

**Survey Results
for
Law Enforcement and Social Media: The New Beat**

Released: 12/8/2011 by the Heber City Police Department

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Survey Data for Law Enforcement and Social Media: The New Beat					
Population		Response Rates		Collection Time Frame	Ave response
				Date	Time
Sample Size: 29	13.8% of target group				
Target Group 210	0.25% of Heber City Population				
Population 11400	0.18% of Residents Responded				
Medium					
Internet form via Surveymonkey.com					
# of Questions					
10					
				Notes:	
				<i>Response times greater than the median + 1 Std Deviation were removed for average time.</i>	
				<i>First submission was 12/5 @ 04:20 AM, last was on 12/6 @ 08:48 AM.</i>	
				<i>No new submissions as of 12/8/11 @ 3:15 PM</i>	

1. Does your law enforcement agency have a social media site? (Asked slightly differently for UVU vs. HCPD)	
No Yes Yes, but inactive or outdated I live in Heber City	
Daily A few times per day	
UVU Respondents	
No or Outdated 83%	
Yes 17%	
HCPD Facebook	
Heber City Resident 21	
Other agency – No site 1	
Other agency – Yes Other agency – Yes 1	
Note:	
<i>1 respondent answered Other agency - yes and they live in Wasatch County.</i>	

2. Besides critical incidents, how frequently would you like to see posts on a law enforcement site?	
Only critical incident/Amber Alerts Weekly Summary 2-3 Times per week	
Daily A few times per day	
All Respondents	
2-3 Times per week, Daily, or multiple times per day: 51%	
Average desired rate of posts: Every 1.6 Days	
Heber City Residents	
2-3 Times per week, Daily, or multiple times per day: 79%	
Average desired rate of posts: Every 1.5 Days	
Method for average desired rate:	
<i>Calculated based on times per week. 3 per day was used for multiple times per day.</i>	
<i>2 Weeks was used for critical incidents.</i>	

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3. Some content is controversial; which of the following do you believe would be appropriate to be on a law enforcement page:

