



2011 IACP Social Media Survey

In September 2011, the IACP conducted its annual survey on law enforcement's use of social media. The survey addressed the current state of practice and the issues law enforcement agencies are facing in terms of social media. The survey was sent electronically to law enforcement executives across the United States. There are 800 law enforcement agencies from 49 states represented in the survey results.

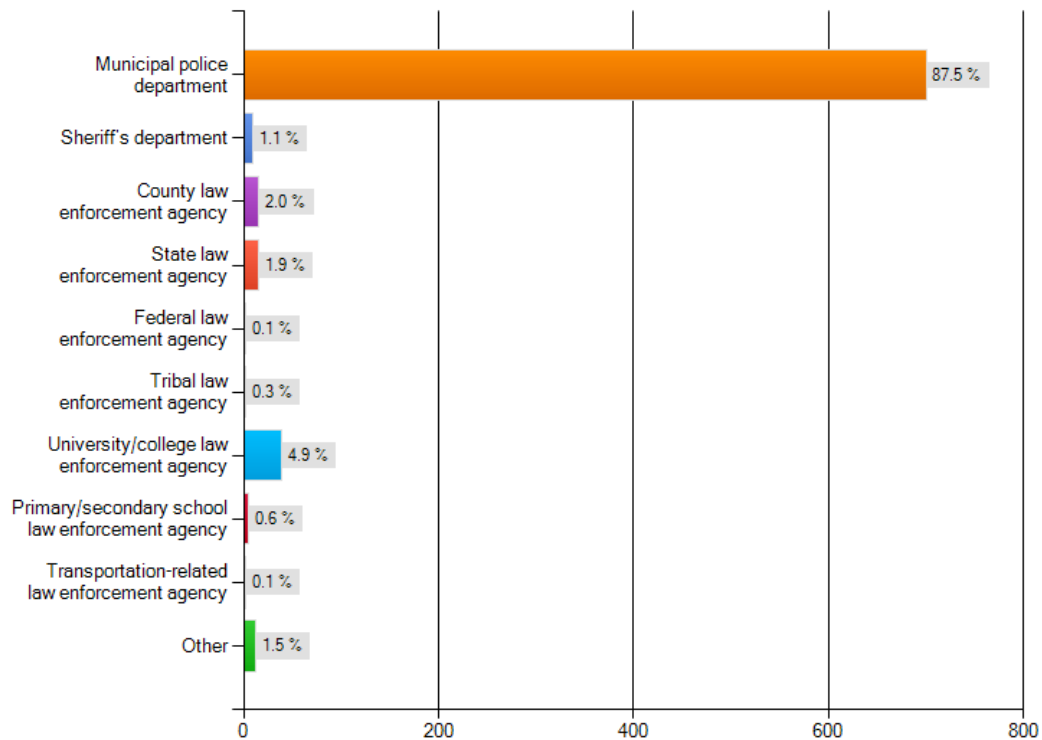
For more information about this survey or the IACP Center for Social Media visit www.IACPsocialmedia.org or e-mail socialmedia@theiacp.org.

