



Social Media and Police

Internet applications in the Finnish
Police toolkit and cursory approach to
police - school cooperation

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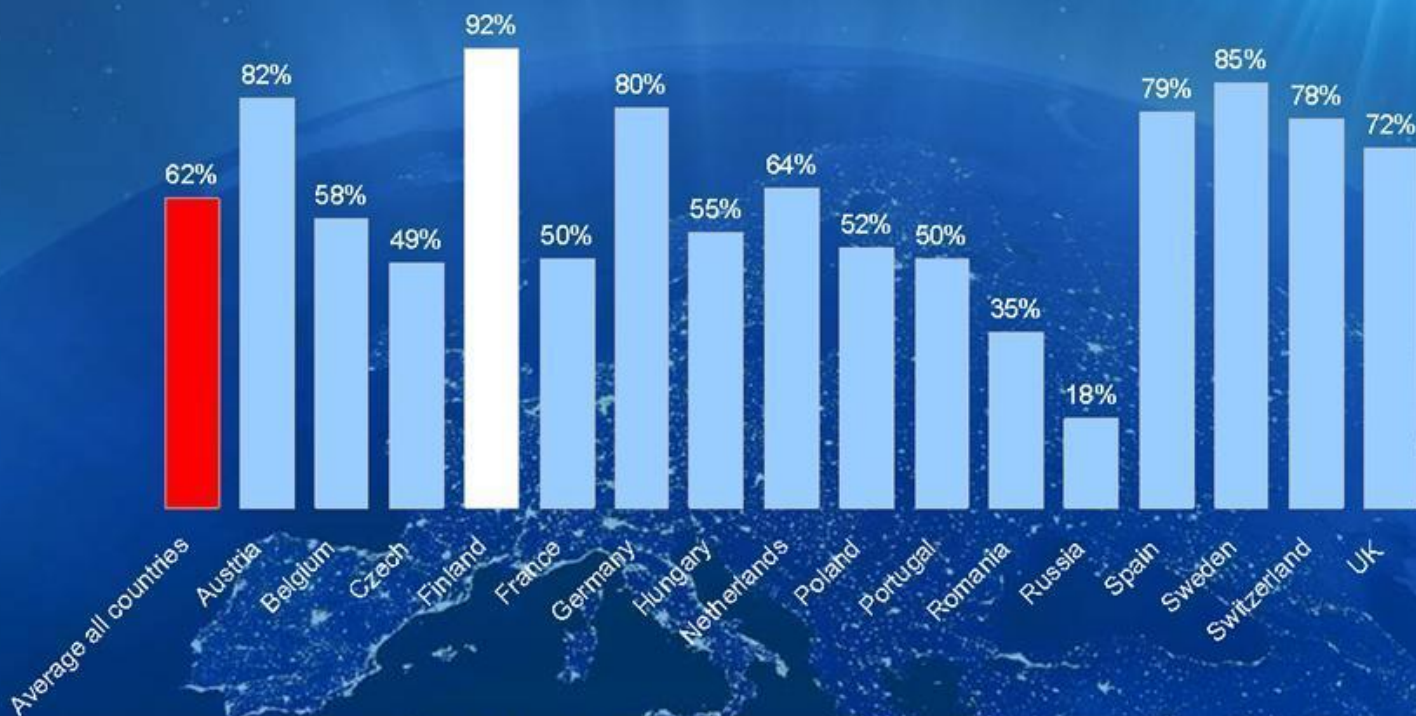


Main principles

- Trust is the basis for the interaction
- Police work at the same place where the citizens are
- The most important is the prevention of crime



Confidence in Police (Respondents agreeing - a great deal/ quite a lot)



European Trusted Brands 2009
© Reader's Digest 2008

Confidence in Police; 15-29 years old (9/2012)

POLICE



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Police in Facebook

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- The 'poliisi.fi' website presents police officers who appear in other services - this is an attempt to prevent false profiles

Facebook:
Vanhempi konstaapeli **Toni Reinikainen**
Profiili: Toni Konstaapeli Reinikainen

Etelä-Savon poliisilaitos
"nuorisopoliisi"



Facebook:
Vanhempi konstaapeli **Janina Saarinen**
Profiili: Konstaapeli Janina Saarinen

IRC-Galleria: Janina

Länsi- Uudenmaan poliisilaitos





Police in Social Media

- Facebook policing is based on trust
- The work-profile is personal and real
 - Picture, name, workplace, contact information, ...
- People see the same officer patrolling in the real world and in the Internet
- Confidence makes it possible to expose sexual crimes among children



Why police should be in social media?

