

Social Media 2013

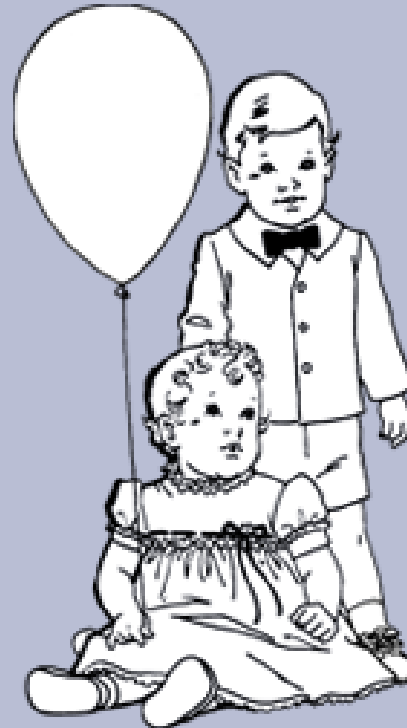
Trends, Relevance & Efficiency



Stephanie Slater, PIO

Boynton Beach Police Department

For every photo
that you post on
Facebook of your
kid, I will post one
of me having a life.



your  cards
someecards.com

The number of adults who use social networks is up to 72 percent in 2013, according to data from Pew Research Center.

This is up 5 percent from last year and 64 percent since 2005 when Pew first started studying social adoption.



Surprising Social Media Statistics

- **The fastest growing demographic on Twitter is the 55-64 age bracket**
- **189 million of Facebook's users are 'mobile only'**
- **YouTube reaches more U.S. adults aged 18-34 than any cable network**
- **Social Media has overtaken porn as the #1 activity on the web.**

- **Source: blog.bufferapp.com**



Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
Race/ethnicity		
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
Age		
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43
Education level		
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72
Annual household income		
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
Urbanity		
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

Source: Pew Research Center's Internet & American Life Project Spring



Who uses Twitter

% of internet users who use Twitter

All internet users (n=1,895)		18%
a	Men (n=874)	18
b	Women (n=1,021)	17
Race/ethnicity		
a	White, Non-Hispanic (n=1,331)	14
b	Black, Non-Hispanic (n=207)	27 ^a
c	Hispanic (n=196)	28 ^a
Age		
a	18-29 (n=395)	30 ^{bcd}
b	30-49 (n=542)	17 ^d
c	50-64 (n=553)	13 ^d
d	65+ (n=356)	5
Education attainment		
a	Less than high school (n=99)	16
b	High school grad (n=473)	15
c	Some College (n=517)	20 ^b
d	College + (n=790)	19
Household income		
a	Less than \$30,000/yr (n=417)	15
b	\$30,000-\$49,999 (n=320)	16
c	\$50,000-\$74,999 (n=279)	20
d	\$75,000+ (n=559)	22 ^a
Urbanity		
a	Urban (n=649)	21 ^c
b	Suburban (n=893)	18 ^c
c	Rural (n=351)	11

Source: Pew Research Center's Internet & American Life Project Spring



Everywhere we go, people want to know,
who we are, so we tell them...



Every Tweet is a potential news story



South Florida Sun-Sentinel.com

With seconds to spare, Boynton officer pulls suicidal man off railway tracks

Cory Herry's actions described as 'heroic' by interim Boynton Beach police chief

By Brett Clarkson, Sun Sentinel

7:04 PM EDT, August 2, 2013

Officer Cory Herry didn't have a lot of time. The man was lying across the railway tracks, and the train was barreling down on him.

So adrenaline sent the 23-year-old officer sprinting. He yelled for the man to get off the tracks, but the guy wouldn't get up. The man, in his 50s, was crying and telling Herry to just let him die.

Herry didn't like that option.

It was about 12:17 a.m. Friday on the tracks near the 500 block of East Ocean Avenue in [Boynton Beach](#).

Herry got to the man and grabbed at his feet to pull him off the tracks, but the man didn't want to be moved.

He also appeared to be intoxicated. From what Herry could gather, the man was upset about the death of his mother.

Meanwhile the train, heading toward them from north of [Boynton Beach](#) Boulevard, was getting closer.

Herry stepped off the tracks, grabbed at the man's shirt and yanked him to safety.

Lin
Air Cond
Sched
Online
(954) 779-



Breaking news.... on Twitter



The image shows a screenshot of a Twitter thread with six tweets. Each tweet includes a profile picture of a police officer, the name and handle of the user, the date, and the text of the tweet. The tweets provide a chronological account of a police operation, from the initial incident to the successful apprehension of a suspect.

Mt. Juliet Police @MtJulietPolice 11 Aug
Special Response Team Successfully Apprehends Wanted Subject After Standoff | Details: wp.me/p2PLBh-6c pic.twitter.com/vMzoXj0Kd
[View photo](#)

Chief James Hambrick @JamesAHambrick 11 Aug
A lot of waiting, hard work, & sweating, but our dept's Special Response Team got the job done to ensure everyone was safe. Great job team!
Retweeted by Mt. Juliet Police
[Expand](#)

Linda Lake @llake01 11 Aug
[@MtJulietPolice](#) [@JamesAHambrick](#) I love living in Mount Juliet. We have the greatest police dept. Thank you for keeping us safe.
Retweeted by Mt. Juliet Police
[View conversation](#)

Mt. Juliet Police @MtJulietPolice 10 Aug
Chief [@JamesAHambrick](#) announces to media that the barricaded wanted suspect is in custody. Everything was successful
pic.twitter.com/jTHS3m6cW2
[View photo](#)

Mt. Juliet Police @MtJulietPolice 10 Aug
Suspect in Custody. Everyone is safe. Suspect is safe.
[Expand](#)

Mt. Juliet Police @MtJulietPolice 10 Aug
On the scene of a wanted male who has barricaded himself in a home on Meadowview Dr. Everyone is safe. Avoid area.
pic.twitter.com/S6vyoYm0ms
[View photo](#)

**@MtJulietPolice
kept public and
media informed
during
barricaded
subject incident.**



Accountability...on Twitter



The screenshot shows a Twitter thread. The top tweet is from Chief David O. Brown (@DPDChief) dated 10 Aug, with the text: "3 officers fired; one accused of piloting molester to see drug boss..I absolutely hate this part of the job dallasnews.com/news/metro/201". Below the tweet are interaction buttons: "Hide summary", "Reply", "Retweet", "Favorite", and "More". A link to "Dallas Morning News" is shown, along with a preview of an article titled "Dallas police chief fires 3 officers, one accused of piloting child..." with a sub-headline "Records show one fired officer was flying the molester back and forth to St. Louis to meet with a drug kingpin." and a "View on web" link. Below the article preview is a "5 RETWEETS" section with profile pictures of the users who retweeted. The tweet is timestamped "9:53 PM - 10 Aug 13" and has a "Details" link and a "Flag media" button. Below the tweet is a "Reply to @DPDChief" input field. The thread continues with a reply from Chief David O. Brown (@DPDChief) dated 10 Aug, saying "@DPDChief but it is what I signed up for" with an "Expand" link. The next tweet is from Munhall News Watch (@munhall) dated 10 Aug, saying "@DPDChief Keep up the good work!" with an "Expand" link. The final tweet is from Ryan Simpson (@rfs2005) dated 10 Aug, saying "@DPDChief It is unfortunate, but DPD's transparency on these issues is appreciated."