SURVEY HIGHLIGHTS

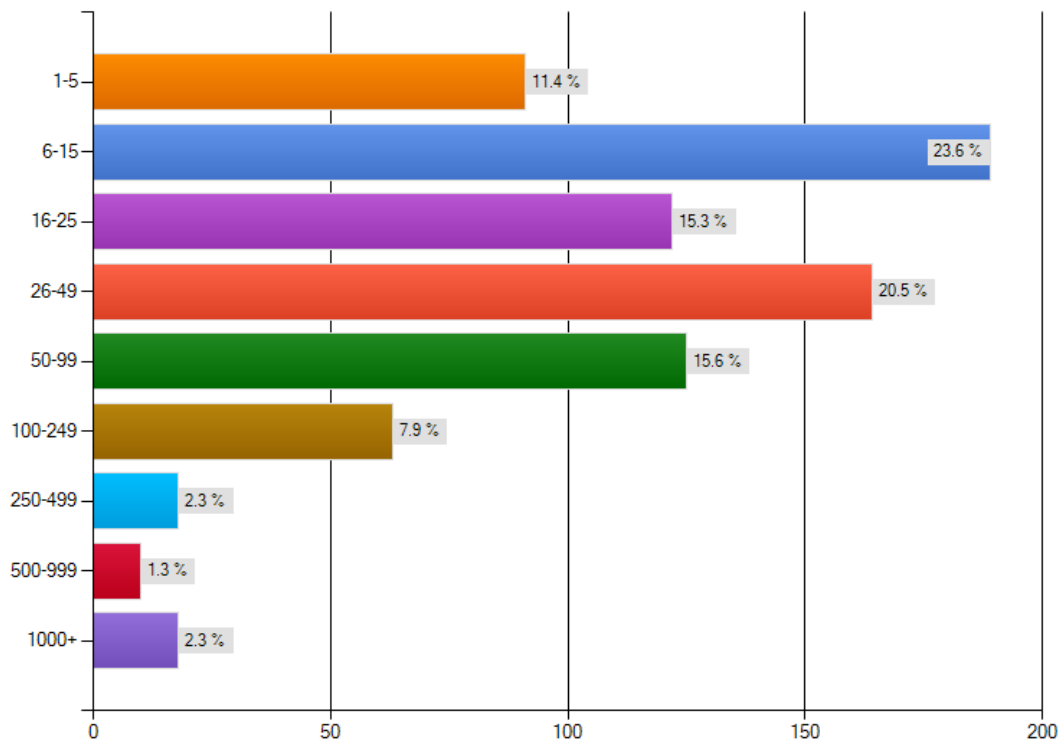
- 88.1 percent of agencies surveyed use social media.
- The most common social media use by survey respondents was for criminal investigations, 71.1 percent.
- 57.9 percent of the agencies not currently using social media are considering its adoption.
- 48.6 percent of agencies surveyed have a social media policy and an additional 22.1 percent are in the process of developing a policy.
- Resource constraints (time and personnel) were the most cited barrier for agencies who are not currently using social media.
- 56 percent of agencies report that social media has helped solve crimes in their jurisdiction.

DEMOGRAPHIC INFORMATION

Which of the following best describes your agency?

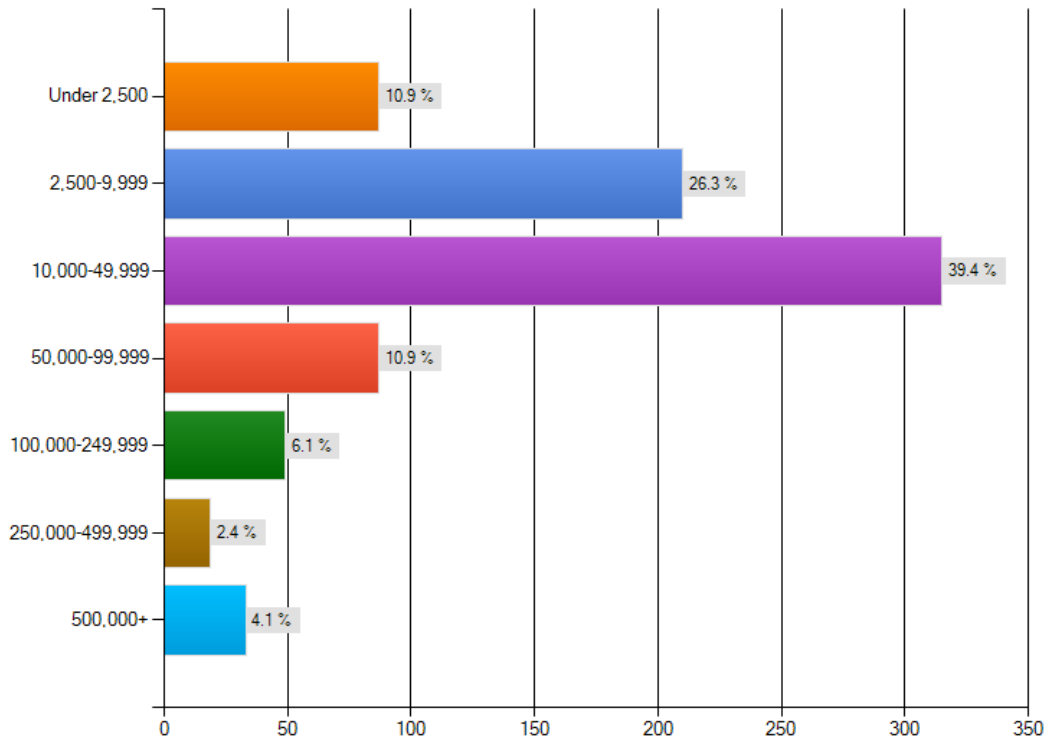


Please indicate the number of full-time sworn personnel in your agency.

