

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>

Follow us at: Text and Emails, LASD HQ: <http://www.Nixle.com>

<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)

http://file.lacounty.gov/lasd/cms1_166724.pdf

D. IACP Center for Social Media Directory - Directory

International Association of Chiefs of Police

- **LASD:** <http://www.iacpsocialmedia.org/Directory/Parent.aspx?termid=111&cmsid=3383>
- **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
- <http://www.cpoa.org/TRAINING/CourseCatalog/SocialMedia/tabid/10922/Default.aspx>

F. (Training Video) Social Media Training - California Commission on Peace Officer Standards & Training (P.O.S.T.)

- <http://post.outpostnetworks.com/postcatalog/catalogue/c9/p329>
- http://post.ca.gov/Data/Sites/1/post_docs/telecourseprogramguides/Social%20Media.pdf

G. Publications of the Los Angeles County Sheriff's Department:

- http://sheriff.lacounty.gov/wps/portal/lasd!/ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3gLAwgwsgg0NTHw9A_18PVw8TEGigDII5Hk3c083YDy7p5uAcbmRgZO5gR0h4Psw60_yAS_PMh8kLwBDuBooO_nkZ-bql-QG2GQGZCuCAAk3rAl/dI3/d3/L3dDb0EvUU5RTGtBISEvWUZSdndBISEvNI9FMDAwR09GUzJHskQzMEITT00wVIVFMDBUMQ!!/

H. LASD Year in Review booklets (1998-current): <http://www.lasdhq.org/sites/YIR/index.htm>

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>

Century <http://www.Century.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>

Walnut/Diamond Bar <http://www.Walnut.DiamondBar.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>

Industry <http://www.Industry.lasd.org>

Lancaster <http://www.Lancaster.lasd.org>

Lost Hills <http://www.LostHills.lasd.org>

Norwalk <http://www.Norwalk.lasd.org>

Pico Rivera <http://www.PicoRivera.lasd.org>

Santa Clarita Valley <http://www.SantaClarita.lasd.org>

Temple <http://www.Temple.lasd.org>

West Hollywood <http://www.WestHollywood.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---hq-newsroom-shb-los-angeles-county-sheriff/>
- <http://local.nixle.com/lasd---altadena-station-los-angeles-county-sheriff/>
- <http://nixle.com/lasd---avalon-station-los-angeles-county-sheriff/>
- <http://nixle.com/lasd---carson-station-los-angeles-county-sheriff/>
- <http://nixle.com/lasd---century-station-los-angeles-county-sheriff/>
- <http://nixle.com/lasd---cerritos-station-los-angeles-county-sheriff/>
- <http://local.nixle.com/lasd---compton-station-los-angeles-county-sheriff/>
- <http://nixle.com/lasd---crescenta-valley-station-los-angeles-county-sheriff/>

- <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---malibulost-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>

- <https://www.facebook.com/SouthLASheriffsStation>
- <https://www.facebook.com/TempleSheriffsStation>
- <https://www.facebook.com/WalnutDiamondBarSheriffsStation>
- <https://www.facebook.com/WestHollywoodSheriffsStation>
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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 http://twitter.com/JailsLASD	Volunteers http://twitter.com/LASD_CLEPP
Education Based Incarceration https://twitter.com/EBILASD	Reserves http://twitter.com/RFBLASD
Courts http://twitter.com/LASDCourts	Tech Services http://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
Walnut/Diamond Bar https://twitter.com/WALDBLASD	West Hollywood https://twitter.com/WHDLASD

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

<http://www.nydailynews.com/news/national/stranded-california-hikers-rescued-floodwaters-article-1.1708038>

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

<http://blog.bluelineconnect.com/lesm-profile-boston-police-and-captain-mike-parker/>

140. Branding the Social Media Badge – LASD (Feb. 2014) IACP

<http://blog.iacpsocialmedia.org/Home/tabid/142/entryid/346/Default.aspx>

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>

138. Cops Go On the Prowl for Social Media Bashes to Bust – ABC 20/20 (Jan. 10, 2014)

<http://abcnews.go.com/2020/video/cops-prowl-social-media-bashes-bust-21496510>

<http://abcnews.go.com/2020/video/riding-lapd-busts-wild-party-21472410>

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://abclocal.go.com/kabc/story?section=news/local/los_angeles&id=9357457

<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>

136. Two Suspects Arrested in Theft of Porsche Parts After Fatal Santa Clarita Collision Involving Paul Walker & Roger Rodas (Dec. 10, 2013)