@DPDChief tweets about his firing of 3 officers; 1 flew child molester to meet with drug kingpin; other 2 fired for alcohol-related issues.

Media reported that chief “did not comment on firings.”

He did on Twitter.



Answering questions from the public, not just media...on Twitter


The screenshot shows a Twitter interface. On the left, there's a sidebar with a search bar and account lists. The main content area shows a tweet from Matt Allin (@Mattyallin) asking about a road closure. Below it is a reply from Norfolk Police (@NorfolkPolice) explaining the closure is due to an investigation into an assault allegation.

Tweets


Enter a @name or full name


◀ Back to Tweets


PROFILE ACCOUNT

 **Norfolk Police**
@NorfolkPolice

YOUR ACCOUNTS

 **Boynton Beach Police**
@BBPD

 **Matt Allin** @Mattyallin 20h
@NorfolkPolice any news of why the bottom of chapel road in attleborough is sectioned off?
Details

 **Norfolk Police**
@NorfolkPolice

@Mattyallin The area is sectioned off as we continue our investigation into an allegation of assault.

7:38am · 13 Aug 13 · web

◀ ↻ ★ ⋮

@NorfolkPolice
regularly
respond to
questions from
Twitter
followers



Have a little fun...on Twitter



Franklin Police Dept @FranklinTNPD

10 Aug

More than a mere motorcycle officer, Ofc. Ryan Howell moonlights as a game model. pic.twitter.com/UHBf8ZA6VV

Hide photo

Reply

Retweet

Favorite

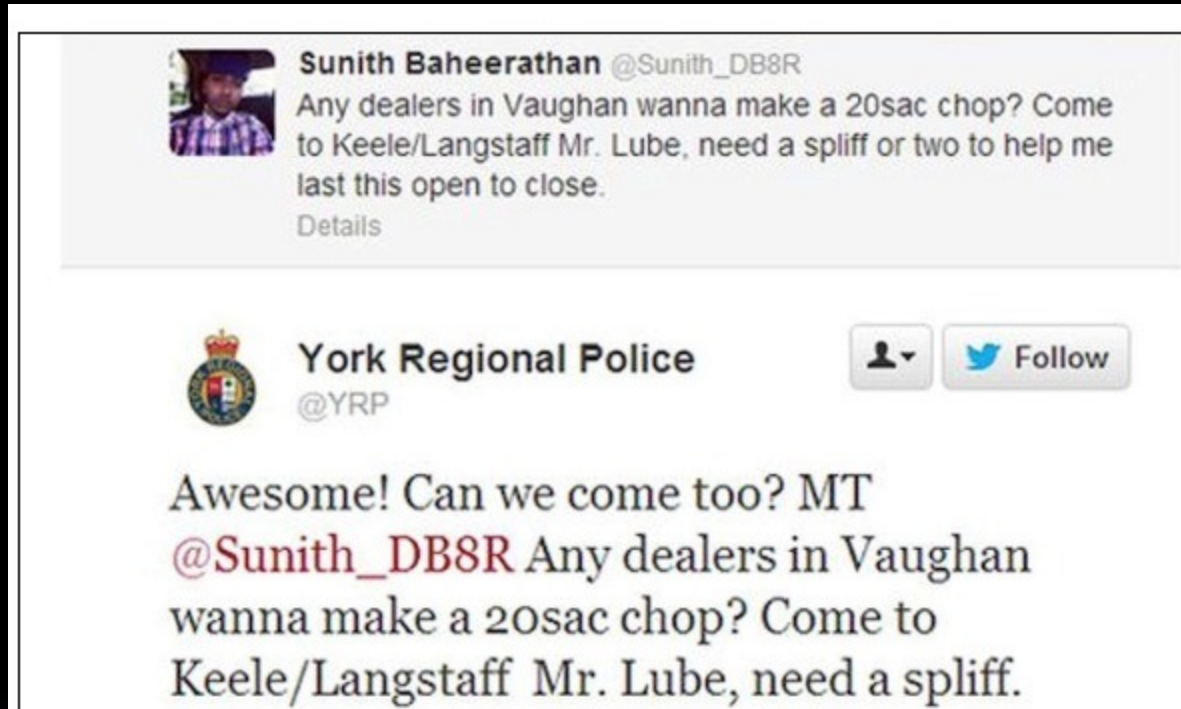
More



Images are crucial to success, so why not post fun ones like this from @FranklinTNPD




Mix humor with education...on Twitter



Tweet went viral, retweeted more than 2,700 times in first 24 hours. Police saw it when clicked on his profile because of unrelated tweet that he sent which included @YRP, the twitter username for the York Regional Police.




Mix humor with education...on Twitter





York Regional Police @YRP 13 Aug

Awesome! Can we come too? MT @Sunith_DB8R Any dealers in Vaughan wanna make a 20sac chop? Come to Keele/Langstaff Mr. Lube, need a spliff.

[Details](#)




Mr. Lube
@mrlube


@YRP Thank you to the York Regional Police for your help and great work. The matter has now been handled.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

31 RETWEETS **21** FAVORITES



8:06 PM - 13 Aug 13



Virtual ride-alongs #ridewithbbpd

Role reversal: People following cops – on Twitter

May 14, 2013 | By Beatrice Dupuy, Sun Sentinel Correspondent

Anthony Bosio doesn't normally contact the Boynton Beach Police Department unless he has a real problem. But Bosio has no problem with reaching out to the department on Twitter.

Bosio, 36, is one of more than 5,000 followers on the Boynton Beach Police Department's Twitter @BBPD. The department recently ranked No. 4 in the nation on an International Association of Chiefs of Police ranking of the most Twitter followers for departments with between 100 and 249 officers.



Boynton Beach police spokeswoman Stephanie Slater, left, and office Rachel... (Stephanie Slater, Boynton...)

Switch



1



0

Tweet

Submit

+1



#ridewithbbpd



Boynton Beach Police @BBPD

1 Apr

Reminder: Tomorrow we'll be running radar in a school zone & live tweeting about it. No, we're not telling you which one. [#ridewithbbpd](#)

Expand



Boynton Beach Police @BBPD

2 Apr

Speeding in a school zone is expensive...1-9 miles over is \$156; 10-14 = \$306; 15-19 = \$406; 20-29 = \$456; 30+ = \$606. [#ridewithbbpd](#)

Expand

#ridewithbbpd



Boynton Beach Police @BBPD

2 Apr

[twitpic.com/cghb1v](https://twitter.com/cghb1v) On our way to school zone. #ridewithbbpd

Hide photo Reply Delete Favorite More

TwitPic



By **Boynton Beach Police** @BBPD

#ridewithbbpd



Boynton Beach Police @BBPD

2 Apr

RT @etiviti @BBPD awesome! So many high speed runners there.