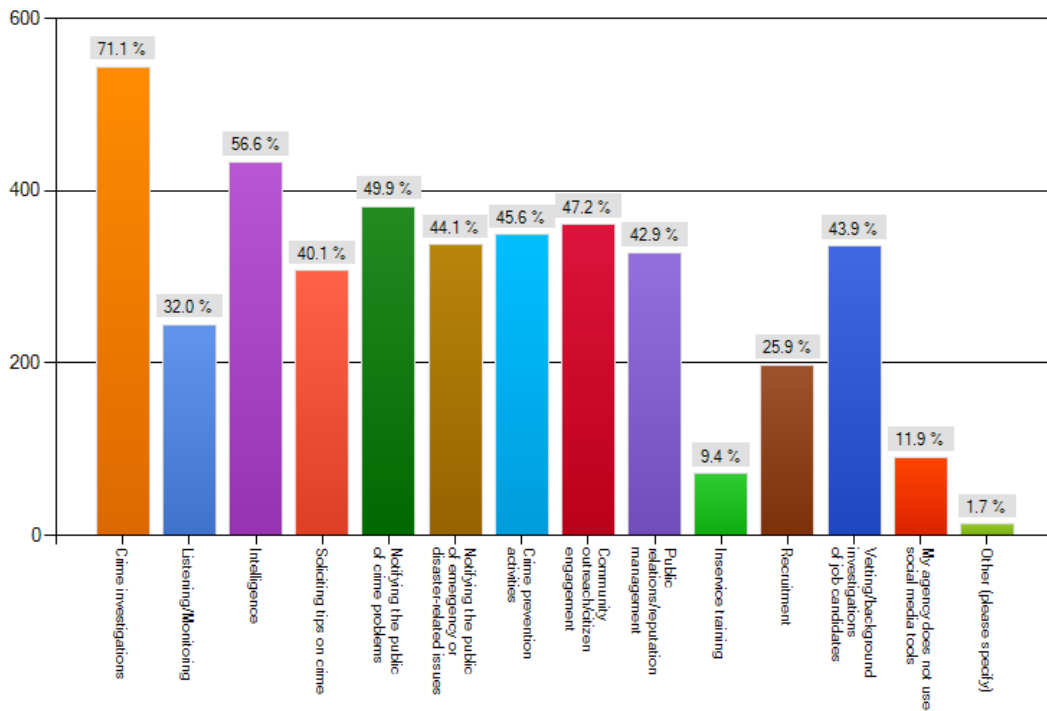


DEMOGRAPHIC INFORMATION

Please indicate the population served by your agency.