<http://nixle.com/alert/5105557/>

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

<http://ktla.com/2013/12/09/men-charged-in-theft-of-part-of-wrecked-porsche-in-paul-walker-crash/#axzz2n1x1JO6B>

Paul Walker's death: Parents say taking Porsche part was 'bad decision' (Dec. 11, 2013)

<http://www.latimes.com/local/lanow/la-me-ln-paul-walker-porsche-20131211,0,5069332.story#axzz2nEjKdU8V>

Man Turns Himself In After Alleged Theft From Paul Walker Wreck

http://www.nbclosangeles.com/news/local/Paul-Walker-Roger-Rodas-Porsche-Carrera-GT-Theft-Stolen-Piece-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/>

<http://scvnews.com/2013/08/27/av-deputies-mobilize-to-stop-rave-parties/>

133. Shared Openly on Social Media, Drug Rave Parties in AV Ended Before they Start #LASD
<http://nixle.com/alert/5053965/> (LASD News Release) (Aug. 27, 2013)

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)
<http://www.scp.org/news/2013/07/19/38275/law-enforcement-tries-to-stay-one-step-ahead-of-ba/>

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)
<http://hometownstation.com/santa-clarita-news/santa-clarita-valley-sheriffs-station-helps-departmentwide-social-media-outreach>

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>
Video 3: <http://www.myfoxla.com/story/22752903/desert-raves-too-close-to-the-fire-line-the-crackdown>
Video 4: <http://www.myfoxla.com/story/22844214/desert-raves-too-close-to-the-fire-line-promoter-fights-back>
<http://theavtimes.com/2013/07/06/av-desert-raves-shut-down-by-authorities-several-arrested/>
<http://www.nbclosangeles.com/news/local/raves-narcotics-durqs-party-lancaster-antelope-valley-desert-police-social-media-214532101.html>

126.. Questions raised on 'huffing' after college student in Claremont dies (May 24, 2013)
http://www.dailynews.com/news/ci_23314641/questions-raised-huffing-after-college-student-claremont-dies

125. Santa Clarita Valley Law Enforcement, Firefighters Look To Expand Social Media (May 24, 2013)
<http://hometownstation.com/santa-clarita-news/santa-clarita-valley-law-enforcement-firefighters-look-expand-social-media-35297>

124. Santa Clarita Valley Deputy Leads Teen Outreach With Social Media (May 9, 2013)
<http://hometownstation.com/santa-clarita-news/santa-clarita-valley-deputy-leads-teen-outreach-social-media-34992>

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/alguacil-los-angeles-nozz-droga-nozz-drug ...](http://noticias.univision.com/primer-impacto/reportajes-de-impacto/video/2013-05-07/alguacil-los-angeles-nozz-droga-nozz-drug...)

122. Looking to crack down on nitrous oxide abuse, authorities have few options (May 4, 2013)
http://www.dailynews.com/news/ci_23173258/looking-crack-down-nitrous-oxide-abuse-authorities-have

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)

- <http://www.sfgate.com/news/crime/article/10-arrests-in-nitrous-crackdown-don-t-slow-demand-4396460.php>
- **VIDEO** <http://ktla.com/2013/03/29/drugs-guns-seized-in-latest-nitrous-oxide-crackdown/#axzz2OzpVORv>
- <http://losangeles.cbslocal.com/2013/03/29/authorities-tally-9-arrests-in-nitrous-crackdown/>
- <http://cerritos.patch.com/articles/cerritos-business-targeted-in-crackdown-on-sellers-of-nitrous-oxide-for-parties#photo-13837871>
- <http://www.latimes.com/local/lanow/la-me-ln-nitrous-oxide-enforcement-20130329,0,2519258.story>
- <http://southgate-lynwood.patch.com/articles/south-gate-business-target-of-crackdown-on-sellers-of-nitrous-oxide-for-parties#photo-13838046>
- http://www.mercurynews.com/news/ci_22903266/authorities-tally-9-arrests-nitrous-crackdown
- <http://www.scpr.org/news/2013/03/29/36620/authorities-arrest-9-in-social-nitrous-crackdown/>
- http://blogs.laweekly.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&urile=wcm:path:/lasd+content/lasd+site/home/home+top+stories/nitrous_oxide_joint_update <http://nixle.com/alert/4979968/>
- http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-1364611828-media1
- http://s3.amazonaws.com/nixle/uploads/pub_media/user21020-1364611776-media1

(1st Joint News Release – LASD & FDA) Authorities Charge 4 Individuals & Shut Down 17 Auto Businesses, Allegedly Sold Nitrous Oxide (Nozz) (Mar. 22, 2013)

