Public Affairs Branch

Official Use of Social Media Policy

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1. INTRODUCTION

1.1 Social Media and the NSW Police Force

Social media sites such as Facebook, YouTube and Twitter are increasingly important public communication tools for the NSW Police Force. Social media gives the NSW Police Force the ability to deliver messages directly to the public, complementing the traditional media. It also allows for a two-way conversation with the community.

1.1.1 Defining Social Media

‘Social media’ is a broad term for applications or tools that enable the creation and exchange of user-generated content over the Internet. Social media occur in a variety of formats including chat rooms, weblogs, social blogs, wikis, microblogging, internet fora, podcasts, pictures, video, and rating and social bookmarking. Examples of social media include, but are not limited to Facebook, LinkedIn, MySpace, YouTube, Flickr and Twitter.

In this policy an ‘official’ police social media site is a site authorised and managed by the NSW Police Force to represent the agency, either from a statewide, Command/LAC or other perspective.

Official use of social media is any comment or posting that represents the position of the NSW Police Force, made by people who are authorised to do so.

A “personal’ social media site is a site owned by a NSW Police Force employee and used for personal or private interaction, with content that does not represent the NSW Police Force, a business, charity or other organisation.

1.2 Objectives and Scope

The NSW Police Force has two separate policies to assist in harnessing the benefits of social media while minimising the risks associated with the official and the personal use of social media.

1.2.1 Official Use

This document applies to:

- the official and overt use of social media sites by NSW Police Force employees to engage with the public or communicate internally to achieve work related goals
- all official NSW Police Force social media sites created to engage with the public.
The policy *does not apply* to the use or creation of social media sites for other police or law enforcement purposes (for example, investigative or intelligence purposes).

This document sets policy on:

- the creation, management, assessment and decommissioning of official NSW Police Force social media sites
- the standards required of employees who officially represent the NSW Police Force on both official police and non-police social media sites
- the standards required of members of the public who wish to contribute to official NSW Police Force social media sites.

Guidelines or standard operating procedures for the operation of Eyewatch sites may also be produced by the Eyewatch Team.

### 1.2.2 Personal Use

A separate policy sets out standards that must be followed when NSW Police Force employees use social media in a *private* capacity. The policy also provides guidelines to help employees protect their safety, privacy and career. The *Personal Use of Social Media Policy and Guidelines* is located on the Intranet under Policy>Corporate.

### 1.2.3 Compliance

All employees are required to comply with this policy. This policy also applies to Volunteers in Policing. Breaches of the *Official Use of Social Media Policy* may result in managerial action, including withdrawal of the right to represent the NSW Police Force online, loss of confidence or dismissal, and/or criminal or civil sanctions.

This policy should be read in conjunction with the *Media Policy* and the *Code of Conduct and Ethics*.

## 2. APPROVAL OF OFFICIAL POLICE SITES

### 2.1 Proposals for Creating Social Media Sites

Accessing social media is one option available for increased communication between the NSW Police Force and the public.

Proposals for significant new social media projects or platforms must be approved by the:

- Command’s manager/commander, and the
- relevant Assistant Commissioner/Director or equivalent, and the
- Chair or Deputy Chair of the Social Media Strategic Committee.
If a major new program has effects beyond a single Command to have statewide implications, such as Eyewatch, then the approval of the relevant Deputy Commissioner is also required.

All proposals for significant social media activities must include the following details:

- the objectives of the activity (how it will benefit the NSW Police Force)
- the target audience
- the type of social media tool chosen (Facebook, Twitter, YouTube etc)
- what type of content is proposed and in what kinds of media (text, video, images, audio) to attract the target audience. Provide examples of the types of information to be posted to the site/activity
- how end users (e.g. members of the public) will be able to contribute to the site, if relevant
- risks which have been identified in running this site, and how the risks will be mitigated
- The cost of the proposal to the NSW Police Force. If costs for setting up and ongoing management cannot be met from current budgets, what is the extra funding source and has the funding been approved
- which positions and persons will be responsible for the:
  - implementation and management of the activity including performance of the site or activity against its objectives
  - administering and moderating the activity (to enable ongoing moderation)
  - providing content (to enable the regular updating of content)
  - records management in accordance with the *State Records Act 1998*
  - evaluation and reporting - How will the activity be measured against its objectives. What methods, qualitative and/or quantitative, will be used to assess performance? When will the evaluation occur?

Proposals for the creation of social media platforms for commands and business units other than Local Area Commands (for example, Specialist Operations commands, individual police stations and sites for special events) require approval as set out in this section. Social media platforms for Local Area Commands must be approved in accordance with procedures set by the Eyewatch Team.

### 3. REPRESENTING THE POLICE FORCE ONLINE

#### 3.1 Rules for Representing

Staff authorised to officially represent the NSW Police Force on a social media site or activity must:

- be competent in the area of expertise they will be posting on
- understand the requirements on the public release of information set out in the *Media Policy* and the *Code of Conduct and Ethics*
- understand the requirements on representing the NSW Police Force set out in this section (section 3) of the policy.
3.1.1 Rules for Representing Online

If authorised to add or amend content on any official NSW Police Force social media site, or if authorised to comment online on non-police social media sites on behalf of the NSW Police Force, employees are required to:

- ensure that any content they publish is factually accurate and complies with relevant NSW Police Force policies, particularly those relating to confidentiality and disclosure (for example the Media Policy and the Code of Conduct and Ethics).
- ensure they are not the first to make a police announcement unless they have the authority in accordance with the Media Policy for releasing information to the public. Authorisation requirements for releasing information to social media are the same as those for traditional media, as set out in the Media Policy. For example, police employees may answer questions to explain police policy in social media just as they do face to face in public, but only the senior executive or corporate spokespersons can publicly comment on whether police policies and procedures need changing or replacing.
- not commit the NSW Police Force or the Government to any action or initiative unless they have authority to do so
- not disclose confidential information unless required by their duties and allowed by NSW Police Force policy
- not disclose other people’s personal information in social media sites unless it can be justified on the grounds that the information is being published for legitimate operational and/or law enforcement functions, in accordance with Section 6 of the Police Act 1990 and the Media Policy. Any other disclosure may be a breach of the Privacy and Personal Information Protection Act 1998 and/or Health Records and Information Privacy Act 2002
- offer advice, support or comment on topics that fall within their area of responsibility or expertise within the NSW Police Force. For other matters, obtain advice from or refer to the relevant topic expert or corporate spokesperson, or refer the issue to the more appropriate agency, e.g. NSW Health or the RTA
- not make comments that would bring the NSW Police Force into disrepute or embarrass the agency
- use profile images and photographs that uphold the values and good reputation of the NSW Police Force. Cartoons or other images unrelated to policing must not be used to represent a police employee
- not criticise the decisions, policies or practices of Parliament, Government, Courts, the NSW Police Force, or other departments
- not give a personal political view, such as advocating or criticising the policies or promotional activities of political parties
- not publish material likely to result in criminal penalty or civil liability
- not make comments or online actions (such as a Facebook ‘like’) that would imply commercial endorsement of an organisation, product, service or activity. Non commercial endorsement can be made of an activity or event organised by a government agency, not for profit community organisation or charity.