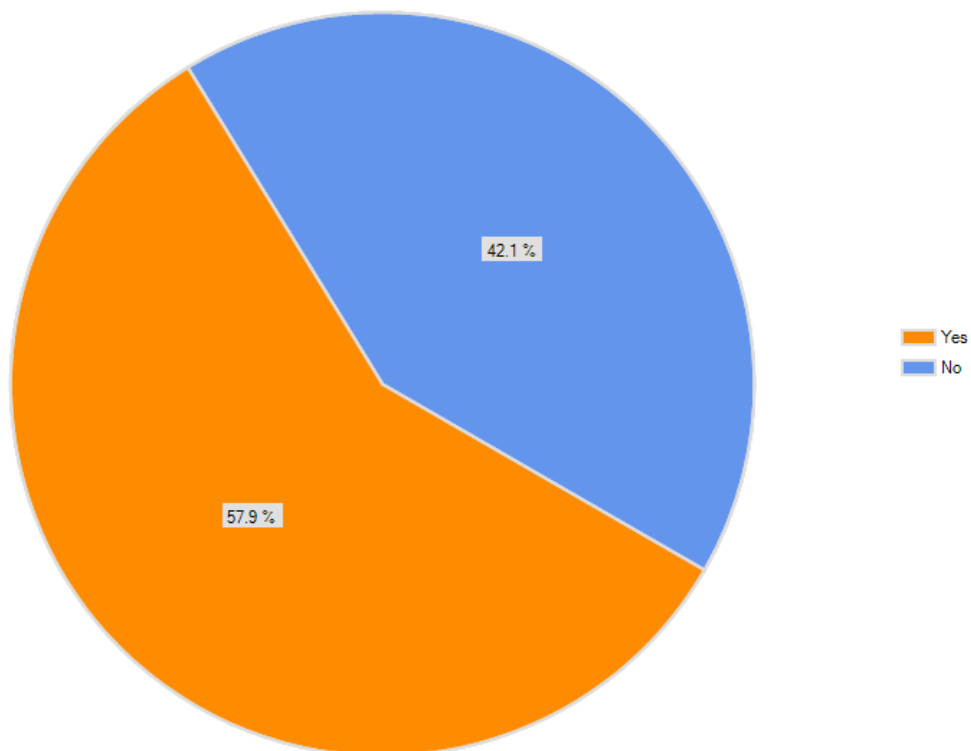


Which of the following activities does your agency use social media tools for? (Select all that apply)

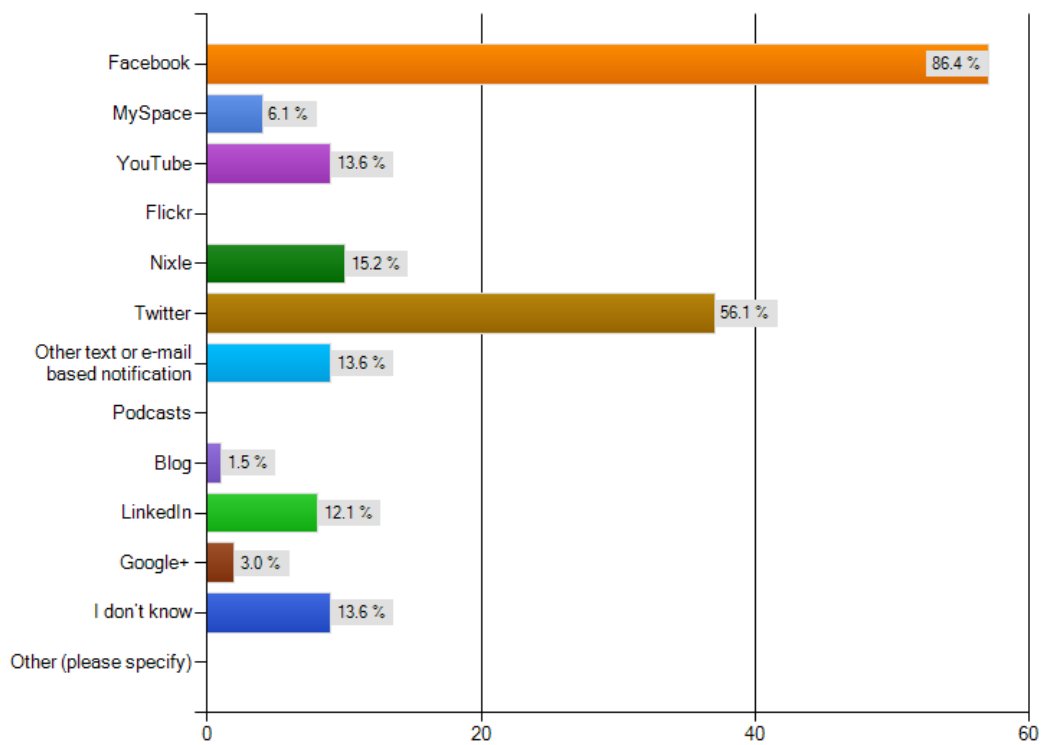


QUESTIONS FOR AGENCIES NOT USING SOCIAL MEDIA

Is your agency considering the adoption of social media?