To prevent crimes	67%
To give information	29%
To solve crimes	4%



How often police should be available?

All the time	70%
During office hours	10%
From time to time	16%
Never	4%





Objectives

- Support the strategic and operational goals of the police
- Increase the visibility of the police, offering possibilities for interaction and thus preventing crime
- Provide general information, to give advice and to attempt to promote the social participation of citizens





Special Tools

- **Net tip**
- **Secure Chat**
- **Neighborhood tip**
- **KiVa™ Antibullying Program**





- To submit **non-emergency** information
- For any suspicious material on the Internet
- Police investigates the submitted information on weekdays during office hours
- Anyone can insert the Net Tip icon on their webpages
- <http://www.poliisi.fi/nettip>



Secure Chat (in test use)

The image shows a web browser window displaying a chat interface for 'POLIISI'. The interface includes a header with the word 'POLIISI' in large blue letters. Below the header, there is a section titled 'Keskustelut' (Conversations) with two tabs labeled 'Keskustelu'. The main chat area contains the text: 'Terve', 'Terve', 'Tämä on esimerkki keskustelu', and 'Näyttää toimivan'. Below the chat area, there is a text input field containing a long URL: 'http://turunchatatesti.poliisi.fi?agent=agent002&chat=1536dde2-2617-448d-a594-dec8a3623f18'. To the right of the input field is a 'Lähetä' (Send) button. Below the input field is a 'Näyttää toimivan' (Showing working) label and an 'Avainsana' (Keyword) button. At the bottom of the interface, there is a section titled 'Hallinta' (Management) with a tab labeled 'Keskustelu' and a 'Uusi' (New) button. Five callout boxes with blue borders and arrows point to specific elements: 'Chat' points to the chat area, 'Single use link' points to the URL input field, 'Keywords' points to the 'Avainsana' button, 'New Chat' points to the 'Uusi' button, and 'Chat text' points to the text in the chat area.





Neighborhood Tip - The idea

- Finnish Police gets a lot of non-critical and non-emergency feedback from the public and wanted to create a service to get it all through one channel called Lähivinkki
- Grafetee is a location based bulletin board that is easy to customize, it took only a few hours to create the service



Grafetee Real world bookmarking



1. **Discover** events, places, services and photos around you from sources like FourSquare, Yelp, Instagram and many more
2. **Bookmark** real-world locations - your current physical location with the app or any place or event on any website with the bookmarklet - for later reference when you're out and about
3. **Share** your discoveries with your friends - either via in-app functionality or use the app to mirror your Grafetee content to your Facebook timeline


Free, no ads, no registration required!



[Read our Blog](#)

[Send us Feedback](#)

FOR YOU:

- Bookmark and share real world places with your friends or local people
- See relevant real world locations and events around you
- Simply drag  to your bookmarks and install app to begin! **No registration required!**

FOR WEBSITES:

- Enable your site visitors to bookmark geographical content shown on your site: [See how](#)
- Bring your site content to your visitors when they're out and about
- Example: Finnish Police gathers reports from the public via mobile (=grafetee app) and web (= www.lahivinkki.com)

YOU LIKE IT?



ARCTICSTARTUP 

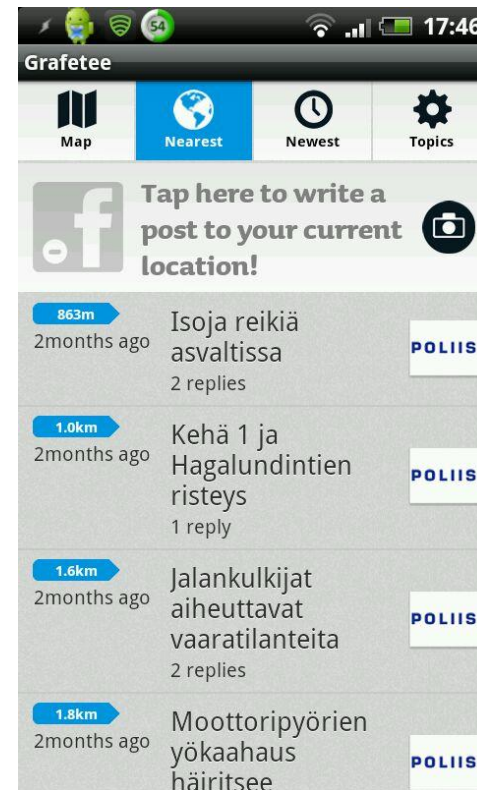
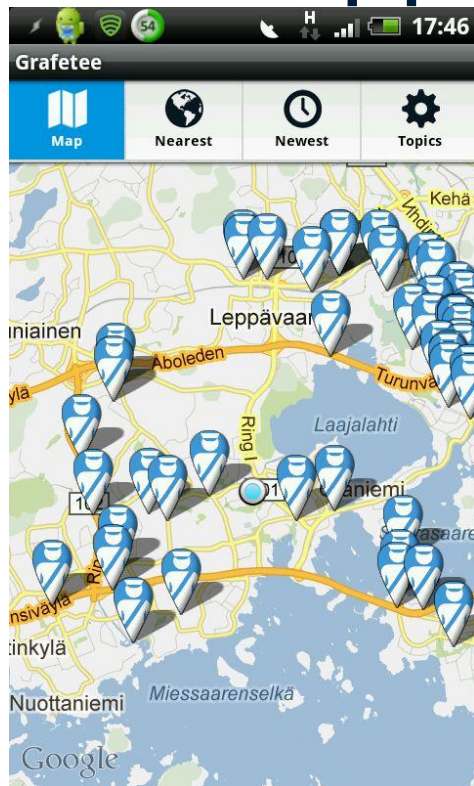