1 The authority to publicly comment on police matters is set out in the Media Policy at Schedule 1: Authority to release information, and sections 3 to 7.

2 See the Endorsement Policy, Public Affairs, 2009, for details, including the definition of commercial endorsement.
be polite and respectful of all individuals and communities online, even in times of heated discussion and debate
not use antagonistic, insensitive, inflammatory, condescending, discriminatory or other socially offensive language.
respect the laws covering copyright, privacy, libel, defamation and the protection of intellectual property
where practical, obtain the permission of colleagues before writing about or posting images of them (especially if the image was not taken in a public place)
not post images or otherwise identify undercover or surveillance operatives, or other persons with suppressed identities.

Check with the Digital Media Unit, Corporate Communications Unit (E/N: 53692) or the Eyewatch Team, Operational Programs (0408 250 695) in the first instance if uncertain about what can be reproduced or disclosed on social media sites.

3.1.2 Postings – Assessing the Risk

Inappropriate or inaccurate comments or photographs on official police social media sites are a risk to both the police employee and the NSW Police Force. Staff authorised to post onto police or other sites must assess the risk, including any security risk or perceived endorsement issues, involved in publishing information on a social media site before posting. Once posted online, information can be reproduced and saved, even if deleted.

The key rule for assessing content before posting is that an official police site or activity should not contain anything that the authorised officer would be uncomfortable with if published in a newspaper, or if said in public by a Police Officer in full uniform.

If in doubt about the content of a proposed post, do not post it, or seek advice or supervisor approval before posting.

3.1.3 Authorisation to Represent Online

The requirements on authorisation for employees to release information to non-police social media sites are the same as those for traditional media, and are set out in the Media Policy. Authorisation requirements for employees to represent the NSW Police Force on command social media sites are found at section 6.1.1 of this policy. Authorisation to represent on corporate sites is set out at section 8.1.3.

3.1.4 Professional Networking Sites

Social Media sites such as LinkedIn provide employees with the opportunity to professionally network and share best practice information. While profiles on professional social networking sites are usually made as private citizens, personnel who identify themselves as police employees and are commenting on matters
relating to policing are commenting in an official, not a private capacity\(^3\) and so must comply with section 3 of this policy.

Certain employees (for example Inspectors and above) are authorised by the Media Policy to speak to the media on certain topics. Employees who identify themselves as police employees who are not authorised by the Media Policy to release information to the public, must obtain authorisation from their commander (Superintendent or equivalent) before sharing information on LinkedIn or other professional social networking sites.

For example:

- an Inspector in Newcastle would be authorised to comment on LinkedIn about local licensing initiatives that have reduced crime in their area
- an Officer in Charge of an investigation, with appropriate authority could comment on their case within the limits set by the Media Policy
- with the authority of their commander, a Forensic Services Group scientist, Office of the General Counsel lawyer or a Financial Services accountant could share non-confidential information or advice with colleagues in other agencies or jurisdictions relating to best practice, policy or legislation.

Personnel who do not identify themselves as police employees are commenting in a private capacity and so must comply with section 2.1.3 of the Personal Use of Social Media Policy.

### 4. CONTENT

#### 4.1 Content Management

**4.1.1 Postings**

To keep a site interesting for the public, try to post regularly, focusing on issues of relevance today or on events coming up soon. Where possible, mix up posts to provide varied content i.e. an appeal for information followed by a crime prevention tip. If postings are not sufficiently regular, users will become frustrated with the lack of service, plus social media providers can reclaim accounts inactive for over six months.

Try to make posts that are easy to like, share or comment on, to enable users to spread police information into the community, for example by providing options to post links to Twitter or Facebook. Other NSW Police Force social media sites can be monitored for information relevant to your audience, which can then be shared to your site.

Posts must be consistent with the corporate view. If in doubt, check with the relevant expert command or corporate spokesperson.

\(^3\) See section 2.1.2 of the Personal Use of Social Media Policy, Public Affair Branch 2011
4.1.2 Responding to Questions

Many questions can be answered with information already approved and available on government websites.

In responding to questions consider providing a link or explaining where readers can find more information on the NSW Police Force or other government agency website. For example, for questions regarding legislation, a link could be provided to the appropriate section of the Act on the Legislation NSW website (www.legislation.nsw.gov.au). This option enables the reader to seek out further information, as well as helping to avoid inconsistencies between the answer given and government policy and legislation.

4.1.3 Photographs and Images

Policy on the types of photographic images that can be published on official NSW Police Force social media sites for operational purposes is set out in section 6 of the Media Policy.

If posting a photograph of a Wanted Person, Person of Interest or Missing Person, monitor the post carefully to ensure that comments do not contain information that may be defamatory or prejudicial to any future court matters. It is also vital that the image and text be urgently removed (e.g., from the Facebook Wall, Notes archive and photo gallery) if the POI is arrested or charged, or the warrant is withdrawn or suspended. Once a Missing Person is found, consider whether the photograph should be quickly removed (for privacy) or temporarily retained to publicise the good news.

The NSW Police Force like the media may photograph or video people in a public place for non-law enforcement purposes, such as at Chinese New Year celebrations, and publish them. To avoid any unnecessary offence or distress, consider enquiring with the people as to whether they have any objection to publication on a police social media site.

If considering publishing images of people not taken in a public place for non-law enforcement purposes, where practical get the permission of the people photographed (including NSW Police Force employees) before posting the image.

If the photograph was not taken by a police or government employee then the photographer’s permission will also be needed as they own the copyright (see section 4.1.7).

4.1.4 Appealing for Information and Reporting Crime

When appealing for information, encourage the public to report their information directly to a police station or Crime Stoppers (e.g. telephone 1800 333 000 or online via https://www.police.nsw.gov.au/crime_report) not to the social media site. Advise members of the public not to post information about a potential POI, tip offs or details of a crime to a social media site such as a Facebook Wall. Posting such information onto a Police social media site could be prejudicial, defamatory or incorrect. There is
also the risk that the information posted may not be attended to immediately, or be overlooked, which could have serious consequences. Moderators need to be alert to postings about crime.

Members of the public will from time to time post information or tip offs about a crime or POI. When this occurs it is important to capture the information (screen grab) for future reference and/or use for evidentiary/intelligence purposes. Next hide or restrict the information from public view and if this cannot be achieved, delete the information from the site. Make an appropriate record of the hiding or removal of the information (for example record in an official Police notebook or duty book).