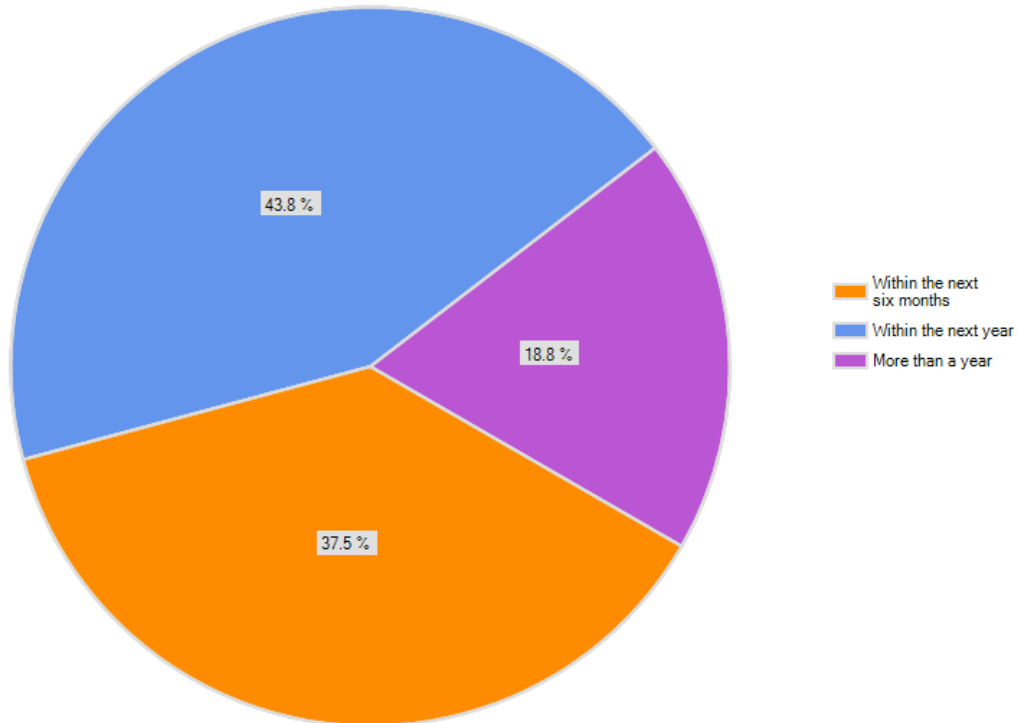


Which tools is your agency considering for adoption? (Select all that apply)

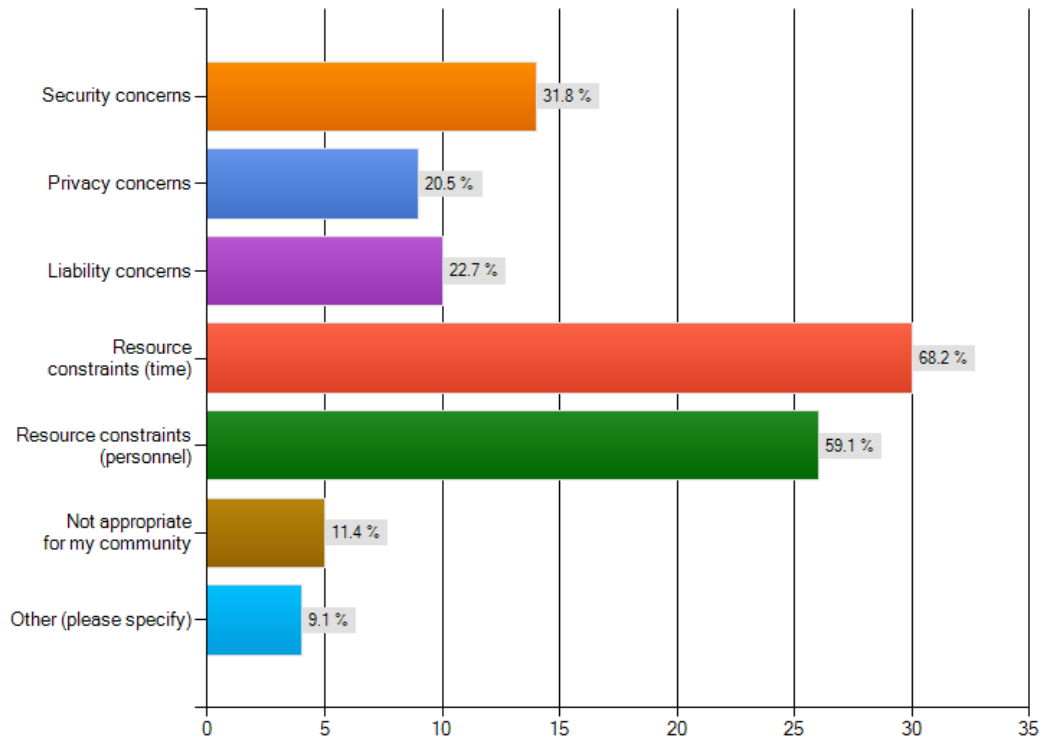


QUESTIONS FOR AGENCIES NOT USING SOCIAL MEDIA

What is your agency's anticipated time frame for establishing a social media presence?