Expand



Boynton Beach Police @BBPD

2 Apr

Driver of this truck was doing 46 mph. Remember it's only 20 in a school zone [#ridewithbbpd](#). [fb.me/1HAI2PHI](https://www.facebook.com/1HAI2PHI)

Expand



Boynton Beach Police @BBPD

2 Apr

[twitpic.com/cghgc0](https://twitter.com/cghgc0) Officer Baldino runs radar near Freedom Shores Elementary. [#ridewithbbpd](#)

[View photo](#)



Boynton Beach Police @BBPD

2 Apr

Officer Baldino prints out ticket for speeding and not wearing a seatbelt. \$456 + \$116 [#ridewithbbpd](#) [fb.me/1RCOwZ6ax](https://www.facebook.com/1RCOwZ6ax)

Expand



Boynton Beach Police @BBPD

2 Apr

That's two in 2 minutes. This is \$456 fine. [#ridewithbbpd](#) [fb.me/1BZn4YaUS](https://www.facebook.com/1BZn4YaUS)

Expand



Boynton Beach Police @BBPD

2 Apr

Got our first one already. Going 46 in a 20. [#ridewithbbpd](#) [fb.me/2UHa36eU7](https://www.facebook.com/2UHa36eU7)

Expand

#ridewithbbpd



Boynton Beach Police Department asked a question.

April 2

Which elementary school zone should we go to tomorrow afternoon? #ridewithbbpd

- Poinciana Elementary** +12
- Cross Pointe Elementary** +2
- Citrus Cove Elementary** +13
- Forrest Park Elementary** +5
- Galaxy Elementary** +3

Unlike · Comment · Share



Boynton Beach Police Department, Celestina Jestine Betances, Mary Niles Gross, Melia Edwards and 4 others like this.



View 14 more comments



Ivy Curodeau Matheson I was actually joking...it's just funny that the only schools on your poll are public schools. We pay taxes too!!!

Like · Reply · April 3 at 4:26pm via mobile



Delia Garcia-Young BBPD can't do all schools at once, give them a little credit. At least they take the time to ask the public for their opinions AND answer back.

Like · Reply · April 4 at 7:41pm via mobile

#ridewithbbpd

-  **Boynton Beach Police** @BBPD 3 Apr
We're sorry you're going to be late to work, but you're still getting a ticket for speeding in a school zone. [#ridewithbbpd](#)
Expand
-  **Boynton Beach Police** @BBPD 3 Apr
Two at once! Both were going 35mph. [#ridewithbbpd](#)
pic.twitter.com/djzsjduWGV
[View photo](#)
-  **Boynton Beach Police** @BBPD 3 Apr
Video: Officer Baldino ready to run radar near Citrus Cove.
[#ridewithbbpd](#) yfrog.us/1fidmngenoshxm...
[View video](#)
-  **Boynton Beach Police** @BBPD 3 Apr
twitpic.com/cgq6ye this car got lucky that Officer Baldino is busy writing a ticket. Slow down! [#ridewithbbpd](#)
[View photo](#)
-  **Boynton Beach Police** @BBPD 3 Apr
That was quick. Less than a minute out here got one going 37 in a 20. [#ridewithbbpd](#)
Expand
-  **Boynton Beach Police** @BBPD 3 Apr
PIO Slater is heading out to Citrus Cove with Ofc. Baldino for day 2 of our [#ridewithbbpd](#) school zone speed enforcement. Watch your speed!
Expand

#ridewithbbpd



Boynton Beach Police @BBPD

3 Apr

[@cggbxt](https://twitter.com/cggbxt) [@cbs12](https://twitter.com/cbs12) is here with us. #ridewithbbpd

[Hide photo](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

TwitPic



By **Boynton Beach Police** @BBPD

[View on web](#)

Boynton Beach Police Embarrass Drivers on Twitter – AOL Autos 4/4/13

Police in Boynton Beach, Fla., are using Twitter to embarrass drivers speeding through school zones.

The police department didn't disclose exactly where it had patrol cars camped out, but said it was heading near Citrus Grove Elementary School. A day earlier, it had been at Freedom Shores Elementary. The department had taken a poll on [its Facebook page](#) asking residents where they should camp out.

Officers announced they had caught someone speeding within a minute of arriving at its location.

Police treated it like a fishing expedition, gloating about their catches.....

<http://autos.aol.com/article/boynton-beach-police-embarrass-drivers-on-twitter/>

Boynton Beach Police Embarrass Drivers on Twitter – AOL Autos 4/4/13

93 comments –
more than half
were positive



Rachel

I live in Boynton Beach and were so happy they were doing this. I just wish I lived in the city so they could do it by the school by my house.

April 05 2013 at 10:02 AM

1 Evil Brat

+1

Wish something would happen like this where I live. The drivers treat the roads in front of schools like I-95. Heck, they even treat main roads posted 45 MPH like I-95 doing 60-65 going nowhere fast. Hit a stop light and it is Drag City, USA when it turns green. Anyone for 65 in 10 seconds ~oops, another stoplight there.

April 05 2013 at 9:56 AM

jimbarry1946

+1

Post video with the name of the driver. and the speed. If it saves one kid's life it's worth all the embarrassment in the world.

April 05 2013 at 9:50 AM



RunNWideOpen

+1

This is so awesome!!

April 05 2013 at 9:48 AM

Social media during a major incident



Boston Police Dept. @Boston_Police

19 Apr

CAPTURED!!! The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

143,943

RETWEETS

48,205

FAVORITES



8:58 PM - 19 Apr 13 · Details

#theatershooting



Aurora Police Dept @AuroraPD

20 Jul

APD is not releasing any 911 calls or radio traffic. We are aware such radio traffic has been obtained off the internet and broadcast.

Expand



Aurora Police Dept @AuroraPD

20 Jul

UPDATE: Information line for info on victims or tips: 303-739-1862

Expand



Aurora Police Dept @AuroraPD

20 Jul

If family members are looking for loved ones that were at the Century 16 Theaters we are asking them to go to Gateway H.S. 1300 S. Sable.

Expand



Aurora Police Dept @AuroraPD

20 Jul

APD Chief Oates will be addressing the media at 3:15 a.m. at the east entrance of the Dillards on the upper level.

Expand



Aurora Police Dept @AuroraPD

21 Jun

Don't forget that fireworks are illegal in Aurora. Check out this link on our FB page for more info. on.fb.me/Nnk6P8

Expand



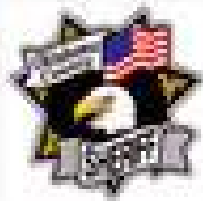
Aurora Police Dept @AuroraPD

19 Jun

We are now on Facebook! Follow us at facebook.com/AuroraPoliceDe...

Expand

Live Tweeting a warrant sweep @OKCountySheriff Oklahoma City



Oklahoma Co. Sheriff @OkCountyS... 14h
In about 12 hours we'll be "live-tweeting"
with our fugitive team. Keep up with
modern day posse at #okfugitive around
7am Wed. #okcoso

[Details](#)

Live Tweeting a Warrant Sweep



Fox may have cancelled COPS, but we still have ours! @OkCountySheriff live tweeting #okfugitive roundup!