Promptly forward the copied information to the appropriate Command or personnel for follow up, and encourage the author to contact police directly with any further information. Police officers should attempt to contact the author to establish the validity of the information, the identity of the author and the occurrence of any offence, similar to responding to information received via a telephone at the Police Station.

Police officers investigating social media posts who want information from social media carriers are advised to contact Information Services, Operational Information Agency, or visit the following iASK Support intranet site: Organisation Units > Specialist Operations > Operational Communications & Information Command > Operational Information Agency > iASK Support.

4.1.5 Advertising and Sponsorship

While the NSW Police Force cannot control advertising that is placed around our social media sites, advertising or sponsorship is not permitted on NSW Police Force social media sites. The NSW Police Force does not sponsor or endorse products or services from an external person or organisation.

A company or individual sponsors of an approved police activity or program may be acknowledged on a police social media site. The level of acknowledgment must be commensurate with the value of the sponsorship, as specified in the Sponsorship Policy. Any reference to a sponsor should acknowledge the sponsor without endorsing the sponsor or any product.

While a sponsor’s name may be acknowledged, any link to a sponsor’s internet or social media site must be carefully managed to ensure there is no overt or implied police sponsorship or endorsement of the sponsor.

4.1.6 Defamation: Postings and Links

To avoid defamation claims, care must be taken to check all facts before releasing them to the media, including social media. Do not post or re-post false accusations or information based on rumour or confidential sources about a person or business. See section 5.2 of the Media Policy for details.
If the NSW Police Force provides a link on a social media site to material that is known to be or suspected of being defamatory, the NSW Police Force may be held liable for re-publication of the material.

4.1.7 Copyright and Disclaimer

There may be licensing or copyright issues that either prevent the posting of external copyrighted material onto the social media site, or require payment of a licence fee or royalties to do so.

The NSW Police Force must ensure that any materials published on official social media sites that are not the property of the NSW Police Force or a NSW State Government department do not infringe any third party intellectual property rights, including copyright in relation to text, music, images or videos, and trade marks.

Commands must comply with any intellectual property right requirements placed on external material before they post it onto their social media site. Site owners are responsible for any intellectual property breaches on their social media site. If in doubt seek legal advice from the Office of the General Counsel.

All NSW Police Force social media sites must carry the official Copyright and Disclaimer on their home page via a link to the Copyright and Disclaimer found on the NSW Police Force Internet site.

4.1.8 External Links

The NSW Police Force must be careful when considering whether to ‘like’ or provide a link to an external site. Other sites often carry different, even conflicting advice which has the potential to cause embarrassment to the NSW Police Force. This is particularly the case with private sector organisations whose operations, standards and attitudes may not reflect those of the NSW Police Force. Links to non-government websites also need to avoid any implication of police endorsement or sponsorship.

To avoid placing external copyrighted material on a NSW Police Force social media site, a reference or a link can be provided to where that material is hosted (unless such links are prohibited).

Any links provided to another site must be closely monitored as part of the moderation process (see section 5) and the links removed or amended as appropriate.
5. MODERATION OF POLICE SITES

5.1 The Moderator

5.1.1 Discriminatory, Defamatory or Offensive Public Comments

Social media sites inevitably attract comments that are offensive, inappropriate or irrelevant.

The NSW Police Force may be legally liable for defamatory postings on its social media sites where:

- a person has requested the removal of a defamatory comment, or the NSW Police Force ‘turns a blind eye’ to a defamatory comment on its site
- the NSW Police Force has the technical ability to remove the comment; and
- the defamatory matter is not removed as soon as reasonably possible.

In August 2012 the Advertising Standards Board ruled that offensive comments made on Smirnoff’s Facebook page were the responsibility of the company. This precedent makes it clear that organisations with Facebook pages must accept their duty of care in removing offensive posts from their page.

Failure to remove racially offensive or other discriminating comments may contravene Commonwealth anti-discrimination and racial discrimination legislation.

Where a person alleges that a comment is defamatory, discriminatory or offensive and requests its removal, the NSW Police Force must, as soon as reasonably possible, review and if necessary remove the comment.

Members of the public may also post information about crime on social media sites. Failure to process and respond to this information in a timely manner could have serious consequences. Failure to act when bound by a duty of care is also negligence.

5.1.2 The Role of Moderators

All official NSW Police Force social media sites that seek public comments online must have moderators (also known as administrators) appointed to review comments either before or soon after they are posted. The moderator’s role is to ensure that online postings placed on official NSW Police Force social media sites are relevant, non-threatening, respectful of the views of other contributors, and are not insulting, obscene, prejudicial or defamatory.

Moderators must regularly review their social media site or activity to remove any postings that do not comply with these requirements, as set out in the Acceptable Use Standards below. A number of moderators may be appointed to ensure that postings are regularly reviewed so that as soon as is practical, inappropriate posts are quickly removed.
In reviewing online postings:

- the moderation process must assess all content on official NSW Police Force social media sites, whether posted by NSW Police Force representatives or by members of the public
- the moderation process must be sensitive to the diversity of Australian public opinion and avoid any perception of discrimination or censorship
- the moderation process must be objective and impartial. Content that is positive or negative and in context is acceptable. Content that is insulting, obscene, offensive, discriminatory, denigrating, prejudicial or defamatory etc., must be removed
- for more serious or repeated breaches of the Acceptable Use Standards the moderator can ban members of the public from the Police social media site
- when appropriate, the moderator can inform posters of why a post has been rejected and give them an opportunity to resubmit an edited version.

Guidelines to assist with moderating social media sites are found at Appendix 1.

5.1.3 Administrative Settings

Some social media sites contain administrative functions or tools that can be purchased, which can assist moderation. For example, some settings can hide from public view, limit or highlight defamatory, discriminatory, or offensive comments. Other filters can enable the creation of key word lists to auto-hide, flag or highlight words or phrases (see Facebook’s ‘moderation blocklist’).

In setting automatic restrictions, take care to ensure that the restrictions do not unnecessarily limit the ability of the social media site to fulfil its objectives.

5.2 Complaints

Posts made to NSW Police Force social media sites by members of the public will from time to time contain negative comments. When reviewing negative postings, administrators and moderators of police social media sites must identify when a criticism may constitute a complaint.

In responding, do not be defensive or take negative comments personally. Remain friendly and courteous. Consider the issue before responding. Do not speak on behalf of another Command or on topics outside your expertise without first seeking advice and authorisation. Do not criticise NSW Police Force or Government policies.

5.2.1 Issues – Quick Resolution

Some issues can be resolved immediately by providing non-confidential information that explains why an event occurred as it did. For example, a criticism of police officers driving while using a mobile phone can be resolved by explaining that police are exempt from the prohibition. A LAC moderator may be able to resolve a complaint that local police took three hours to attend to a car doing burnouts, by explaining that police were instead responding to a major fatal accident.
A collection of generic answers to frequently asked questions or commonly discussed topics can be kept to help in these situations. LAC moderators can also contact the Police Media Unit on E/N 45101 for holding statements or media releases on particular cases.