- <http://sheriff.lacounty.gov/wps/portal/lasd/media/detail/?current=true&urile=wcm:path:/lasd+content/lasd+site/home/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=hRySDb1DDDQ&feature=youtu.be>

116. Update (Part 2): Operation 'No Laughing Matter' Nets Nitrous Distributors and \$ Millions (Mar.25, 2013)

- http://www.kcet.org/shows/social_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/social_connected/content/crime/police-turn-to-social-media-to-help-crack-down-on-nitrous-parties-1.html

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

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Long Beach Police Department, Arcadia Police Department, and Federal Bureau of Investigation:

- 1) Nixle instant messaging <http://www.nixle.com/>
- 2) CrimeStoppers: <http://www.lacrimestoppers.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

- <http://www.policeone.com/police-products/communications/articles/3377109-Instant-communication-with-Nixle-Twitter-and-Facebook/>

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 magazine.
 - <http://www.marketinglasd.org/Library/PReffortPaysOffMarketingLASD-APB-Feb2011.pdf>
- Feb. 2011, American Police Beat
 - <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

<http://www.policemag.com/blog/technology/story/2011/02/new-media-old-media-policing-needs-to-get-busy-in-the-news-media.aspx>

30. Cops Tackle Social Media at SMILE (Social Media, the Internet, and Law Enforcement) Conference

(Jan. 14, 2011)

<http://www.campussafetymagazine.com/Channel/Public-Safety/News/2011/01/14/Cops-Tackle-Social-Media-at-SMILE-Conference.aspx>

29. Ten Things Your Agency Must Know About Social Media –

Ways to improve law enforcement & engage citizens (Jan. 11, 2011, LawOfficer.com)

<http://www.lawofficer.com/article/technology-and-communications/10-things-your-agency-must-kno>

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)

<http://www.lawofficer.com/article/technology-and-communications/editor-s-note-ignoring-social>

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

<http://www.policemag.com/Blog/Technology/Story/2011/01/Cops-Tackle-Social-Media-at-SMILE-Conference.aspx>

Jan. 14, 2011, Campus Safety magazine

<http://www.campussafetymagazine.com/Channel/Public-Safety/News/2011/01/14/Cops-Tackle-Social-Media-at-SMILEConference.Aspix>

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

<http://www.marketinglasd.org/Library/8-GreatReasons-Marketing-DeputyNSAJan2011Parker.pdf>

24. Data Systems Bureau (Technical Services Division)

2010 Year in Review – Los Angeles County Sheriff's Dept. (pp. 34-35)

http://file.lacounty.gov/lasd/cms1_171991.pdf

23. Video Production Unit (Leadership & Training Division)

2010 Year in Review – Los Angeles County Sheriff's Dept. (pp. 32-33)

http://file.lacounty.gov/lasd/cms1_171991.pdf

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)

http://file.lacounty.gov/lasd/cms1_171991.pdf

21. Marketing Your Policing Successes – Get Organized by Using Marketing Plans

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

<http://www.marketinglasd.org/Library/MarketingPlans-ParkerLASDSheriffmagNSA-Nov-Dec2010.pdf>

20. More than just the facts, ma am [NIXLE]

Zevs Blog - Los Angeles County Supervisor Zev Yaroslavsky - Dec. 1, 2010

<http://zev.lacounty.gov/news/public-safety/more-than-just-the-facts-mam>

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://www.rcfp.org/news/mag/34-4/police_departments_restructure_press_pass_policies_to_adapt_30.html
"Mug Shots" - Opinion No. 03-205 - Attorney General - State of California (July 14, 2003)
<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, Autm 2010, Canadian Assn. of Chiefs of Police (CACP) mag.

- <http://www.nxtbook.com/nxtbooks/naylor/CCPT0310/index.php#/23/OnePage>
- <http://blogs.absolute.com/crime-catchers/lets-not-be-so-anti-social-about-social-media/>

14. Ne soyons pas trop antisociaux avec les medias sociaux.
Par Mike Parker et Ward Clapham. Autumn 2010, La revue de l'ACCP
<http://www.nxtbook.com/nxtbooks/naylor/CCPT0310/index.php#/23/OnePage>

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
<http://www.examiner.com/article/nixle-101-what-is-nixle-and-why-should-i-have-it-on-the-spot-advisories-for-your-town>

12. Instant Communications Comparison: Nixle, Twitter, Facebook (Aug. 2010)
<http://www.marketinglasd.org/Library/InstantComm-CompareRevAug31MParker.pdf>