[Details](#)



Oklahoma Co. Sheriff retweeted



Danni Simmons @_littlebean 59m
@OkCountySheriff go get em OCSO!!!
#okfugitive #canthide

[Conversation](#)



Oklahoma Co. Sheriff @OkCounty... 50m
Target not at location. On to the next one. #okfugitive #okcoso

[Details](#)



Oklahoma Co. Sheriff @OkCountySh... 1h
Next target has warrant for violation of deferred sentence related to a previous drug charge. On our way now. #okfugitive #okcoso



Oklahoma Co. Sheriff @OkCounty... 34m
2nd #okfugitive in custody Nsilo Hunter assault and battery warrant.
pic.twitter.com/T5qtD86Trf



[Details](#)



Oklahoma Co. Sheriff @OkCounty... 38m
Just knocked let's see what happens. #okfugitive pic.twitter.com/ct1fTTDvkR



Live Tweeting a Warrant Sweep

 **Tweets** @OkCountySheriff

 Oklahoma Co. Sheriff retweeted

 **Mikey Hutchens**  @mikeyhutchens09 3m
@OkCountySheriff is live tweeting their warrant searches! Best. Account. Ever. It's a must follow!
[Details](#)

 Oklahoma Co. Sheriff retweeted

 **Shelley Leveridge** @shelleybOKC 7m
I bet @OkCountySheriff could find #JimmyHoffa before the #FBI.
[Details](#)

 Oklahoma Co. Sheriff retweeted

 **jenn scott** @TheJennScott 9m
okay, @OkCountySheriff. you win the internet today.
[Details](#)

 Oklahoma Co. Sheriff retweeted

Get verified



Boynton Beach Police 

@BBPD FOLLOWS YOU

Official Twitter feed of the Boynton Beach Police Department
Boynton Beach, FL - <http://www.bbpd.org>

Get verified

VERIFIED TWITTER ACCOUNTS FOR LAW ENFORCEMENT

By IACP Center for Social Media



IACP Center For Social Media

IACP's Center for Social Media is a clearinghouse of information and no-cost resources to help law enforcement use social media.

[» READ FULL BIO...](#)

Have you ever wondered about the blue check box badge that appears next to some Twitter accounts? If you're not familiar with it, check out [@BocaPolice](#). This badge indicates that Twitter has verified the account, demonstrating that Twitter personnel have established the authenticity of the organization or individual's identity. A verified account is a great tool for law enforcement and one of many ways to promote and protect your agency's brand and social media pages. So how do you go about getting your agency's account verified?

While there is no guaranteed process to get verified (this is determined on a case-by-case basis), Twitter has provided these tips to us:

- * Verification requests for law enforcement agencies should be sent to gov@twitter.com
- * The request must come from a .gov (or appropriate jurisdictional equivalent) e-mail address
- * The request must include the full name of the entity or agency the account represents, two contact names and .gov (or jurisdictional equivalent) e-mail addresses, and the URL of a .gov (or equivalent) Web page that references the account with a link or follow button
- * The account must be a [non-protected account](#) that is already tweeting
- * The account must have a complete profile, including real name, bio, photo, and a .gov (or equivalent) URL

Twitter may also request additional information. To learn more about verified accounts, visit the Twitter Help Center's verification FAQ [page](#).

Even if you have a verified account, it is important to periodically monitor for imposter accounts on Twitter and other social media platforms. If you find that someone has established a Twitter account in your name or that of your agency, you can report it [here](#). For a copy of Twitter's impersonation policy, click [here](#).



SHARE



COMMENTS (0)

POPULAR TAGS: [PRIVACY](#) [SAFETY](#) [AND SECURITY](#), [TWITTER](#)

Get verified

Twitter Verification for Law Enforcement Agency

Slater, Stephanie

To: gov@twitter.com

Cc: Slater, Stephanie; Katz, Jeffrey

We respectfully request that you verify @bbpd as the official Twitter page of the Boynton Beach Police Department (www.bbpd.org).

Stephanie Slater, Public Information Officer
Boynton Beach Police Department
100 E. Boynton Beach Blvd
Boynton Beach, FL 33435
(561) 742-6191 (office)
slaters@bbfl.us

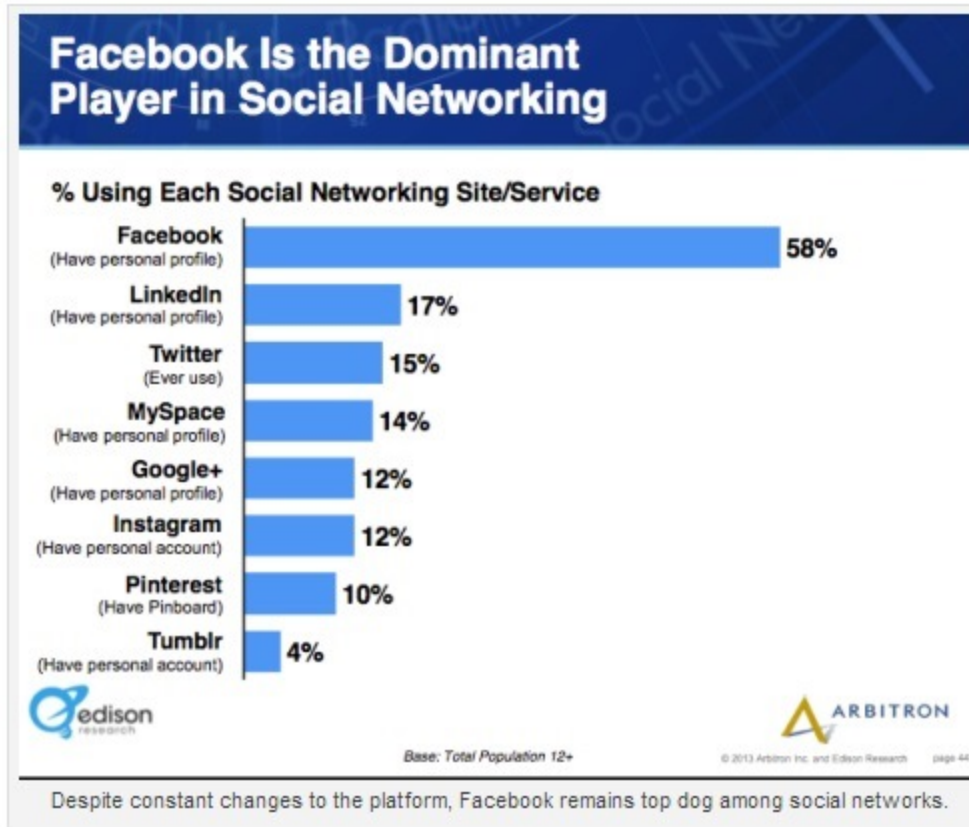
Lt. Jeff Katz
Boynton Beach Police Department
100 E. Boynton Beach Blvd
Boynton Beach, FL 33435
(561)-742-6194 (office)
katzj@bbfl.us

Facebook still dominates social media

#4: Facebook Is Still Dominant

Despite all of the changes that continue to take place on Facebook such as **Graph Search** and **hashtags**, the number of users on Facebook is rising, giving marketers opportunities to interact with audiences in innovative ways.

