



**Social media is free at the point of entry,  
but beyond that it is a serious business...**

**James Leavesley**  
**CEO CrowdControlHQ**



# James Leavesley CEO CrowdControlHQ



Essex County  
Fire & Rescue Service

serco



Mercedes-Benz



**DERBYSHIRE**  
County Council  
Improving life for local people

  
**SAINT-GOBAIN**

 **Experian™**



Leicestershire  
**Police**  
Protecting our communities



  
**MERSEYSIDE**  
**POLICE**

 **ARRIVA**

 **Sytner**

**B**  
THE BANNATYNE GROUP

# Overview

- Why is social media so important?
- What is the role of social media in emergency services?
- Is it just another communications channel?
- Can it be used to deliver against strategic objectives?
- Can I manage the risks associated with social media?



# GMP 24 hour tweet-a-thon



**GMP Day 2014**

@GMPDay14\_2



call 2179 grandma calling to report grandchildren misbehaving  
and not doing their homework [#Oldham](#) [#GMP24](#)

10:16 PM - Oct 14, 2014

♡ 90 💬 266 people are talking about this



**2,626  
Calls**



**Social media is free at the point of entry, but beyond that it is a serious business...**

## Create an account

It's free and always will be.



Birthday

[Why do I need to provide my date of birth?](#)



Female



Male



By clicking Create Account, you agree to our [Terms](#) and confirm that you have read our [Data Policy](#), including our [Cookie Use Policy](#). You may receive SMS message notifications from Facebook and can opt out at any time.

**Create Account**

30%



would not contact emergency  
service sites through any other  
channel



>50%

comes in outside  
of office hours



11.2m

website clicks  
generated from  
social media



Influencer  
marketing started  
to surge



2/3's of  
consumers prefer  
video under 60  
seconds



We expect



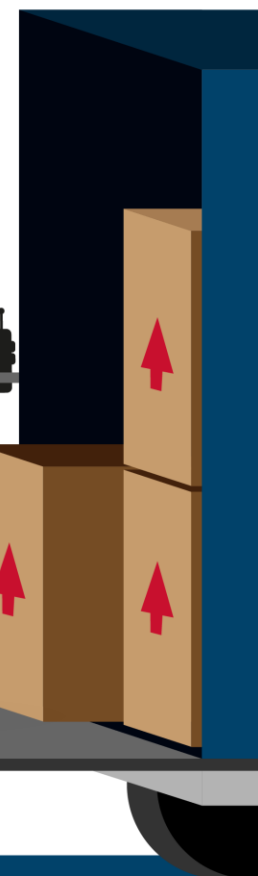
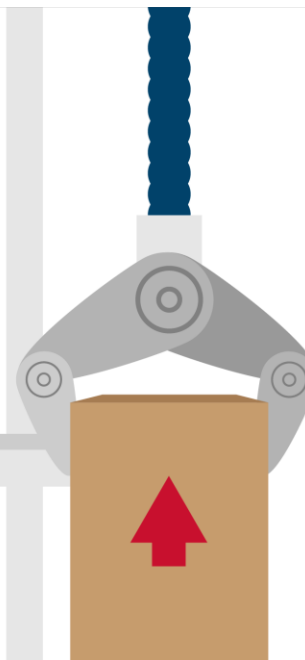
82% of Twitter  
users watch video  
content on the  
platform



42m  
users



166k  
engagements &  
6.6m views







“30% of people said that they would not have contacted the force on any other channel.”

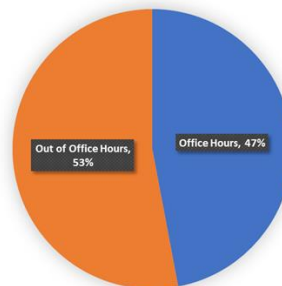


# Integrating social media into the control room

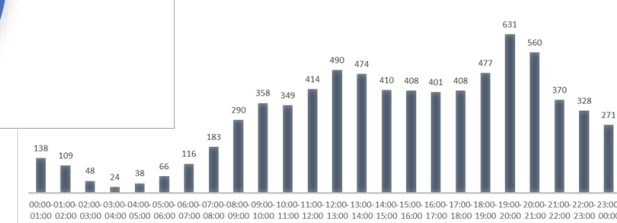


Leicestershire  
**Police**  
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INBOUND ACTIVITY



