, homophobia and bigotry in all its forms.

OUR CREED:
My goals are simple, I will always be painfully honest, work as hard as I can, learn as much as I can and hopefully make a difference in people’s lives. (Deputy David W. March EOW April 29, 2002)

3-01/000.13 PROFESSIONAL CONDUCT - CORE VALUES
Members shall conduct themselves in a manner consistent with the Department’s Core Values. Members shall not ignore nor contradict the Department’s Core Values.
Examples of conduct inconsistent with the Department’s Core Values include, but are not limited to, the following:
1. Conduct or behavior resulting from a situational outburst of emotion including, but not limited to, the use of profanity and/or other inappropriate, inconsiderate, and/or insensitive language, phrases, or terms of speech;
2. Conduct or behavior that demonstrates a bias, prejudice, and/or intolerance, or demonstrates a trend or pattern of undesirable and/or unprofessional behavior; and/or,
3. Conduct or behavior so egregious that it constitutes a severe and immediate threat to the integrity of the Department and/or jeopardizes the health, safety, and/or welfare of the public including, but not limited to, criminal misconduct of members, and/or the misuse of Department assets, resources, or intellectual property.

3-01/100.46 USE OF PERSONAL COMMUNICATION DEVICES
Absent extenuating circumstances, members shall not use a personal cellular telephone or other similar personal communication/recording device for a Department-related business purpose (i.e., coordinating field units to a radio call, contacting a victim or witness) when an established, Department-authorized communication device/system is available and/or a Department-authorized regulation/protocol has been established (e.g., Department radio/communications systems, field supervisor’s cellular telephone, Station telephone, etc.).
NOTE: This prohibition shall apply to the use of the cellular telephone for both voice communications as well as data (text) communications.
Members shall not use a personal cellular telephone or any other similar personal communication or recording device to record, store, document, catalog, transmit, and/or forward any image, document, scene, or environment captured as a result of their employment and/or while performing official Department business that is not available or accessible to the general public. Official Department business shall include, but is not limited to, confidential, sensitive, or copyrighted information that is printed, audio recorded, photographed, or video recorded; information related to any past, present, or anticipated criminal, civil, or administrative investigation, including reports, declarations, evidence, photographs, videos, or audio recordings; and/or, photographs of suspects, arrestees, defendants, evidence, or crime scenes.
NOTE: A personal cellular telephone or any other similar personal communication or recording device used exclusively to record contacts with members of the public during legitimate Department business (e.g., traffic stops, etc.) are exempt from the provisions of this section.
Revised 03/29/13

** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **

More Social Media Resources (Not LASD):

a. Blog: The Social Media Beat – IACP Center for Social Media
   http://blog.iacpsocialmedia.org/
b. Emergency Preparedness and Response – IACP Center for Social Media
   http://www.iacpsocialmedia.org/Topics/Parent.aspx?termid=93&depth=2

c. Social Media – Concepts and Issues Paper: IACP National Law Enforcement Policy Center for Social Media
   International Assn. of Chiefs of Police (Sept. 2010)
   http://www.theiACP.org/portals/0/pdfs/socialmediapaper.pdf

d. Social Media Model Policy – IACP Center For Social Media and National Law Enforcement Policy Center
   International Assn. of Chiefs of Police (Aug. 2010)
   http://www.iacpsocialmedia.org/portals/1/documents/social%20media%20policy.pdf

e. ConnectedCops.net
   http://connectedcops.net/
   http://www.youtube.com/user/Lawscomm?feature=watch

f. Communities of Practice – Connecting the First Responder Community:
   Department of Homeland Security – Science and Technology
   https://communities.firstresponder.gov/web/guest;jsessionid=233408912597138ED96B598F152E77D9.w4

h. FEMA 3 hour online SMEM course (This is the link but it may not work as you have to start the course before you can get to this link.) 2012
   http://emilms.fema.gov/is42/BPSM0101020t.htm

i. FEMA’s Social Media in Emergency Management Course - AWARE Forum (2012)

j. idisaster 2.0- Social Media and Emergency Management
   http://idisaster.wordpress.com/