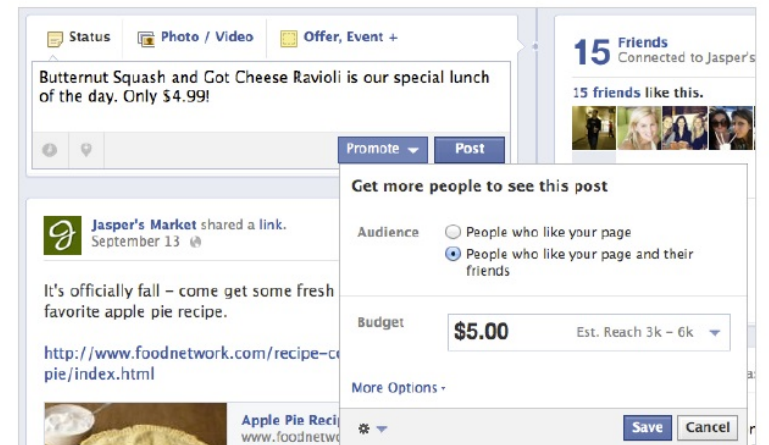
- According to a **January 2013 study** by **Edison Research**, number of Facebook users continues to rise.



Trends: Promoted posts, pages

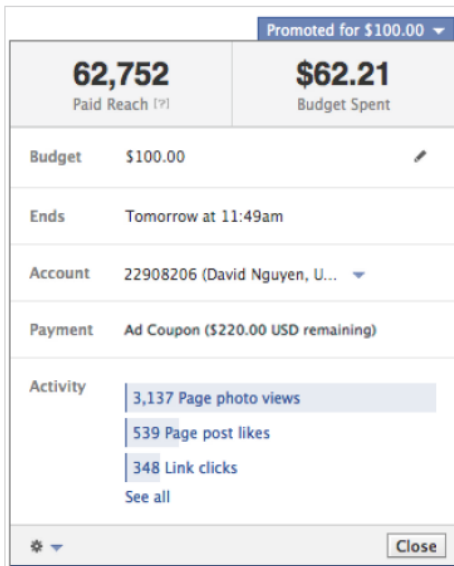
How to promote a post

1. **Create a new post or select an existing post on your Page.** Any post you've created after June 21, 2012 can be promoted, including status updates, photos, offers, videos, and questions.
2. **Select your budget from the Promote dropdown menu.** You can choose your budget based on how many people you would like to reach.



Trends: Promoted posts, pages

4. View the results of your promoted post in the drop-down from the “Promote” button at the bottom of the promoted post.



5. Learn what’s working with Page Insights. Pay attention to engagement metrics to learn which posts customers respond to best.



It's #TrafficTuesd questions. What

Like · Comment · Sha

👍 Ron Vie, Susan



Write a com



Joshua Wo
front of the l
opposing tra

Like · Reply ·



Boynt
McNevin

Like · 3



Write a



Wayne Lan

Like · Reply ·



Boynt
Day?

Like ·



Susan Graham If you find a animal in a hot car is it illegal to break the window to save its life?

Like · Reply · 21 hours ago via mobile



Boynton Beach Police Department The best advice we can give you on this is to immediately call 911 if you see an animal left alone in an unattended vehicle. It is unlawful to leave an animal in an unattended vehicle. If you go ahead and take the law into your own hands by breaking th... See More

Like · 20 hours ago



Write a reply...



Susan Graham I see alot of handicap parking being used by others that are not. Is there anything we can do? Maybe take photo as proof or something else?

Like · Reply · 21 hours ago via mobile



Boynton Beach Police Department Hi Susan: We cannot use a picture but you can always call police if you see a violation and we will send an officer out. We also have a very proactive parking enforcement unit who write thousands of tickets a year.

Like · 20 hours ago



Write a reply...



Ed A Bankos I see a lot of bicyclists riding on the wrong side of the road, riding thru stop signs and red lights, we have to inform them that the rules of the road apply to them also.

Unlike · Reply · 1 · 21 hours ago



Boynton Beach Police Department You're right Ed. Rules of the road apply to everyone!

Like · 21 hours ago



Write a reply...



Mark Gorman What can a citizen do concerning observing children not being buckled up or even seated while a car is moving? I worry about these kids and see this every day!

Like · Reply · 23 hours ago via mobile



Boynton Beach Police Department From Sgt. McNevin: If you see a child not belted in a vehicle, you can call your local police department's non-emergency number and report it. But it would have to be witnessed by a police officer for enforcement action to be taken.

Like · 21 hours ago

Engagement Matters

Best example: Brimfield (Ohio) Police Department

- 82,000 Facebook “Cousins”
- 11,000 residents of Brimfield Township
- Chief David Oliver writes daily “Rants and babble”
- Calls criminals Mopes; term embraced by followers who have come up with names of PD, including Mope Lodge, Mope-a-rita-ville, Center for Mope Studies, Mope-atraz, Mopetel 6.

Brimfield (Ohio) Police Department



Brimfield Police Department

August 9

I arrived to work this evening to an excellent birthday present. I walked into booking and was greeted by Officer Paul Gramlich (the Meth Whisperer). I saw two males in the holding cells and looked over at Officer Gramlich who replied....."I got you a meth lab for your birthday...."

Two in custody from a traffic stop on Cascades near Tallmadge and I-76. They are being charged with Possession of Meth, Assembly of the Chemicals to Manufacture and Possession of Criminal Tools. Neither subject is FROM here...nor will they be welcomed when coming back.

Great job to Officers Gramlich and Dinkelman and Sgt. McCarty.....Chief Oliver





Brimfield Police Department shared Lori Babcock-Wargo's photo.
August 13

I sort of see some similarities....This is the brand new donkey named "Chief Oliver"....We share the same birthday....I am honored to share a name with such a hard working critter.....Chief Oliver

The Chief and his mom got out of the birthing stall today to stretch their legs! We finally got a chance to take a good look at this little fellow and WOW! Looks like we've saved the best for last this year! This little guy is a real looker! Front, back, side and sideways.... he's got it ALL....and attitude??? Double WOW! Chief Oliver is a donkey with a mission! He gets his name honestly!



Brimfield Police Department
August 14

Good Morning, Cousins....

It's 52 degrees outside of Mope Ropers (thanks to LOTS of you for that one). Mother Nature continues to be a little moody in our region. We will be in the lower 70s today with sunshine. It sort of feels like fall....

We have no delays or incidents to report so far today. Let's be quite this morning, so our midnight shift workers can get some rest....

Some of you may have mistaken this page for a pro-drug or legalization landing spot. That's not us. This is a police department page. We do not like drugs. Yes, alcohol is legal... blah, blah, blah. Drugs are bad.

Today is NOT my birthday and I am thrilled. Otter Gras Week just plain wore me out.

Happy Birthday to Halle Berry. I wish Ms. Berry would stop calling me. She seems real nice, but I am married. It is tough being an Internet sensation, with stellar good looks and a manly physique. The Hollywood starlets call all of the time, wanting to "hang-out" and "go clubbing". Mrs. Chief keeps saying she will "rent the U-Haul." She is so nice and helpful.

Happy Birthday to Doc Holiday. He was a dentist, gunfighter and gambler. Val Kilmer is my favorite movie Doc Holiday. I would love to hang out with old west gunfighters, except for the whole regular bathing thing. Body odor makes me a little queasy.