5.2.2 Issues – Possible Complaints

If a concern cannot be quickly resolved by the provision of information, administrators and moderators should contact the author and advise them of the option to make a formal complaint via the following link:

http://www.police.nsw.gov.au/services/additional_services/complain_about_a_police_officer

The formal application format will:

- help ensure sufficient information is provided to enable the complaint to be assessed
- emphasise the consequences of making a false complaint, and
- start an auditable trail independent of the Command, to assist with corruption resistance.

If the topic of the possible complaint appears to be of a serious nature, administrators and moderators should also capture the post and:

- if it relates to the moderator’s own Command or its staff, refer it to the Commander, Professional Standards Manager or nominated Triage Officer for information, informing the officer that the author has been advised of the option to make a formal complaint
- if it relates to another Command or its staff, refer it to that Command’s Commander or Professional Standards Manager for information, informing them that the author has been advised of the option to make a formal complaint
- if it relates to the Commander of a unit, such as LAC Superintendent, refer it to that Commander’s supervisor (such as the Region Commander) or to the Professional Standards Command.

5.2.3 Conflict of Interest

If the potential complaint creates a conflict of interest with the administrator or moderator who receives the posting, then the posting must be forwarded to the moderator’s supervisor for processing. (For example, the complaint could be about the moderator or administrator, a close friend, or an incident the moderator is connected with.)

The administrator or moderator must advise their supervisor in writing of the conflict and cooperate in any further measures needed to avoid or manage the conflict, to protect the integrity of the employee and the NSW Police Force.
5.3 Acceptable Use Standards

The *Acceptable Use Standards* set rules that must be followed by members of the public when they contribute to police social media sites.

The *Acceptable Use Standards* help to create an environment where community members can contribute their views to assist the NSW Police Force or improve police policy or services, without fear of abuse or harassment or exposure to offensive or otherwise inappropriate content. The standards also protect the NSW Police Force from legal liability.

All official NSW Police Force social media sites that seek public comments online must have the following *Acceptable Use Standards* displayed on the site:

*When contributing your views to this forum, please ensure that you:*

- protect your personal privacy and that of others by not including any unnecessarily personal information in your posts to the forum, (such as names, email addresses, private addresses or phone numbers)
- report information about crime or persons of interest directly to Crime Stoppers or a police station, not to this site
- post material to the forum that is relevant to the issues currently being discussed
- represent your own views and not impersonate or falsely represent any other person or organisation
- do not post material or use language that is obscene, offensive, indecent, pornographic, insulting, provocative, or harass, intimidate or threaten others
- do not use language that incites hatred based on race, gender, religion, nationality, sexuality or other personal characteristic
- do not post material that encourages behaviour that may constitute a criminal offence or create a civil liability, or otherwise violate a law
- do not post or upload any content that is unlawful, is in contempt of court or breaches a court injunction, or may defame, libel or discriminate against others
- do not post material that is prejudicial or pre-judges a person who has been arrested and charged, but who has not yet had the opportunity of defending themselves in court
- do not post material to the forum that infringes copyright, trademark or other intellectual property rights
- do not post multiple versions of the same view to the forum (spam)
- do not promote commercial interests in your posts to the forum; and
- do not include internet addresses or links to non-government department websites, or any email addresses, in your contribution.\(^4\)

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\(^4\) Includes information from circular 2008/8: Interim protocols for online media participation Australian Public Service (APS Commission) 2008, annexure B.
Postings which breach the Acceptable Use Standards may be deleted or the author banned from this site. In extreme case breaches may result in criminal or civil sanctions.

6. COMMAND SOCIAL MEDIA SITES

6.1 Management of Command Sites

The Commander/Director/Manager of a Command which hosts a Command social media site, is responsible for ensuring processes are in place for creating, managing, publishing, updating, moderating, evaluating and decommissioning the site. For example, the Superintendent of a Local Area Command is ultimately responsible for the operation and content of that LAC’s Facebook site.

The Commander/Director/Manager may delegate this responsibility as deemed appropriate to other officers in the Command. Roles that may be delegated include responsibility for:

- implementation and management of the activity, including performance against the objectives
- administration or moderation of the activity or site
- approval of employees to provide content to the activity or site
- records management of the site in accordance with the State Records Act 1998 and related policies (see section 8.1.5 on archiving).

6.1.1 Authorisation to Represent on Command Sites

Several authorised contributors should be appointed to ensure that postings are regularly made or updated throughout the day.

NSW Police Force employees at the rank of Assistant Commissioner/Director or equivalent and above, plus Corporate Spokespersons, are authorised to represent the NSW Police Force on official NSW Police Force social media sites.

For all other NSW Police Force employees, the hosting Command’s Commander/Director/Manager, or delegate, is responsible for granting approval to post information to that Command’s activity or site. For example, a LAC Superintendent can grant approval for staff in his/her command, or members of other commands such as the Eyewatch Team or Corporate Communications Unit.

Staff given approval to post to a Command social media site must comply with the requirements on representing the NSW Police Force set out at section 3 of this policy.

Authorisation to post information may be time limited or revoked at any time by the hosting Command’s Commander/Director/Manager or delegate.
6.1.2 Site Monitoring and Review

A major challenge for any site is keeping the information accurate, up to date, and moderated. Out of date and/or inappropriate content presents a considerable risk to the NSW Police Force. It is therefore vital that content is regularly reviewed.

The Commander/Director/Manager or delegate is responsible for ensuring the content of their site is regularly reviewed, updated and moderated to ensure the currency, accuracy and appropriateness of content and contact details.

6.1.3 Assistance

The Corporate Communication Unit, Public Affairs Branch, and the Eyewatch Team can support Commands with their social media sites by:

- assisting in setting up the site
- providing training to nominated administrators
- providing ongoing telephone support.

The Corporate Communication Unit will from time to time monitor the content of Command sites to:

- proactively contact the site administrator to offer assistance
- help ensure the messages being conveyed are consistent with corporate priorities, policies and decisions
- help ensure adherence to the Official Use of Social Media Policy.

The Corporate Communications Unit can advise and assist, or if required, direct Commands to modify or remove social media content that contravenes NSW Police Force policies such as the Official Use of Social Media Policy, the Media Policy, the Sponsorship Policy, the Endorsement Policy and the Code of Conduct and Ethics.

7. CONTENT OF COMMAND SITES

7.1 Command Specific Content

Command sites should contain sufficient identifiable local content relating to the functions, expertise or geographic location of their Command, to distinguish them from Statewide sites which primarily focus on corporate matters.