springwise.com

TNW
THE NEXT WEB



Mobile app



- View items near you on a map or as a list sorted by distance
- Take photos and post messages to the police from the phone
- Works on iPhone and Android phones, Grafetee is free to download



The service on the web

LÄHI-VINKKI

Asukkaiden turvallisuuden tilannekuva: Kartan ja kaavakkeen avulla voit merkitä havaintosi ja valvontapyyntösi kaikkien käyttäjien luettavaksi. Voit myös tarkastella lähialueesi merkintöjä kartalta tai asentaa ilmaisen Grafeteen sovelluksen ([Android](#), [iOS](#)) jolloin voit lukea ja kirjoittaa merkintöjä matkapuhelimellasi. Poliisi on lupannut seurata ja kommentoida merkintöjä. Poliisi ei vastaa palvelusta tai sen sisällöstä. Pilotivaiheessa mukana on Helsingin poliisilaitos. Poliisin tekemät merkinnät erottuvat kartalta omalla logollaan. **Kiireellisissä tapauksissa soita 112.** Yhteydenotot: info@rakettitiede.com



The screenshot displays a web application interface for reporting incidents in Helsinki. On the left, a map shows the city with numerous location pins, each containing a question mark and an exclamation mark. The map includes labels for various districts and landmarks. On the right, a form titled 'Aseta julkisen merkintäsi sijanti kartalta tai anna katuosoite:' allows users to specify the location. Below this, there are fields for 'Julkisen merkintäsi aihe:*' (with a dropdown menu), 'Julkisen merkintäsi otsikko:*', and 'Tarkempi kuvaus ja lisätietoja:'. A section for 'Merkintään liitettävä kuva:' includes a 'Choose File' button and a note 'No file chosen'. A 'Lähetä merkintäsi palveluun' button is at the bottom. A small note at the bottom right states '* = pakollinen kenttä' and 'Viestisi ilmestyy näkyviin hyväksymisen jälkeen'. The interface is powered by Grafeteen, with links to Privacy Terms and EULA.