Ways to get engaged...Images drive traffic



Boynton Beach Police Department
May 2

It is with great sadness that we announce the passing yesterday of retired BBPD K9 Uilly, ID 780. K-9 Uilly served as Officer Adams' partner from August 2001 - December 2007. During his tour, K9 Uilly was responsible for the apprehension of over a 100 criminals, including burglars, robbers and kidnappers. Those who knew K-9 Uilly knew him as a warrior and a hunter of those who preyed on the innocent and fled from justice. He will be missed and remembered for his dedication to the BBPD.

[Tag Photo](#) [Add Location](#) [Edit](#)

Like · Comment · Share · Edit

Pamela Rojas, Liana Miller, Paul Tronnes Zara Bezhanyan and 454 others like this.

135 shares

Debbie Graeve Lechleitner How sad, so sorry for your loss and RTP. Lilly you earned your permanent

Write a comment...

Seen by 18,088 people; shared 135 times; 457 likes; 80 comments

Infographics drive traffic



Boynton Beach Police Department

20 hours ago

Do you know the rules of the road when approaching a stopped school bus? Here's a refresher from the PBSO - Palm Beach County Sheriff's Office. #backtoschool

TO DO WHEN APPROACHING A STOPPED SCHOOL BUS

The infographic is divided into three vertical panels, each with a car icon representing the school bus and a 'STOP' sign.
1. **SINGLE-LANE:** Shows a two-lane road with a school bus stopped in the center. A car behind it is stopped, and a car in the opposite lane is also stopped. A 'STOP' sign is placed behind the bus.
2. **MULTI-LANE Paved Across:** Shows a multi-lane road with a school bus stopped in the center. Cars in both directions are stopped. A 'STOP' sign is placed behind the bus.
3. **DIVIDED HIGHWAY:** Shows a road with a median. A school bus is stopped. A 'CAUTION' sign is placed behind the bus. A '5ft' measurement is shown between the bus and the median. Text indicates that vehicles behind the bus must stop, while vehicles in the opposite direction can proceed with caution.

SINGLE-LANE:
Vehicles traveling in both directions MUST stop

MULTI-LANE Paved Across:
Vehicles traveling in both directions MUST stop

DIVIDED HIGHWAY:
Unpaved space (Min 5ft) OR any raised median/sp
Vehicles behind bus MUST stop
Vehicles traveling in the opposite direction proceed with caution

Passing a stopped school bus carries a fine of \$271 and a penalty of four points on your driver's license.

Like · Comment · Share

262

Kathy Karnes Wolf, Vulcan Security Systems, Inc., Patrick Wakefield and 27 others like this.

Top Comments ▾

In 24 hours: Seen by 19,024 people; shared 262 times

Controversy drives traffic



Boynton Beach Police Department

June 12

Football camp solicitors tried to solicit without a permit today in Boynton Beach. All 4 were issued a notice to appear in court for soliciting without a permit. ***If you're going to solicit in the City of Boynton Beach, a permit is required. You can obtain the permit at City Hall.***

Tag Photo

Add Location

Edit

Like · Comment · Share · Edit

Shucks Jones, Crystal Snyder, Rrpsi Firearms Robert Renault and 134 others like this.

43 shares



Boynton Beach Police Department They each received a notice to appear in court for soliciting without a permit.

Like · Reply · 13 · June 12 at 3:20pm



Beth Bernet Its not about hate Crystal George , its about getting a permit. And seriously I don't care what color they are , stay off the road ! Why do people have to bring race into it always ?



Write a comment...



Pat Stefanick Rowan I saw them yesterday on Boynton Beach Blvd around 5:30 pm

Like · Reply · 3 · June 12 at 3:20pm



Crystal George Hummmm I smell RACISM!! what about all the WHITE high school and college students standing in the middle of major intersections offering cars washes for 5-10 dollars...raising money for cheerleaders and etc!! These young men meant no harm in anyway,form or fashion their trying to raise money for a good cause obviously...I totally agree with above msg you all are HATERS!!!

Like · Reply · 8 · June 12 at 3:37pm



Bri MW At least they are offering something. The kids they stopped aren't offering any service at all! And you can report them when you see them. Nothing to do with race.

Like · 2 · June 12 at 4:52pm



Crystal George No nd for me to go bk n frth!! Like I said----->I SMELL RACISM!! NOW TRY CASHING THAT CHECK @BRI MW!! Now im gone! (Rolls eyes) Tuh!

Like · 3 · June 12 at 5:06pm



Grant Lanier Maybe the smell is coming from you... A permit is required for ANYONE soliciting in the City. There is no box that says "Race of solicitor". Besides these guys are not soliciting, they are stealing. 812.014Theft.—



Write a comment...



Boynton Beach Police Department Thank you to everyone who has commented and shared their opinion. We ask that you please refrain from using profanity on this page. You can certainly share your thoughts without using profane language. And if you can't, then please don't comment here. We have no problem hiding your comments from public view.

Like · Reply · 6 · June 13 at 8:38am



Grant Lanier Thank you!

Like · June 13 at 12:40pm



Write a reply...



David Malouff When you can't see beyond the facts, then we know where the racism really lies..

Unlike · Reply · 6 · June 12 at 5:42pm via mobile



Beth Bernet Who says they are actually raising money for a real cause? I had a group of kids come to my door during Spring Break , they said they were from a local middle school collecting money for cancer research only the kid had no other info to offer me and kept shaking a bucket at me to donate money. I declined and called the school who told me there was no such collection going on. The kids were just collecting money for their own pockets I'm sure. If someone really wants to start a real and true collection they won't mind the extra step of getting a permit.

Unlike · Reply · 5 · June 12 at 4:04pm via mobile



Write a comment...

Getting their opinion drives traffic

 **Boynton Beach Police Department**
April 25

NAME OUR NEW POLICE BOAT: Email idea to slaters@bbfl.us by May 20. Officers pick top 3. You vote on winner. Winner gets ride on new boat!

Like · Comment · @BBPD on Twitter

 Sharon Marchese Dismuke, Chad Martens, Tricia Borchardt and 6 others like this.

 View 4 more comments

 **Frank Esposito** i sent mine...and a good one too
Unlike · Reply ·  1 · April 25 at 4:44pm

 **Jamie Biasi** Sent you in 2 options 😊
Like · Reply · April 25 at 10:01pm

 Write a comment...

 **Boynton Beach Police Department** asked a question.
May 9

What should we name our new boat?

<input type="radio"/>	Law and Water	+23
<input type="radio"/>	Search and Seazure	+2
<input type="radio"/>	Seazed Assets	+36
<input type="radio"/>	Gift from the Seaze	+1
<input type="radio"/>	Rough Seaze	+1

Like · Comment · Share  4  20  2

3,154 people saw this post Boost Post ▾

Unveiling of Seized Assets

Updated about a month ago

BBPD unveiled its new boat, Seized Assets, at 10 a.m. this morning at Harvey Oyer Jr. Park in Boynton Beach.