A Local Area Command site might, for example, include information about local crime, a local event, or a major traffic accident in a neighbouring LAC that would impact on local residents. State wide or NSW Police Force wide information of local interest or with local application could also be posted, such as information about the Royal Easter show or Police Careers Day, or supporting White Ribbon Day to combat domestic violence. Local Area Commands could also post a localised version of a major corporate initiative or announcement.
Where possible, post information that is immediately relevant to the local community or a specific target audience. For example, ask the public to report information about a crime via Crime Stoppers, or provide crime prevention advice that is applicable to the average person.

All information published must be consistent with the content restrictions set out in this policy (especially section 3) and the Media Policy.

Consult with relevant commands or subject experts if information to be posted on a Command site will directly impact on those other areas.

### 7.2 Suggested Topics

To assist employees in identifying appropriate content for posting to their Command social media sites, the following topics are recommended.

#### 7.2.1 Crimes

Suggested crime related topics include:

- successes - good arrests by the host Command, or related arrests of local interest by other sections of the NSW Police Force or other law enforcement agencies
- local crime hotspots and what police are doing to address these locations
- warnings of possible criminal or suspicious behaviour (e.g. stalkers or bag snatchers).

Only crime statistics provided by the NSW Bureau of Crime Statistics and Research (BOCSAR) can be used. See section 3.2.6 of the Media Policy for details.

#### 7.2.2 Appeals

Direct requests for information from the general public or a specific group, including:

- keep a look out for
- can you help us?
- missing persons and property
- cold case appeals relevant to the local area or Command
- persons of interest
- witnesses.

Moderators should encourage people to share appeals and urgent posts, such as for a Concern for Child Alert.

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5 See section 4.1.3 and 4.1.4 of this policy and section 6 of the NSW Police Force Media Policy.
6 See sections 4.1.3 of this policy and section 6 of the NSW Police Force Media Policy.
7 Sections 4.1.3 of this policy and section 6 of the NSW Police Force Media Policy.
Templates to use when appealing for information are found at appendix 2. Encourage the public to report directly to Crime Stoppers or a police station, not to the social media site (see section 4.1.4).

7.2.3 General Emergencies

Provide information on emergencies that could impact on members of the local community. For example, provide information on local floods, bushfires, power blackouts, road closures or delays. Provide warnings, relevant contact numbers for further information such as triple zero (000), and suggestions or information that may help residents make decisions that will assist them to manage or avoid the problems associated with such incidents.

7.2.4 Major Emergencies and Incidents

During major incidents and emergencies, the statewide social media sites are the designated sources of official police emergency management information. The information posted to these sites during major emergencies will be authorised by the State Emergency Operations Controller (SEOCON) in most instances.

To ensure a consistent message during major emergencies, command social media sites wishing to post on the situation are to:

- encourage the public to go to the Police Force statewide social media sites for information, and/or
- rebroadcast information from the Police Force statewide social media sites.

Local Area Commands within the affected area may provide additional finer details on their social media sites on local arrangements such as road closures, evacuation centres etc., to provide localised information for residents or people passing though the area. However, any information provided must be consistent with, and must not contradict, SEOCON approved messages on corporate sites.

7.2.5 Corporate Information

Media releases issued by the Police Media Unit, and information on the NSW Police Force internet site that relate to the local community or specialist command functions are options for selecting content for Command social media sites. These two sources offer the advantage of containing information that is already corporately endorsed for public distribution.

7.2.6 Safety and Security

Proactive safety and security messages, consistent with the position of the Corporate Spokesperson, if relevant:

- community safety — promoting responsible behaviour in connection with alcohol, road safety, school safety, outdoor venues and licensed premises (parks, beaches, pubs and clubs)
- crime prevention — personal security, home security, vehicle security, business security and fraud prevention.
7.2.7 Command or Corporate Campaigns

Promote relevant campaigns that are being run by individual Commands or the organisation such as Police Career Day, Operation Unite, traffic operations such as Operation Safe Arrival, campaigns on mobile phones and driving, or missing persons. Also encourage people to consider a career in the NSW Police Force.

7.2.8 Events and Community Programs

Provide information on significant events that could impact on the local community such as music festivals, sporting and community events. Provide advice on potential traffic issues, crowd management, crime prevention and safety. Major events include:

- seasonal issues and events such as summer and beach safety, New Years Eve and ANZAC Day
- promotion of events organised by the host Command or the NSW Police Force, such as a shopping centre exhibit or station open day, or Police Careers Day
- promotion of community programs such as PCYC, Blue Light Discos, Neighbourhood Watch
- promotion of the NSW Police Force or Command stand at events such as a local show or the Sydney Easter Show, V8 or Police Expo
- Community Safety Precinct Committee Meetings - upcoming meetings and the outcomes from previous meetings.

7.2.9 Cross Promotion

Cross promote relevant content or messages from other government departments such as the:

- Bureau of Meteorology
- SCAMwatch
- Live Traffic NSW
- Roads and Maritime Services
- other State or Federal government agencies.

7.2.10 General Interest

- Good work by members of the Command or NSW Police Force in raising money for a charity.
- Sporting success by a Command member or team.
- A historical topic involving police such as a local police station turning 50 years old.
- Awards given to police or emergency service employees or members of the public (e.g. local recipients of bravery awards)
- Information that reflects well on the local community and could help improve perceptions on crime, such as a lost wallet being handed in to a police station.
8. MANAGEMENT OF STATEWIDE SITES

8.1 Statewide Site Management

The Public Affairs Branch is responsible for official statewide NSW Police Force social media sites set up for disseminating information to, or requesting information from, the public.

The Manager, Corporate Communications Unit, Public Affairs Branch, is responsible for ensuring processes are in place for establishing, managing, publishing, updating, moderating, evaluating and decommissioning statewide social media sites. The Manager, Corporate Communications Unit may delegate these responsibilities as deemed appropriate to other officers.

The Corporate Communications Unit is also responsible archiving relevant material from the sites, consistent with the State Records Act 1998.

8.1.1 Administrators

Administration of statewide sites should where possible be undertaken by employees who are already competent users of the social medium the activity will operate within (Facebook, Twitter, YouTube etc).

8.1.2 Content on Statewide Social Media Sites

Official postings to the NSW Police Force statewide social media sites are primarily the responsibility of the Public Affairs Branch; in particular the Digital Media Unit, Corporate Communications Unit and the Police Media Unit. Public Affairs staff may also liaise with subject experts, corporate spokespersons or Commands to obtain information for posting, or to answer questions or clarify information posted by members of the public.

Content for statewide social media sites is subject to the requirements of this policy, the Media Policy and the Code of Conduct and Ethics.

8.1.3 Authorisation to Represent on Statewide and External Sites

NSW Police Force employees at the rank of Assistant Commissioner/Director or equivalent and above, plus Corporate Spokespersons, are authorised to represent the NSW Police Force on official NSW Police Force social media sites.