VOLUME OF INBOUND CONTENT



- Delays in response times
- Communications team not trained to handle emergency
- The *Social Postman*

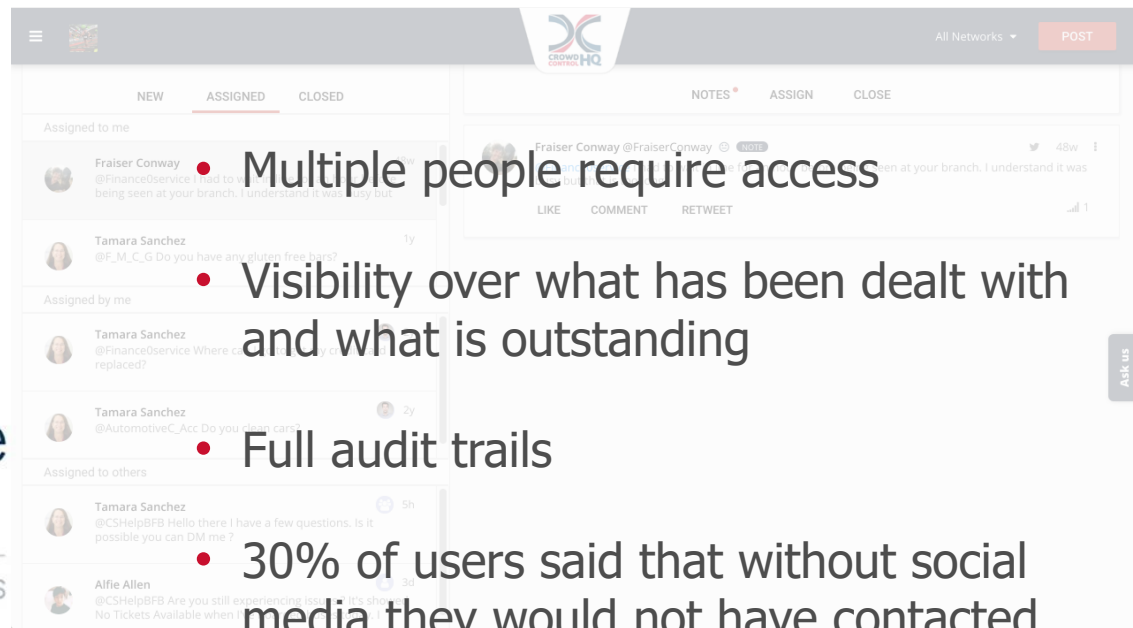




## Integrating social media into the control room



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- Multiple people require access
- Visibility over what has been dealt with and what is outstanding
- Full audit trails
- 30% of users said that without social media they would not have contacted the Force

**Strategy - Resource - Software - Processes - Training**



## Driving the local policing agenda



MERSEYSIDE  
**POLICE**

- 2016- Not tackling local issues & engagement not inclusive.
- Budgets being cut, but public wanted more
- 10 Community Hubs- Social Media Accounts to match