11. L.A. Cops Using Social Media To Serve And Protect
By Dave Paresh, USC Annenberg - August 10, 2010
<http://www.neontommy.com/news/2010/08/la-cops-using-social-media-serve-and-protect>

10. Sheriff urges use of Nixle (Altadena Blog - Aug. 7, 2010)
<http://www.altadenablog.com/2010/08/sheriff-urges-use-of-nixie.html>

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)
http://file.lacounty.gov/lasd/cms1_147304.pdf

5. Dynamic New Website Launched by the Los Angeles County Sheriff's Department

- <http://www.LASD.org> (May 12, 2010)

- http://www.marketinglasd.org/Library/newLASDorg_launchRev051510-1300.pdf

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)

- <http://www.marketinglasd.org/Library/Alert-LACoPressRelease-June18-2009.pdf>

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>

(May 27, 2009) <http://www.aele.org/law/2010all04/lasd-0907.pdf>

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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

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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>
- <http://www.theiacp.org/PublicationsGuides/ResearchCenter/Publications/tabid/299/Default.aspx?id=1333&v=1>

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>

g. Crisis Commons – Connecting people, tools, & resources, to support crisis response

<http://crisiscommons.org/blog/>

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)

http://www.awareforum.org/2012/08/femas-social-media-in-emergency-management-course/?utm_medium=twitter&utm_source=twitterfeed

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

http://asne.org/Files/pdf/10_Best_Practices_for_Social_Media.pdf

n. Walking the Social Media Beat –

The Police and Law Enforcement Basic Guide to Twitter (by Tim Burrows)

<https://www.dropbox.com/sh/eajrfi3x4cjsw95/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>

Internet Crime Report (2009) - US DOJ Bureau of Justice Assistance

http://www.ic3.gov/media/annualreport/2011_IC3Report.pdf

The power of the HTCIA investigator Network

International High Tech Crime Investigation Association

<http://htcia.wordpress.com/2010/09/13/the-power-of-the-htcia-investigator-network/>

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

<http://www.emergencymgmt.com/disaster/Disasters-20-Conference-Social-Media-Use.html>

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.)

<http://www.aele.org/law/2010all04/2010-04MLJ201.pdf>

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)

<http://bigstory.ap.org/article/kagan-justices-not-tech-savvy-send-paper-memos#overlay-context=article/investors-haiti-remains-tough-environment>

t. Youth

Social Networking Sites: A Parent's Guide

Federal Trade Commission, September 2007

<http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec13.shtm>

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

<http://ric-zai-inc.com/Publications/cops-p195-pub.pdf>

1.b.Strategic Communication Practices: A Toolkit For Police Executives (Sept. 2011)

Major Cities Chiefs

https://www.majorcitieschiefs.com/pdf/news/strategic_communications.pdf

1.c. How are Innovations in Technology Transforming Policing? (Jan. 2012)

Police Executive Research Forum

http://policeforum.org/library/critical-issues-in-policing-series/Technology_web2.pdf

1.d. U.S. Government releases social media community engagement guide for emergency preparedness (Sept. 2012)

<http://emergency20wiki.org/20120921/us-government-releases-social-media-community-engagement-guide-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/quest;jsessionid=233408912597138ED96B598F152E77D9.w4>

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

U.S. Dept. of Homeland Security Science and Technology Directorate (Sept. 2012)

<https://216.109.77.115/Operational%20Field%20Assessments/Virtual%20Social%20Media%20Working%20Group%20Community%20Engagement.pdf>

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

http://www.iacpsocialmedia.org/Portals/1/documents/SMLInvestigativeGuidance.pdf?utm_source=IACP+Membership&utm_campaign=5e4b563ae0-IACPNews031213&utm_medium=email

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)

<http://www.neiassociates.org/storage/FBINEIA-2013-SocMediaTool.pdf>

1.i. Social Media and Tactical Considerations For Law Enforcement (May 2013)

Office of Community Oriented Policing Services (COPS), U.S. Department of Justice

<http://policeforum.org/library/technology/SocialMediaandTacticalConsiderationsforLawEnforcement.pdf>

1.j. How Social Media Is Changing Disaster (June 2013)

Response <http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response&page=2>

https://s3-us-gov-west-1.amazonaws.com/dam-production/uploads/20130726-1918-25045-7843/social_media_affects_disaster_management_playbook.pdf

<http://www.ready.gov/citizen-corps>

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

<http://www.govloop.com/profiles/blogs/20-innovations-that-mattered-in-2013-did-your-agency-make-the-list>

1.l. FEMA Text Messages

<http://www.ready.gov/get-tech-ready>

http://www.fema.gov/pdf/areyouready/areyouready_full.pdf