For all other employees, submissions seeking to represent the agency on official NSW Police Force statewide sites must be submitted via the chain of command and must as a minimum be approved by:

- the employee’s manager/commander (at Superintendent or Clerk Grade 11/12 level or above), and
- the Manager, Corporate Communications Unit, Public Affairs Branch.
Staff given approval to post to a Statewide Command social media site must comply with the requirements on representing the NSW Police Force set out at section 3 of this policy.

Authorisation may be time limited or revoked at any time by the Manager, Corporate Communications Unit.

### 8.1.4 Statewide Site Moderating and Review

Moderators must ensure that postings are regularly reviewed so that as soon as is practical, potentially offensive or defamatory posts are removed, out of date posts are removed or updated, and any crime reported is appropriately processed.

The Digital Media Unit, Corporate Communications Unit, or delegate, moderates the NSW Police Force statewide YouTube, Facebook and Twitter sites during business hours. After hours these sites are moderated by the Police Media Unit and, as required, by the Manager, Corporate Communications Unit and the on-call Senior Public Affairs Branch officer.

### 8.1.5 Archiving

The Corporate Communications Unit currently uses two free tools to capture and archive social media data – Twilerts (for Twitter) and Hyperalerts (for Facebook). Consultation is occurring with the State Records Authority to establish best practice and ensure compliance with the State Records Act 1998.

### 9. EVALUATION & DECOMMISSIONING OF OFFICIAL SITES

#### 9.1 Assessing Effectiveness

##### 9.1.1 On-going Evaluation

An evaluation of official NSW Police Force social media sites should be conducted every six months to ensure the sites continue to be relevant to the mission of the NSW Police Force, and are achieving the set objectives.

The evaluation of social media sites should include analysis of benchmarks which may include the following:

- success or failure measured against the agreed objectives of the site
- the effectiveness of the administrators and moderators in managing the site
- number of unique visits to the site
- feedback from users – positive comments and complaints, problems or other negative experiences, especially feedback that demonstrates whether the site or activity was successful or not in meeting the objectives
- opportunities for further development or enhancements.
An official Police Force social media site will typically seek to achieve one or more of the following:

- **Awareness** - increase public awareness of the NSW Police Force and events or incidents in the community
- **Engagement** - foster community engagement with the agency
- **Influence** - influence community opinion and behaviour
- **Action** - mobilise the public to take action (e.g. reporting crime and assisting police).

The Digital Media Unit, Corporate Communications Unit, Public Affairs Branch (E/N: 53692 or E/N: 45416) or the Eyewatch Team, Operational Programs (0408 250 695) can assist with identifying appropriate tools to enable Commands to measure and analyse their social media site or activity.

### 9.2 Closing Down a Site or Activity

When decommissioning any official NSW Police Force social media site or activity, consideration should be given to:

- reviewing which threads or comments should or should not and can or cannot be deleted
- managing the content and links to any other websites
- addressing any licences or contracts associated with the site
- migrating any necessary content to other sites
- ensuring that users are advised of the closure of the site or activity
- complying with records management policies and processes
- undertaking account closure processes.

### 10. RELATED POLICIES

#### 10.1 NSW Police Force Policies

Police policies related to this policy are set out below:

- **Code of Conduct and Ethics** (Standards of Professional Conduct Booklet) Professional Standards, 2009
- **Procedures for Managing Conflicts of Interest**, Professional Standards, 2012
- **Email and Internet Policy**, Professional Standards, 2009
- **Endorsement Policy**, Public Affairs, 2009
- **Internet Content Policy**, Public Affairs/BTS, 2011

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8 Information on possible measurements for assessing the typical four aims is also found at [Department of Health Social Media Action Plan Part 2: Staff Tool Kit](#), Victorian Department of Health, 2010 p.27-29, and NSW Government Advertising Guidelines, 2011, Appendix p.13

Other documents related to this policy are set out below:

- Circular 2008/8: Interim protocols for online media participation, Australian Public Service Commission, 2008
- Department of Health Social Media Action Plan Part 2: Staff Tool Kit, Victorian Department of Health, 2010
- Designing Social Media Policy for Government: Eight Essential Elements, University of Albany, 2010
- Internet-Intranet Usage Policy, Museum of Applied Arts and Sciences, 2010
- Official use of social media guideline, Queensland Government, 2010
- Social Media Model Guidelines, appendix to the NSW Government Advertising Guidelines, Department of Services, Technology & Administration for NSW Government, 2011
- Social Media - Telstra’s 3 Rs of Social Media Engagement, Telstra, Public Policy and Communications, Telstra Corporation Limited

Title: Official Use of Social Media Policy
Subject: Policy and Procedures
Command responsible: Public Affairs Branch
Available to: All NSW Police Force employees
Authorisation: Commissioner of Police
Publication date: October 2013
Current version number: 2
Review date: December 2014

MODIFICATION HISTORY

<table>
<thead>
<tr>
<th>Version approval date</th>
<th>Summary of changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2011</td>
<td>New Policy</td>
</tr>
<tr>
<td>September 2013</td>
<td>Policy reviewed and updated</td>
</tr>
</tbody>
</table>

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# Appendix 1: Moderator’s Guide

<table>
<thead>
<tr>
<th>Issue</th>
<th>Recommended Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Text of Posts</strong></td>
<td></td>
</tr>
<tr>
<td>Spelling errors and typos</td>
<td>Leave as is. Delete if errors make the text unreadable.</td>
</tr>
<tr>
<td>Grammatical or typographical errors as well as spelling mistakes.</td>
<td></td>
</tr>
<tr>
<td>Incorrect business or place names</td>
<td>Leave as is. Delete if errors make the text unreadable.</td>
</tr>
<tr>
<td>Incorrect spelling of the name of a location or person.</td>
<td></td>
</tr>
<tr>
<td>Nonsense</td>
<td>Delete.</td>
</tr>
<tr>
<td>Material that cannot be understood or is deemed unrelated to the blog.</td>
<td></td>
</tr>
<tr>
<td>Obscene language</td>
<td>Low-level swearing or slang: leave.</td>
</tr>
<tr>
<td>Swearing within the text or a video either through the use of audio or video overlay.</td>
<td>Many sites and services offer a customisable list of terms that are not permitted. Delete what cannot be blocked.</td>
</tr>
<tr>
<td>Obscene posts or username</td>
<td>Delete.</td>
</tr>
<tr>
<td>Material which is offensive, indecent or pornographic, including any material of a sexual nature.</td>
<td>For serious cases, ban user account and report to channel e.g. Facebook.</td>
</tr>
<tr>
<td>Foreign language</td>
<td>Translate to assess content, if practical Delete.</td>
</tr>
<tr>
<td>Comments posted in foreign languages.</td>
<td></td>
</tr>
<tr>
<td>Partial breaches of the guide</td>
<td>Assess context. For all other breaches, delete comment with email, including a copy of the original comment.</td>
</tr>
<tr>
<td>One element of a comment breaches the moderators guide, but the rest is okay e.g. text is okay but not video.</td>
<td></td>
</tr>
<tr>
<td>Confidentiality</td>
<td></td>
</tr>
<tr>
<td>Confidential information</td>
<td>Screen capture and then delete confidential information.</td>
</tr>
<tr>
<td>Secret or confidential information including personal information or addresses.</td>
<td>Members of the public will from time to time post confidential information about a POI or details of a crime to a social media site. When this occurs capture the information, remove it from the site, forward it to the appropriate Command or personnel in a timely manner, and encourage the author to contact police directly (via a police station or Crime Stoppers) with any further information.</td>
</tr>
</tbody>
</table>