## Driving the local policing agenda

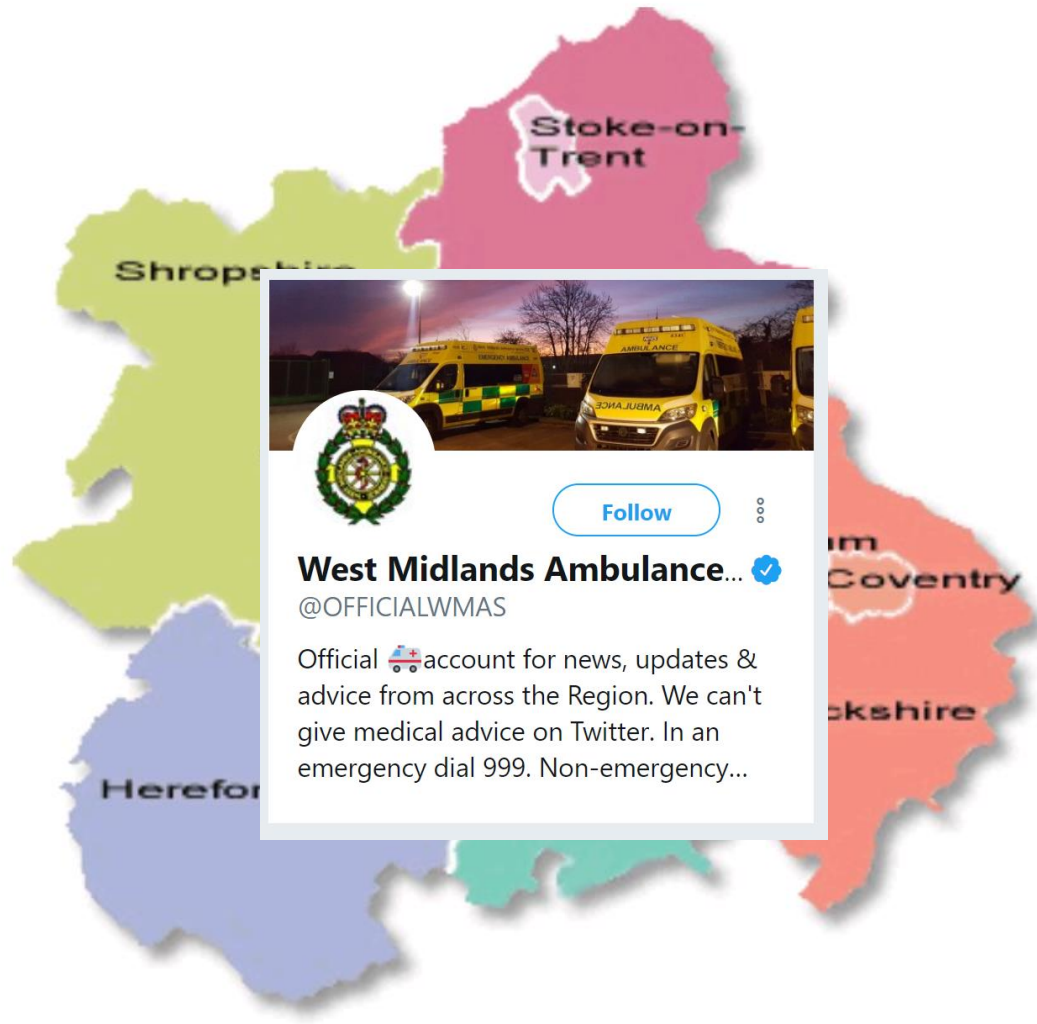


MERSEYSIDE  
**POLICE**

The screenshot shows the 'Administration' page of the CrowdControlHQ system. It features a navigation bar with tabs for 'USERS', 'WORKSPACES', 'ROLES', 'TEAMS', and 'WORKFLOW RULES'. Below the navigation bar is a table listing users with their names, roles, workspaces, and last login times. Overlaid on the screenshot are four text boxes with red circular markers pointing to specific user entries: 'Controlling access' points to James Leavesley, 'Automating policies' points to Jake Tipper, 'Visibility over activity' points to Vytas Butkus, and 'Where are all the experts?' points to Jake User.

Name	Role	Workspace	Last logged in
James Leavesley james.leavesley@cchq.it	Administrators	3 workspaces	1h ago
Jake Tipper jake.tipper@crowdcontrolhq.com	Administrators	7 workspaces	3d ago
Naomi Linford naomi.linford@crowdcontrolhq.com	Administrators	7 workspaces	6d ago
Vytas Butkus vyt@crowdcontrolhq.com	Administrators	3 workspaces	3w ago
George Kolokythas george@crowdcontrolhq.com	3 roles	No workspaces	1M ago
Jake User jakeuser@cchq.it	Administrators	3 workspaces	2M ago
Bogdan Isac bogdan.isac@crowdcontrolhq.com	Creators of content	3 workspaces	2M ago

**Strategy - Resource - Software - Processes - Training**





**Strategy - Resource - Software - Processes**





**Strategy - Resource - Software - Processes - Training**





**Thank you**

**James Leavesley**

**e-mail- [James.leavesley@crowdcontrolhq.com](mailto:James.leavesley@crowdcontrolhq.com)**

**telephone- 07879 060 251**

**twitter- @leavesj**