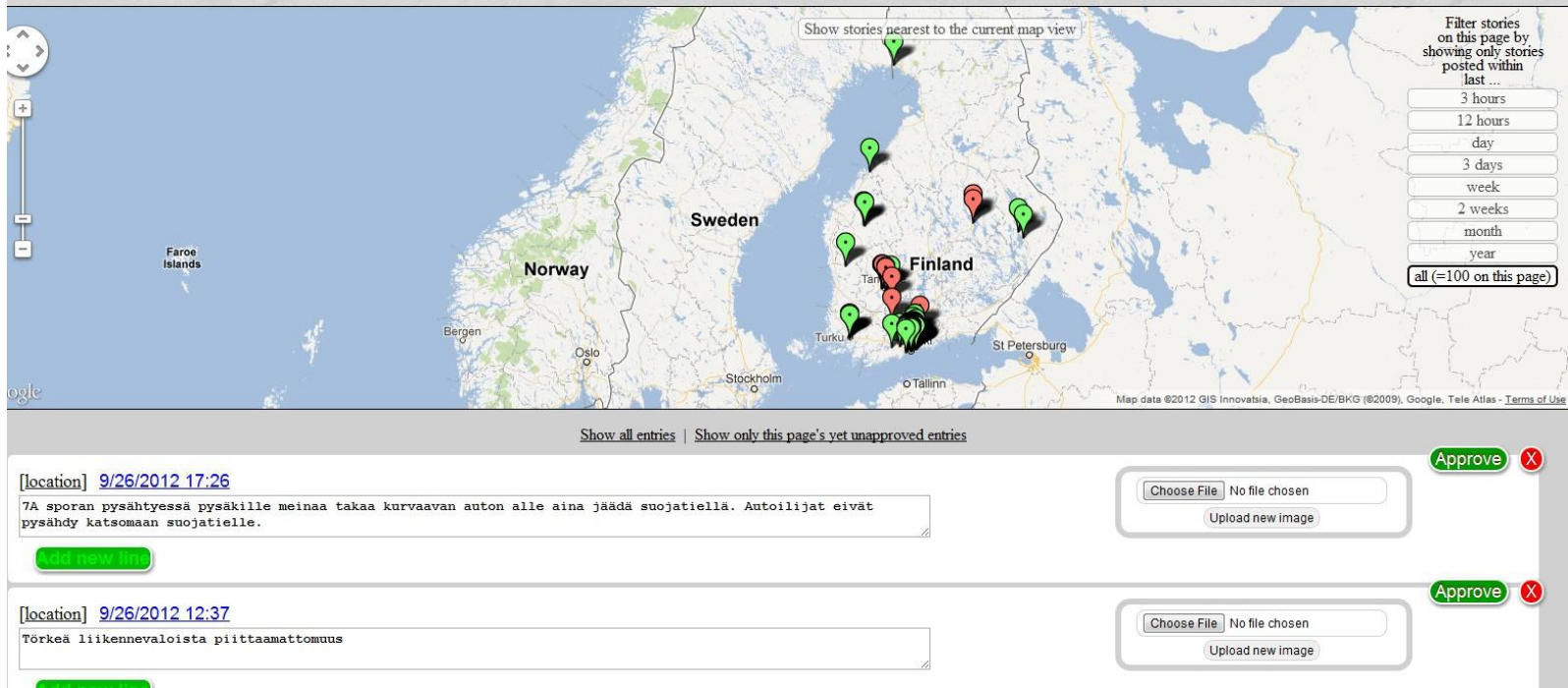
- Posting is anonymous
- There are a few categories for the messages
- Content is pre-moderated



Administration tools

Editing *Lähivinkki.com* - add items with phone or click 

Pages: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) | [replies](#) | Pan map to



Map data ©2012 GIS Innovatia, GeoBasis-DE/BKG (©2009), Google, Tele Atlas - Terms of Use

Show stories nearest to the current map view

Filter stories on this page by showing only stories posted within last ...

- 3 hours
- 12 hours
- day
- 3 days
- week
- 2 weeks
- month
- year

all (=100 on this page)

Show all entries | Show only this page's yet unapproved entries

[location] 9/26/2012 17:26

7A sporan pysähtyessä pysäkillä meinaa takaa kurvaavan auton alle aina jäädä suojaatiellä. Autoilijat eivät pysähdy katsomaan suojaatielle.

[Add new link](#)

Choose File No file chosen

Upload new image

Approve X

[location] 9/26/2012 12:37

Torkea liikennevaloista piittaamattomuus


Choose File No file chosen

Upload new image

Approve X

- See the newest messages and approve or delete
- Possibility to see messages near a certain location like police district HQ etc.
- Creating several different administration ids is simple





Key points; Software Company's commercial speech:

- Using Grafetee it took only a few hours to create Lähivinkki
- All graphics can be changed easily and are always tailored to the partner's will
- Customizing the website is easy if needed
- You'll have your version up and running within a week from order





Lähivinkki ~ Neighborhood tip

- **Crowdsourcing**

- a process that involves outsourcing tasks to a distributed group of people.

- **Everyone**

- sees what is happening,
- what has been done
- can take actions to tackle the problem





KiVa™ Antibullying Program



- Research-based program to prevent and reduce bullying in schools
 - developed in the University of Turku, with funding from the Finnish Ministry of Education and Culture
- Systematic, comprehensive program with user-friendly materials
 - e.g., teacher manuals; computer games; annual online surveys with school-based feedback; guidelines for tackling the cases of bullying coming to attention
- **Strong evidence of effectiveness:**
 - reduces bullying and victimization
 - increases school liking, academic motivation, and academic performance
 - reduces depression and anxiety among students
 - European Crime Prevention Award in 2009
- 90% of Finnish schools are currently implementing KiVa™
- Growing international interest (NL, SWE, US, JPN, KR, CL, BR)
 - international evaluations; implementation in schools outside Finland



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Thank You!

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