---

| Government information | Delete.  
Information owned or held by a government department that has not been officially released to the public.  
For persistent cases, ban user account. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Links, Advertising and Spam</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Advertising  
Blatant or suspected stealth advertising—  
Posts with a self-interest in advertising a service or business. | Blatant but referring to an event - Publish.  
Blatant but no event – Delete.  For persistent cases, ban user account.  
Suspected stealth advertising – seek the advice of a supervisor.  
If there is a strong enough reason to suspect it is stealth advertising, delete with a message such as: “This post appears to be advertising a service or business.” Ensure that a copy of the original comment is attached to the message. |
| Spam  
The abuse of the forum through unsolicited bulk messaging. | Delete.  For persistent cases, ban user account.  
If you judge that the poster does not have a legitimate reason to be on the site (e.g. they are an overseas spammer), ban immediately. |
| Duplication  
More than one copy of the same post. | Delete. |
| Web links (URLs) | Delete with standard email.  
Determine if the link should be included on site. |
| Links  
Including links to material the moderator considers unsuitable e.g. pornography or sites in poor taste. | Delete.  
For serious cases, ban user account and report to channel i.e. Facebook. |
| **Harassment and Offensive Behaviours** |  |
| Aggressive or harassing posts  
Harassment is unwanted conduct (including insults and ‘jokes’) affecting the dignity of another, including written attacks on another person.  
Such conduct could relate to gender, race, nationality, sexual orientation, religion, disability or other similarly sensitive issues. | Screen capture and then delete.  
Ban user account. |
| Offensive posts  
Posts considered to be personally offensive to a reader. | Screen capture and then delete.  
Issue warning.  
For serious cases, ban user account. |
| Negative posts  
Posts which are critical and in context but not defamatory. | Allow. |
<table>
<thead>
<tr>
<th>Misleading Comments, Defamation and Slander</th>
<th>Allow. Use editor’s comment to correct unless the post breaches another major rule. For serious cases, delete and ban user account.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misleading comments</td>
<td>Posts which either knowingly or unknowingly provide misleading information.</td>
</tr>
<tr>
<td>Defamation or otherwise legally suspect material</td>
<td>Posts that adversely affect the reputation of a clearly identifiable person, company or organisation. Incitement - any posting which seeks to influence another to the commission of a criminal offence. Postings that may infringe any of the laws governing copyright or intellectual property.</td>
</tr>
<tr>
<td>Contempt of Court</td>
<td>This is an issue that may be hard to identify. Screen capture and then delete if identified. Provide copy to appropriate command as relevant. For serious cases, ban user account.</td>
</tr>
<tr>
<td>Prejudicial comments</td>
<td>Comments that 'pre-judges' someone before they have had the right to defend their charges at a fair trial. For example, “throw the book at them, throw away the key, hope they rot in jail, what an idiot, they should be ashamed” etc are prejudicial.</td>
</tr>
<tr>
<td>Impersonation</td>
<td>This is an issue that may be hard for a moderator to identify. Screen capture and then delete if identified. Ban the user account. Impersonation of others should be a zero-tolerance offence.</td>
</tr>
<tr>
<td>Risk to safety</td>
<td>Material that describes or encourages activities that could endanger the safety or well-being of others. Delete post and ban the user account. Provide copy to appropriate command as relevant. This should be a zero-tolerance offence.</td>
</tr>
<tr>
<td>Complaints</td>
<td>Some issues can be resolved by providing the author with non-confidential information that explains why an event occurred as it did. If a concern cannot be quickly resolved by the provision of information, contact the author and advise them of the option to make a formal complaint via the NSWPF Internet site so that the matter can be officially assessed and investigated.</td>
</tr>
</tbody>
</table>

Complaints
A negative comment that appears to be an actual complaint, particularly if against a specific NSW Police Force employee or action.
<table>
<thead>
<tr>
<th>Other Issues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Conflicts with Policy</strong></td>
<td>Delete.</td>
</tr>
<tr>
<td>Content conflicts or is otherwise incompatible</td>
<td>For serious cases, ban user account.</td>
</tr>
<tr>
<td>with any New South Wales Police or NSW Government policy.</td>
<td></td>
</tr>
<tr>
<td><strong>HTML</strong></td>
<td>Delete.</td>
</tr>
<tr>
<td>Mark up affecting the look of the comment.</td>
<td></td>
</tr>
<tr>
<td><strong>Typing in ALL CAPITAL LETTERS</strong></td>
<td>Short post: Approve, email user asking them to use mixed case in the future.</td>
</tr>
<tr>
<td></td>
<td>Long post or subsequent occasions: delete with email, inviting user to resubmit as an appropriately formatted post.</td>
</tr>
<tr>
<td><strong>Financial information</strong></td>
<td>Delete.</td>
</tr>
<tr>
<td>Posts containing financial information, share</td>
<td>May also be suspected stealth advertising, see ‘Advertising’ above.</td>
</tr>
<tr>
<td>tips, etc.</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 2: Appeals for Public Assistance Templates

Police appeal for information following <offence> – <Suburb>

Issued at <time>, <date> 2011

Police are appealing for public assistance following the <offence> in <location>. – Mention the offence and location.

About <time>, <date>, <brief description of offence> – In this paragraph outline the time, date, and the address (not the street number).

Initial reports received by police indicate that <further details of offence>. – Give more information about the offence, what happened, but keep the description of the offence broad, without specific details. See sections 4.1 and 5.1 of the Media Policy.

Police were notified and officers from <LAC> attended. A crime scene has been established and enquiries into the incident are continuing. – Include the LAC investigating the incident.

Police are appealing for anyone who witnessed the incident, or who may have any information about suspicious activity in the area at the time, to come forward.

The first man is described as being of <ethnicity>, about <height> tall, of <build> build with <colour, length of hair> hair. – Description of the offender including, ethnicity, height, size, build, and hair colour/description. See section 8 of the Media Policy.