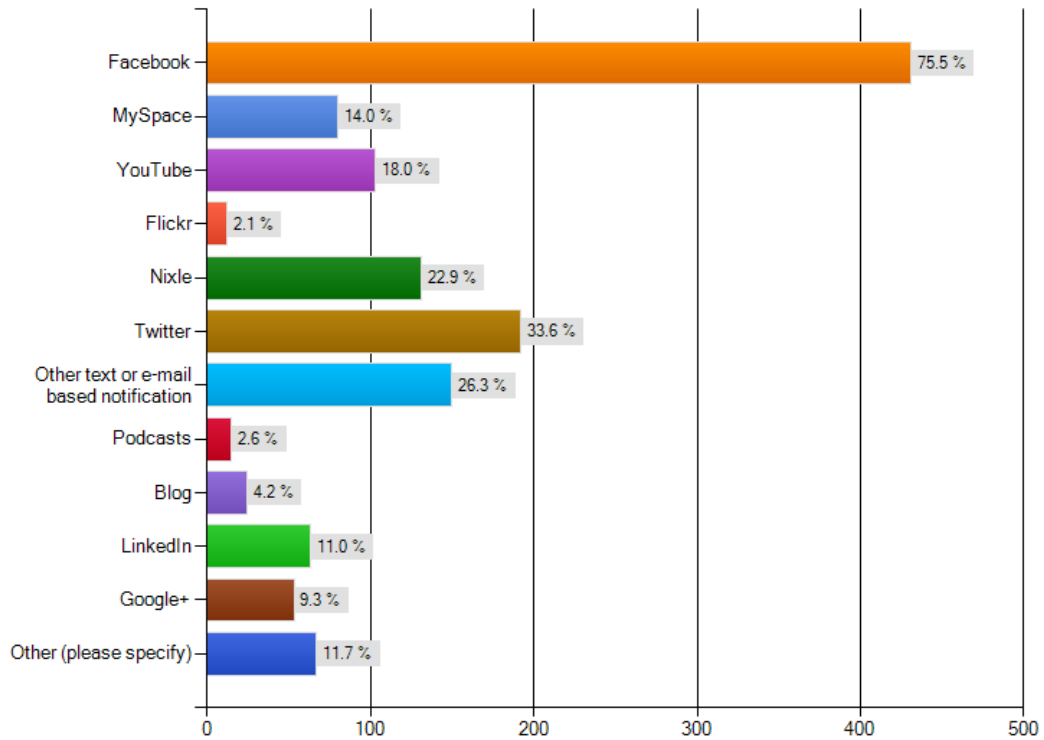


What are the barriers to using social media in your agency? (Select all that apply)