k. Social Media Podcasts - Community Oriented Policing Services – U.S. Department of Justice.
   http://www.cops.usdoj.gov/default.asp?Item=2370

l. Newseum - 919 front pages from 88 countries
   http://www.newseum.org/todaysfrontpages/default.asp

m. 10 Best Practices for Social Media - Helpful guidelines for news organizations

n. Walking the Social Media Beat –
   The Police and Law Enforcement Basic Guide to Twitter (by Tim Burrows)
   https://www.dropbox.com/sh/eajrfl3x4cjsyw95/vO8JNN7iuJ/basic%20twitter%20guide%20v2.pdf

o. ABC 20/20: Steubenville: After the Party’s Over. Two football players, a drunk girl, cellphones -- and a local story becomes a national scandal (3/22/2013)
   http://abc.go.com/watch/2020/SH559026/VDKA0_n96ufiyb/2020-322-steubenville-after-the-partys-over

o. Internet Crime Complaint Center
   http://www.ic3.gov/media/default.aspx
The power of the HTcia investigator Network
International High Tech Crime Investigation Association

p. Disasters 2.0 Conference Addresses Social Media Use (Jan. 28, 2010)

q. Social Networking Policies: Just Another Policy?
Police Chief, International Assn. of Chiefs of Police, August 2010
http://policechiefmagazine.org/magazine/index.cfm?fuseaction=display&article_id=2091
   &issue_id=52010

Creating an Effective Workplace Social Media Policy
http://about.bloomberglaw.com/practitioner-contributions/creating-an-effective-workplace-social-media-policy/

r. Online Networking, Texting and Blogging by Peace Officers: Part One –
Impeachment, Policy & First Amendment Issues
AELE Monthly Law Journal, April 2010 (Americans for Effective Law Enforcement, Inc.)

s. Social Media and Public Agencies: Legal Issues You Should Know About
Western City, California League of Cities, June 2010
http://www.westerncity.com/Western-City/June-2010/Social-Media-and-Public-Agencies-
   Legal-Issues-You-Should-Know-About/

Kagan: Court hasn’t really ’gotten to’ email (Aug. 20, 2013)

t. Youth
Social Networking Sites: A Parent’s Guide
Federal Trade Commission, September 2007
CEOP Child Exploitation and Online Protection Centre
http://thinkuknow.co.uk/first2amillion/
http://thinkuknow.co.uk/
Parenting: Social Media and Tweens
http://tweets.alphacomputer.ca/tweets/325674996183728128

1a. Key Leadership Strategies to Enhance Communication (Sept 2010)
Office of Community Oriented Policing Services (COPS), U.S. Department of Justice
Major Cities Chiefs
Police Executive Research Forum
1.d. U.S. Government releases social media community engagement guide for emergency
   preparedness (Sept. 2012)
   for-emergency-preparedness
1.e. Communities of Practice – Connecting the First Responder Community: Department of Homeland Security – Science and Technology
https://communities.firstresponder.gov/web/guest;jsessionid=233408912597138ED96B598F152E77D9.w4

1.f. First Responder Communities of Practice Virtual Social Media Working Group Community Engagement Guidance and Best Practices –

1.g. Developing a Policy on the Use of Social Media in Intelligence and Investigative Activities Guidance and Recommendations (Feb. 2013)
International Assn. of Chiefs of Police - Global Justice Information Sharing Initiative

1.h. Social Media: A Valuable Tool With Risks
Major Cities Chiefs Associates, Major County Sheriffs Associates and Federal Bureau of Investigation National Executive Institute Associates (July 2013)

1.i. Social Media and Tactical Considerations For Law Enforcement (May 2013)
Office of Community Oriented Policing Services (COPS), U.S. Department of Justice

1.j. How Social Media Is Changing Disaster Response (June 2013)
http://www.ready.gov/citizen-corps

1.k. 20 Innovations that Mattered in 2013 – Social Media Mavericks (Dec. 2013)

1.l. FEMA Text Messages
http://www.ready.gov/get-tech-ready