At the time he was wearing <description of clothing>.

Repeat the above for each offender.

Anyone with information is urged to contact <LAC> Police on xxxx or Crime Stoppers on 1800 333 000.
Police appeal for information following armed robbery – Penrith (offence and suburb)

Issued at 4.00 pm, 10 September 2011

Police are appealing for public assistance following the armed robbery of a hotel in Sydney’s west last night. – Mention the offence and location.

About 9pm on Thursday 9 September 2011, two men entered the hotel on George Street, Penrith, and threatened a number of employees with a firearm. – In this paragraph outline the time, date, and the address (not the street number).

Police have been told the men demanded money before fleeing with a sum of cash and other items. – Give more information on the offence, what happened, but keep the description of the offence broad, without specific details. See Media Policy section 4.1

No one was injured during the incident. – Broadly describe injuries if any occurred.

Police were notified and officers attached to Penrith LAC attended, established a crime scene and canvassed the area. – Include the LAC investigating the incident.

Police are appealing for anyone who witnessed the incident or any suspicious activity to come forward.

The first man is described as being of Caucasian appearance, about 180cm tall, of heavy build with short black hair and a moustache. – Description of the offender including, ethnicity, height, size, build, and hair colour/description. See section 8 of the Media Policy. At the time he was wearing jeans, a black jumper and white shoes. – If given, include details of clothing etc.

Repeat the above for each offender.

Anyone with information is urged to contact Penrith Police on xxxx or Crime Stoppers on 1800 333 000.

****************************************
Issued by NSW Police Force Media Unit (02) 8263 6100
Authorised by Xxxx, Xxxx LAC
Police seek missing person – Tweed Heads

Tuesday, 15 November 2011 10:04:29 AM

Police are seeking public assistance to locate a woman missing from a Caravan Park in Tweed Heads since Friday - Mention the event and location.

70 year old Carol Anderson left the caravan park on Dry Dock Road at about 1.40pm on Friday 11 November 2011. She was last seen walking toward Fraser Drive and has not been seen since. – In this paragraph give more information about the event, and outline the time, date, and the address (not the street number).

Carol Anderson is described as of Caucasian appearance, 160cm tall, of a medium build, with brown/grey collar length hair. She was last seen wearing a long white dress with shoe string straps. - Describe the missing person including, ethnicity, height, size, build, and hair colour/description. See section 8 of the Media Policy.

Police have concerns for her welfare due to her age and the amount of time she has been missing.

Anyone with information about Carol Anderson’s whereabouts should contact < local LAC > or Crime Stoppers on 1800 333 000.

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

Issued by NSW Police XXXXX  Unit (02) 8263 6100
Authorised by Xxxx, Xxxx LAC
Man/woman sought on arrest warrant/s – Region

Issued at <time>, <date>

Police are appealing for public assistance to locate a <man/woman> wanted by virtue of arrest warrants.

<Date>, <age>, is wanted on a <type of warrant> warrant.

He/she is wanted in relation to the alleged <offence>. - When issuing a release for a person wanted via an arrest warrant, the description of the offence should be broad, with no specific detail i.e. ‘the man/woman is wanted in relation to an alleged armed robbery at Greystanes in 2008.’

Police have received information that he/she could be in the <region/suburb> area.

<Surname> is described as being of <ethnicity> appearance with a <thin/solid etc> build, <colour> hair and <colour> eyes. Describe the missing person, see section 8 of the Media Policy.

Anyone who sees him/her or knows of his/her whereabouts should not approach him/her but contact police via Triple Zero (000) or Crime Stoppers on 1800 333 000.

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

Issued by NSW Police XXXXX Unit (02) 8263 6100
Authorised by Xxxx, Xxxx LAC
Police appeal for information following motorcycle crash - Leppington

Thursday, 10 November 2011 01:46:16 PM

Police are appealing for information after a motorcycle crash in Sydney’s south west.

- Mention the event and location.

About 6.15pm yesterday (Wednesday 9 November 2011) a 22 year old man rode a blue Kawasaki motorcycle south along Cowpasture Road, Leppington, when it left the road near the intersection of Camden Valley Way. – In this paragraph give more information about the event, and outline the time and date, the address (not the street number).

The 22-year-old rider was thrown from the bike and suffered critical injuries to his head, chest, back and abdomen. - Broadly describe injuries if relevant.

He was treated by Ambulance Paramedics before being taken to Liverpool Hospital, where he remains in a serious condition.

Police from Green Valley attended the scene and are investigating the circumstances surrounding the incident. - Include the local LAC investigating the incident.

Anyone who witnessed the incident or the events leading up to the incident, is urged to contact Green Valley Police or Crime Stoppers on 1800 333 000.

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

Issued by NSW Police XXXXX Unit (02) 8263 6100
Authorised by Xxxx, Xxxx LAC
Police Release CCTV images following taxi robbery

Issued at 3.15pm, Monday 24 October 2011

Police have released CCTV images of a man they wish to speak to in relation to the robbery of a taxi driver last month. When a media release is accompanied by a photo or CCTV image, do not attribute blame or guilt in the release to the person depicted in the images. See section 6 of the Media Policy.

Between 9.10pm and 9.15pm on Saturday 10 September 2011, a man entered a taxi on Casula Road, Casula, and directed the taxi driver to Acacia Avenue at Prestons. In this paragraph outline the time, date, and the address (not the street number).

Once at the location the man produced a knife and threatened the driver, before obtaining an amount of cash and running from the location. Give more information on the offence, what happened, but keep the description of the offence broad, without specific details. See sections 4.1 and 5.1 of the Media Policy.

The taxi driver alerted police to the incident a short time later.

Following investigations, police from < local LAC > have obtained images of a man who they believe may be able to assist with their enquiries. Include the LAC investigating the incident.

The man is described as being of Mediterranean/Middle Eastern appearance, about 25-years-old, 170cm tall of medium build with a short, closely trimmed beard. Description of POI including, ethnicity, height, size, build, and hair colour/description. See section 8 of the Media Policy.
Police are investigating whether this incident might be related to a number of other robberies in the area.

Liverpool Acting Crime Manager, Detective Inspector Paul Smith, said “We have concerns that this might happen again and we need the community’s help to stop it,”

“We believe the person pictured may be able to assist police with their enquiries and provide information in relation to the investigation. We are asking that the community take some time to look at the images.” - Do not attribute blame or guilt to the person of interest depicted in the images.

Anyone with information about the incident, or who has information about the identity and whereabouts of the man depicted in the video, is urged to contact Liverpool Detectives or Crime Stoppers on 1800 333 000.

Information can be supplied anonymously and will be dealt with in strict confidence.

Issued by NSW Police Force Media Unit (02) 8263 6100
Authorised by Detective Inspector Smith, Acting Crime Manager Liverpool LAC