



OPERATIONS ORDER

SUBJECT: **ESTABLISHMENT OF THE DIGITAL COMMUNICATIONS OFFICER**

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28

1. In order to assist precincts, police service areas, select bureaus, and commands with the continuing development and management of social media, the Department is establishing a digital communications officer. The Department has authorized and established Twitter accounts for all precincts and police service area commanding officers and some Department bureaus/commands, and is currently launching Facebook accounts in commands across the city.

2. Therefore, effective immediately, to establish the role and functions of members of the service who, in addition to their regularly assigned duties, manage a social media account and/or other associated digital communication functions within their respective precinct, police service area, select bureau, or command, the following Order will be complied with:

PURPOSE To assist with the continuing development and management of Department social media.

PROCEDURE When assigned duties relating to the continuing development and management of social media within a precinct, police service area, select bureau, or command:

COMMANDING OFFICER

1. Designate a member of the command who will function as the digital communications officer in addition to their regularly assigned duties (e.g., crime prevention officer, community affairs officer, command auxiliary police coordinator, etc.).
 - a. Additional or alternate personnel may be designated to ensure coverage during vacation, sick, etc. Personnel authorized to operate a command social media account must receive social media training from the Deputy Commissioner, Strategic Communications.

DIGITAL COMMUNICATIONS OFFICER

2. Operate all social media accounts (e.g., Facebook, Twitter, etc.) under direction of commanding officer.

NOTE *In general, only bureau chiefs, deputy commissioners, and commanding officers are authorized to establish a Department social media account. Exceptions will be made on a case-by-case basis, and only with the approval of the Deputy Commissioner, Strategic Communications. Commands are prohibited from hosting their own individual site. Unauthorized accounts will be ordered closed.*

3. Liaise and coordinate with the Deputy Commissioner, Strategic Communications concerning social media account establishment, maintenance, training, messaging, and support.

**DIGITAL
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4. Manage command social media profiles and update account information, as necessary.

NOTE

The Deputy Commissioner, Information Technology will ensure that digital communications officers are provided with social media access/permissions and Department smartphones equipped with the following applications: Twitter, Facebook, and Hootsuite. Additionally, photo/video editing software such as Phonto, Adobe Clip, etc., will be provided.

5. Ensure information concerning command is frequently updated on the Department's internal intranet and external website WWW.NYC.GOV/NYPD.
 - a. Coordinate and communicate with the Deputy Commissioner, Strategic Communications regarding all changes and/or updates.
6. Monitor command social media accounts at frequent intervals.
 - a. Be responsive to community concerns, questions, and issues raised on the command's social media platforms.
7. Coordinate with neighborhood coordination officers to gather information about community events and disseminate information on social media, as appropriate.
8. Develop innovative and informative social media messaging with the goal of cultivating public engagement.
9. Coordinate with members of the command regularly, and as appropriate, other authorized Department social media users in regards to posting relevant information and pictures of interest to social media accounts.
10. Liaise with traffic safety sergeant/officer and Traffic Management Center, and post road closures, detours, etc., when appropriate.
11. Confer with detective squad/investigative unit/crime analysis unit concerned to post requests for information, wanted/missing persons, and other relevant information affecting public safety, as directed by commanding officer.
12. Review and post Deputy Commissioner, Public Information's Requests for Media Attention, as appropriate, and as directed by the commanding officer.
13. Comply with P.G. 203-28, "Department Social Media Accounts and Policy," P.G. 207-21, "Allegations of Corruption and Other Misconduct Against Members of the Service" and Operations Order 9, series 2016, "Social Media Plan: Emergency Incidents."
14. Liaise with Crime Prevention Division on communications that promote crime prevention tips, public safety, and awareness.

**ADDITIONAL
DATA**

Social media is a viable tool for commanding officers to connect and engage with local businesses, residents, and other members of the community. It allows each command to promote awareness of important issues of mutual concern and to build, and maintain

**ADDITIONAL
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trust between the Department and the communities it serves. To that extent, the digital communications officer will confer with their commanding officer to ensure that the content posted is consistent with the command's objective in addressing community concern and promoting and maintaining good public relations. The final determination of the social media posts will rest with the commanding officer concerned. Commanding officers will be responsible for the content posted on the account.

**RELATED
PROCEDURES**

*Department Social Media Accounts and Policy (P.G. 203-28)
Allegations of Corruption and Other Misconduct Against Members of the Service (P.G. 207-21)
Social Media Plan: Emergency Incidents (Operations Order 9, series 2016)*

3. Commanding officers will ensure that the contents of this Order are brought to the attention of members of their commands.

BY DIRECTION OF THE POLICE COMMISSIONER

DISTRIBUTION

All Commands