My Police Department (MyPD) app



- Available for iPhone and Android
- Free download
- Engage community like never before





Boynton Beach Police Department



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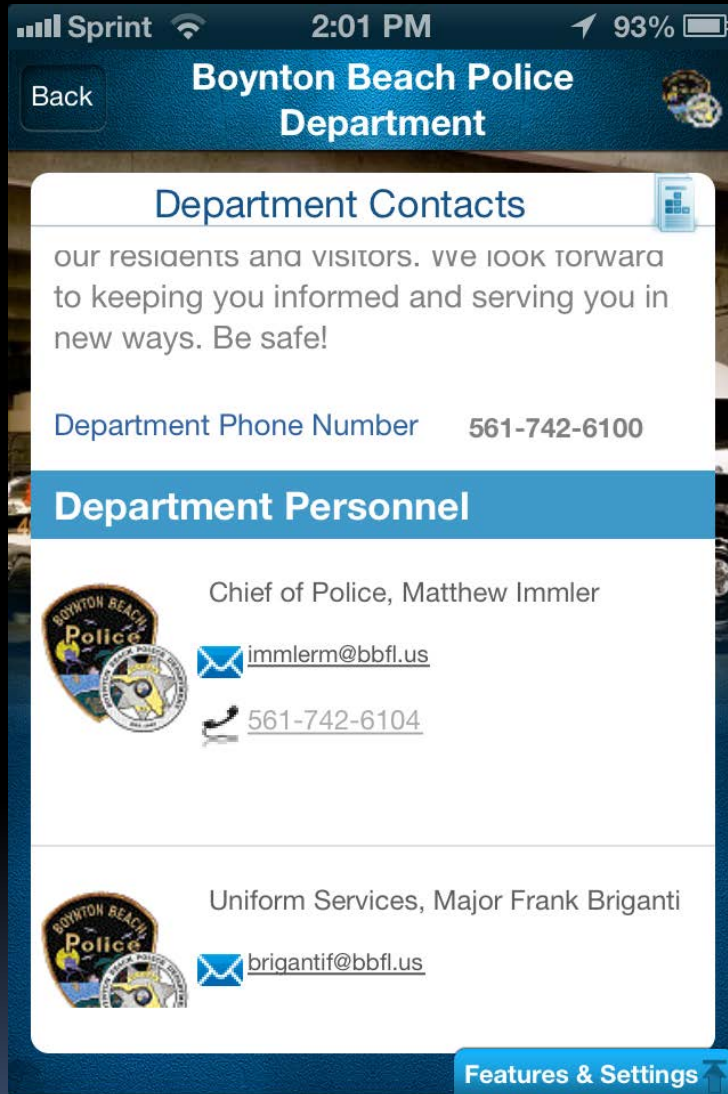
Commend an Officer >



Department Website >

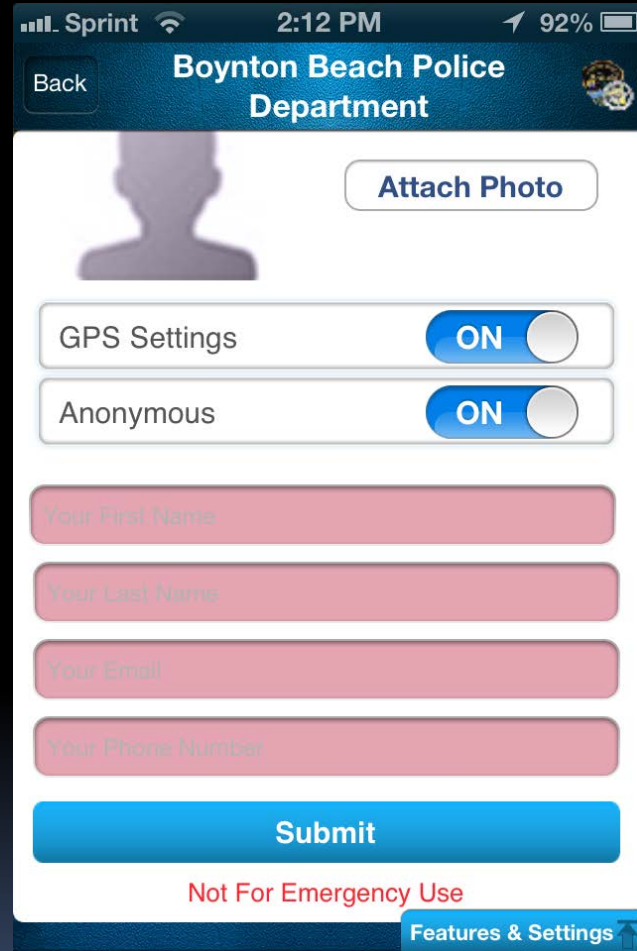
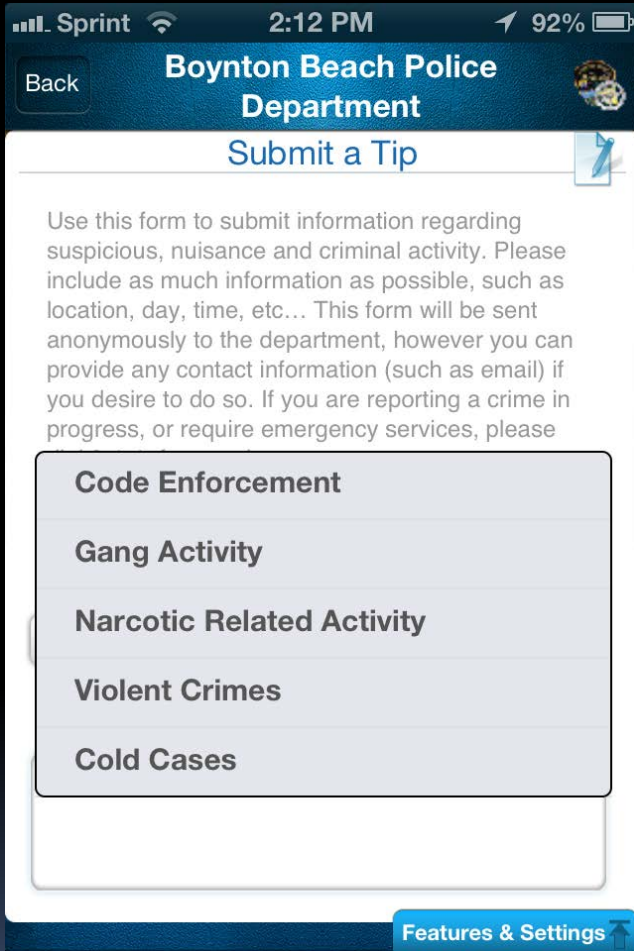
Features & Settings