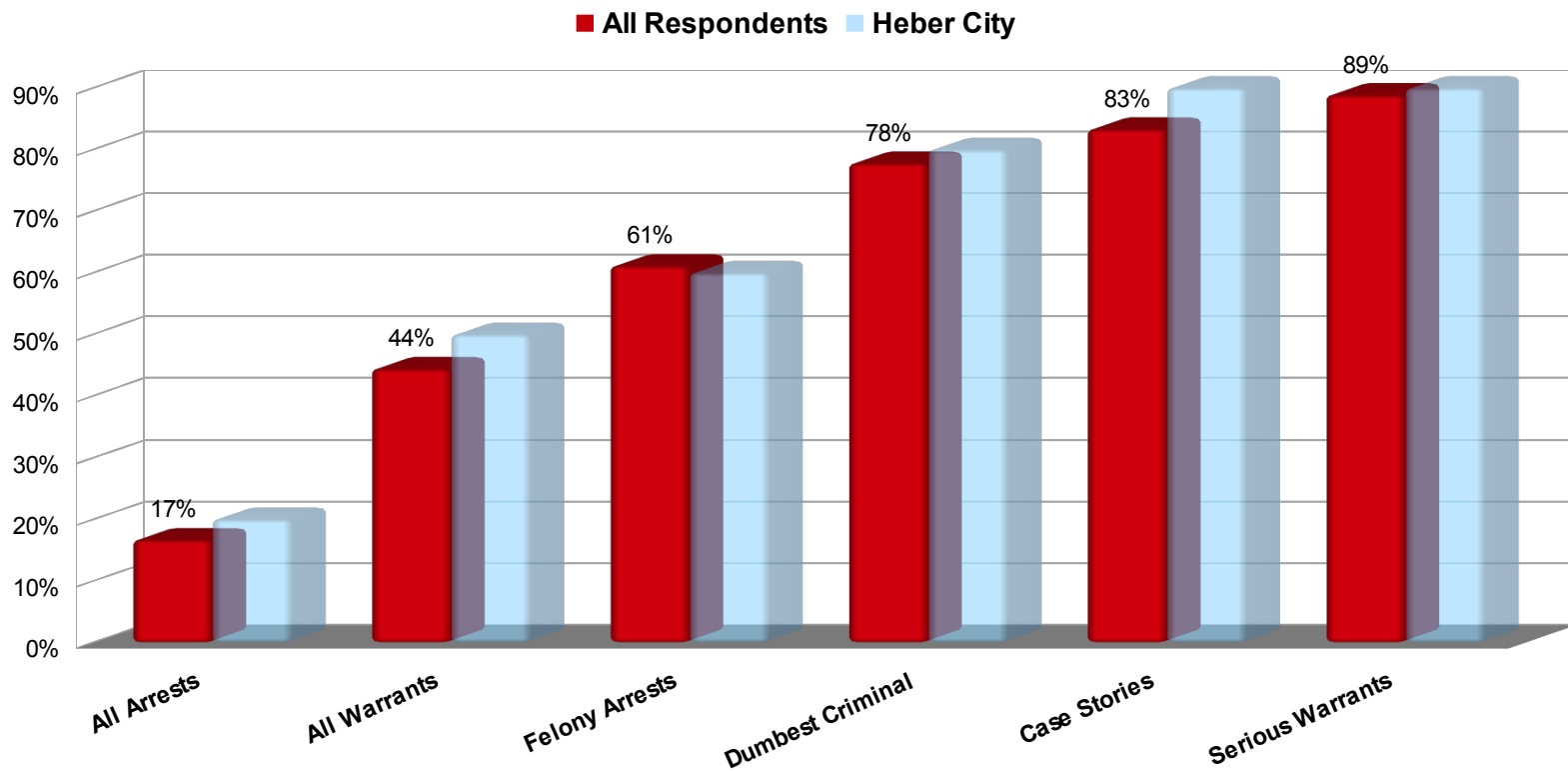


Chart Data:

Out of 29 total respondents and 21 Heber City Resident respondents, 18 and 10 respectively, marked no for one or more of the categories. Only those surveys were used for this chart.

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5. How frequently do you log into social media sites?

Facebook log-on Frequency
 *Data was gathered in less than 24 hours.
 Daily or more: 97%

Daily Facebook users that are also on Google+
Frequency Daily
 Daily or more: 25%
 Weekly or more: 39%

Notes:
 Twitter, MySpace and an Other category was also in the listed in the matrix.
 Those results are negligible and will not be included.

4. If your information is currently public, or was made public, how concerned would you be that it could be used inappropriately?

Concern Level	Percentage
Very	28%
Somewhat	38%
A little	24%
Not at all	10%

6. How many business, fan, or government pages do you follow from any source? Facebook, Myspace, Google+, RSS, etc.

Number of Pages	Percentage
0 Pages	10%
A few Pages	66%
10+ Pages	24%

7. What have been some of your favorite HCPD Posts? (Text Response)

UVU version of question was poorly asked and skipped.

Current problems to watch out for, such as the cars being broken into. Things that help us avoid possible problems.

Officer [Bresnan] being tased in the [a**] and [Bunnell] climbing out of a dumpster!!!!!!

I like the pictures. Seeing law enforcement doing different community events. For example shop with a cop, charity fundraisers or just showing that the cops are more then mean guys.

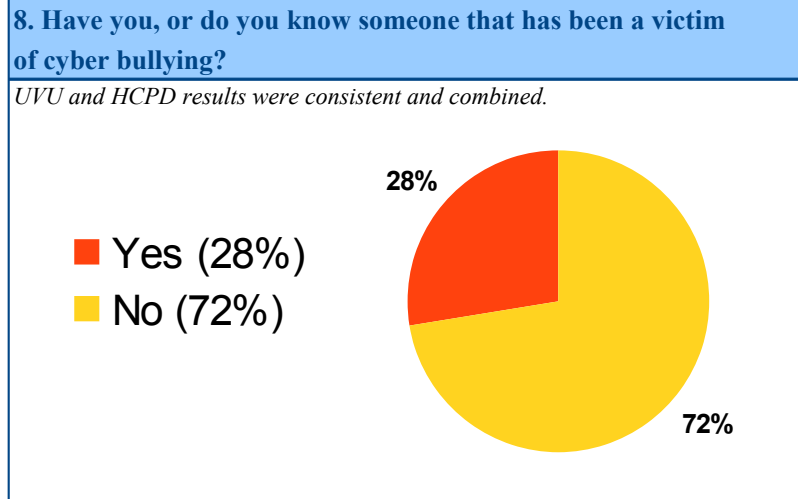
When roads are shut down | community events - shop w/ a cop, etc

the links you post are always helpful the post about major accidents/road closures and post about top news stories going on that you need help from us (heber city) to get more info or find the perp.

The crime maps, warrant search, critical cases (child hit by a car).

Active warrants and pertinent arrests

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9. Do you monitor your children's social media pages?

Public View | As a Friend | I have Log-in Info | No | I don't have children

Respondents with children

18

Some kind of monitoring 94%

Have Log-in Info (Recommended) 67%

As a friend or public view (some content may be blocked) 28%

10. What can Law Enforcement do to better prevent, investigate, and prosecute cyber bullying? (Text response)

Keep it in the forefront and encourage kids to tell someone/anyone if they're being bullied
Just be there for people. Not everyone will want to come forward
Be aware. Take complaints seriously
Help the community (especially the kids) view you as someone they can trust to help them; friendly, smile, fun, etc. , so they don't see you as just another bully or threat.
Have assemblies at school, teaching kids about how harmful it is. My kids are 7 & 2, so I have not dealt with it, and hope I don't.
Follow it up. Make sure there is evidence to prosecute. Or make sure that Facebook/law enforcement make a pact to delete profiles who violate cyber bullying.
I dunno cause I have not had a problem yet.
I feel its hard unless those being bullied can stress the need for assistance.
[More] public education within the schools
Is cyber bullying actually a crime? [Yes] I don't think law enforcement should be involved unless a crime is committed.
Make it a forcible felony and shoot violators
First of all since there is no crime in and of itself that entails cyber bullying [there are laws on the books] a more narrow definition is needed by legislatures. Next the parents need to be the first line of defense, monitor your kids. The police action.

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