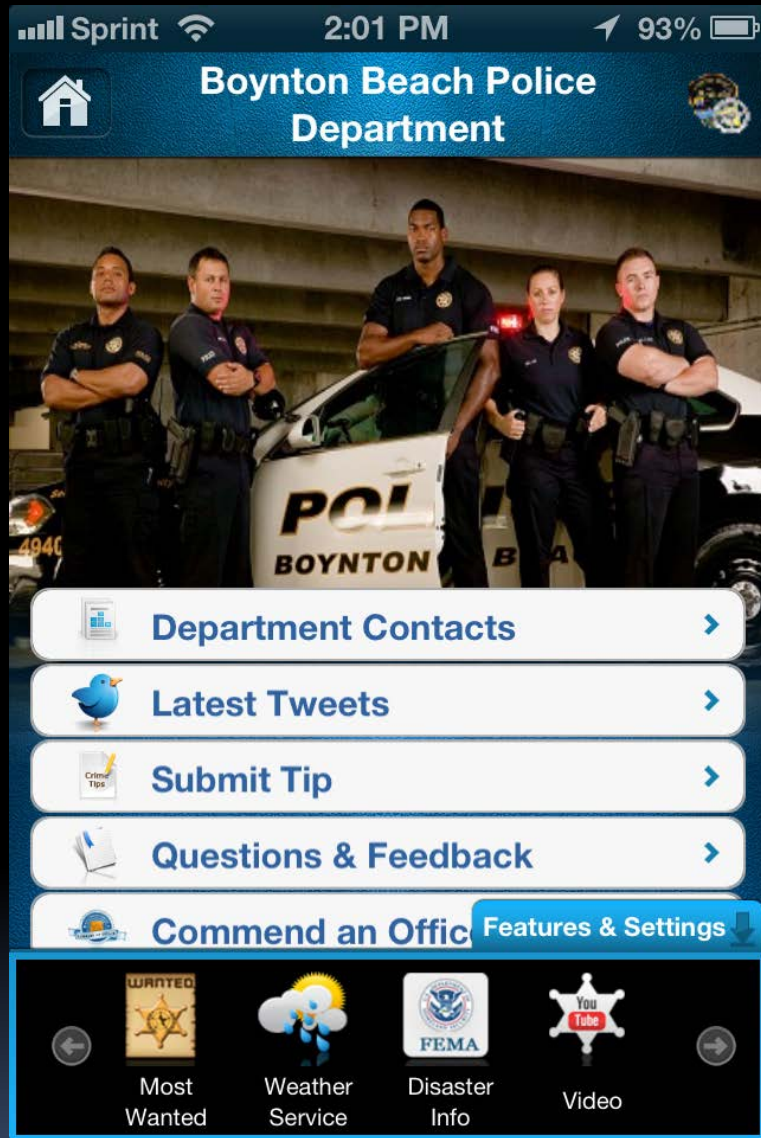


All numbers and emails are linked and are activated by touch





The Main menu and extra features are available to you in the bottom pop-up menu



You have a new message from MYPD - Commend an Officer

noreply@mypd.info

You forwarded this message on 6/18/2013 2:51 PM.

To: Police Lieutenants; Slater, Stephanie; Immler, Matt; Smith, Jaclyn

A user of your MY POLICE DEPARTMENT phone app has sent you the following message:

TOPIC: Commend an Officer

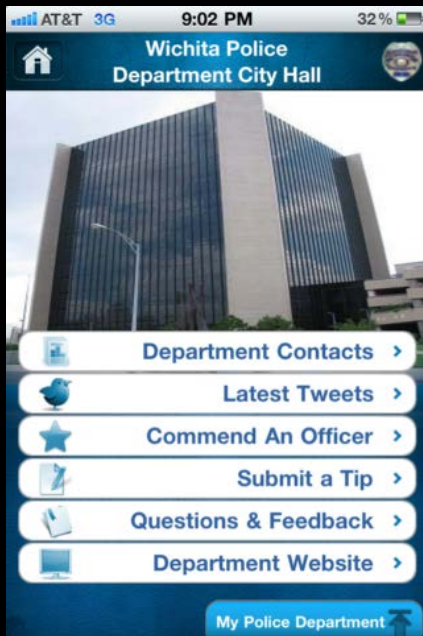
EMPLOYEE NAME: officer kimball

MESSAGE: Thank you soooo much for your help today! You answered all my questions! You are the best!!!p

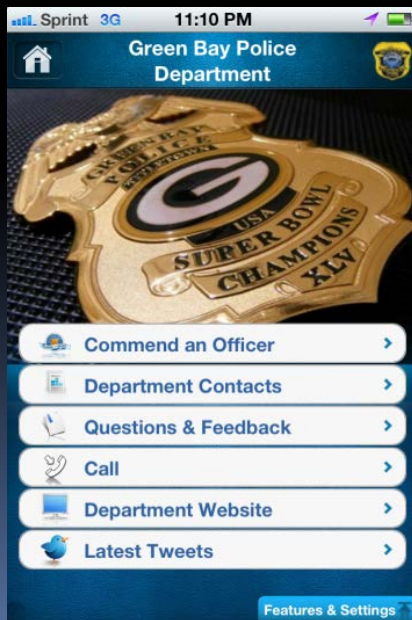
USERS FIRST NAME:

Location: ("885 Carlee Cir". "Bovnton Beach. FL 33426-2908". "United States")26.533645.-80.082285

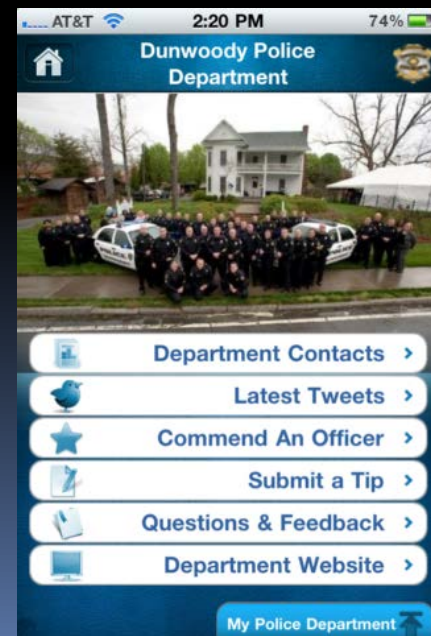




Other agencies from around the country are available to public by choosing to switch state and/or city.



As more departments continue to join the app becomes more useful for the user!



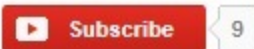
You are your own best marketing tool



Hillsboro Police Chief Recruiting Video



CityofHillsboroOR · 3 videos



18,010

The City of Hillsboro, Oregon opened recruitment for a new Police Chief on August 7. This video is part of the recruitment packet and accompanies a job description and a recruitment brochure which overviews the community, the City Government and Hillsboro Police Department.

<http://www.youtube.com/watch?v=0i7yjabtBs8#at=24>

Create catch phrases – Delray Beach Police Department



The video player shows a scene where a man in a black t-shirt with 'POLICE' and 'OFC. J. UGO' on it is talking to a police officer standing next to a white Delray Beach Police car. The car has 'DELRAY BEACH POLICE' written on the side. The video player interface includes a search bar at the top, a play button, a progress bar at 0:03 / 0:44, and various control icons.

Delray Beach Police Crime Prevention Rap

DelrayBeachPolice · 2 videos

1,489

Like 17

Like 11 Dislike 2

About Share Add to

<http://www.youtube.com/watch?v=hy0fZR5Tc0U>

If I was a bad guy – Tallahassee Police



- TPD produces series of crime prevention videos
- All done in-house with iPad, microphone and iMovie
- Produced more than 30 of these minute-long videos

<https://www.youtube.com/watch?v=4fm4kpeq8H0&list=UUJ76qqB6603PZxIeuks36Ig>

What else...

- **Instagram**
- **Ustream**
- **Vine**
- **Pinterest**
- **LinkedIn**

If at first you don't succeed, then
maybe you should do it
the way I told you to in
the beginning.



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561-436-4806
slaters@bbfl.us