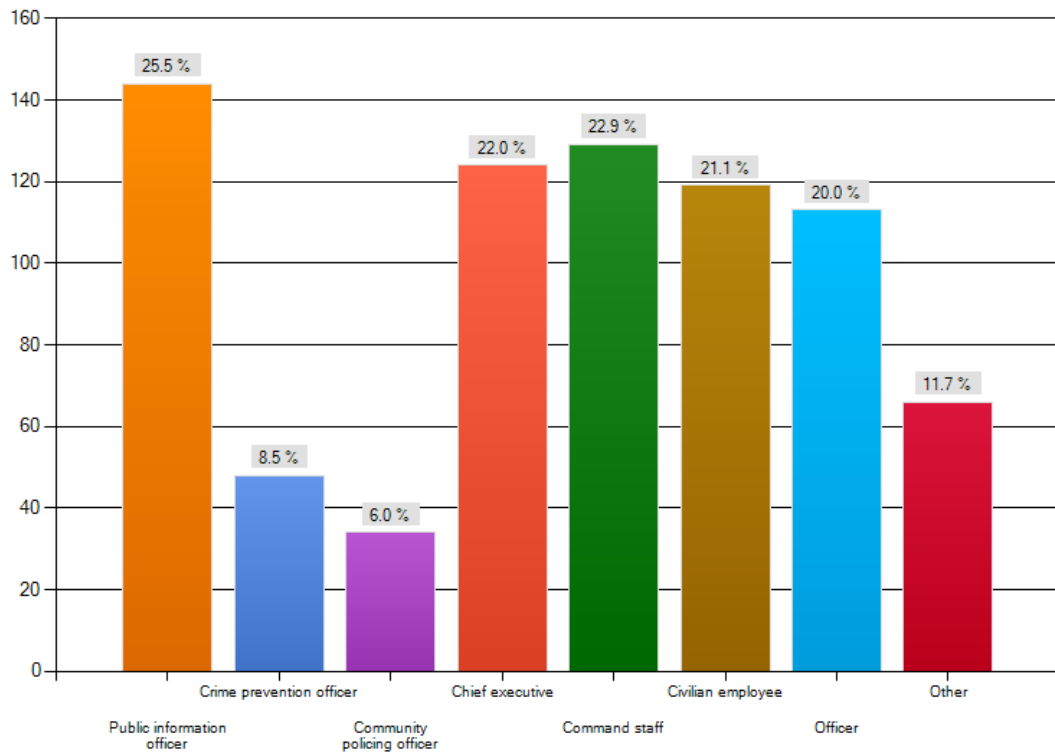


QUESTIONS FOR AGENCIES USING SOCIAL MEDIA

What social media tools does your agency currently maintain? (Select all that apply)

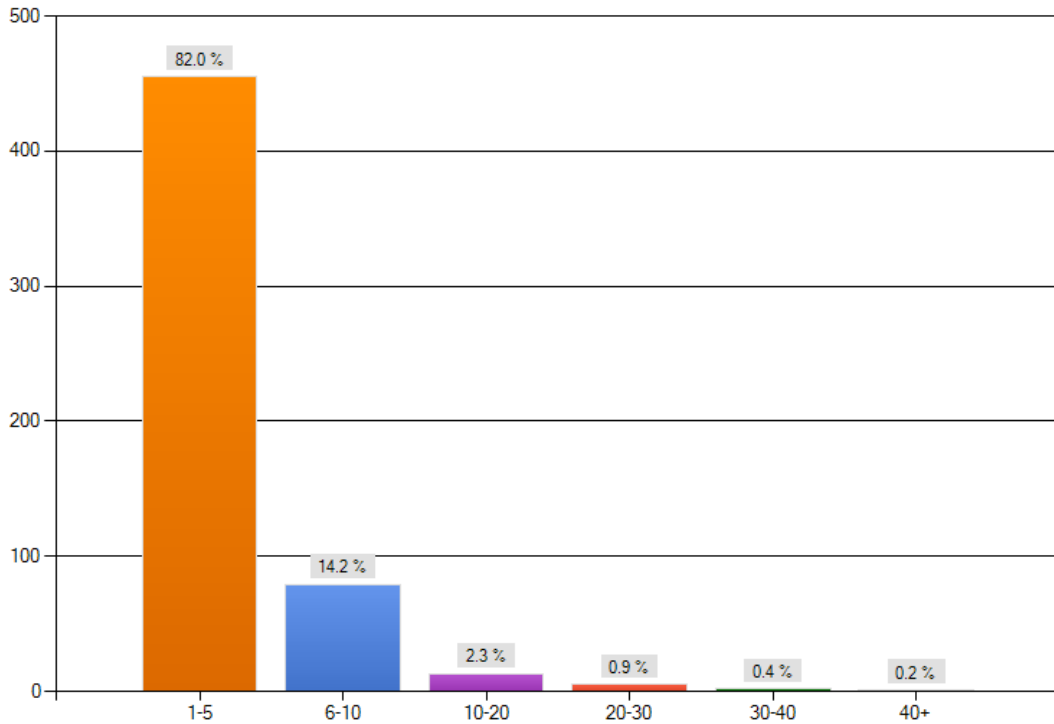


Who manages your agency's social media on a day to day basis?

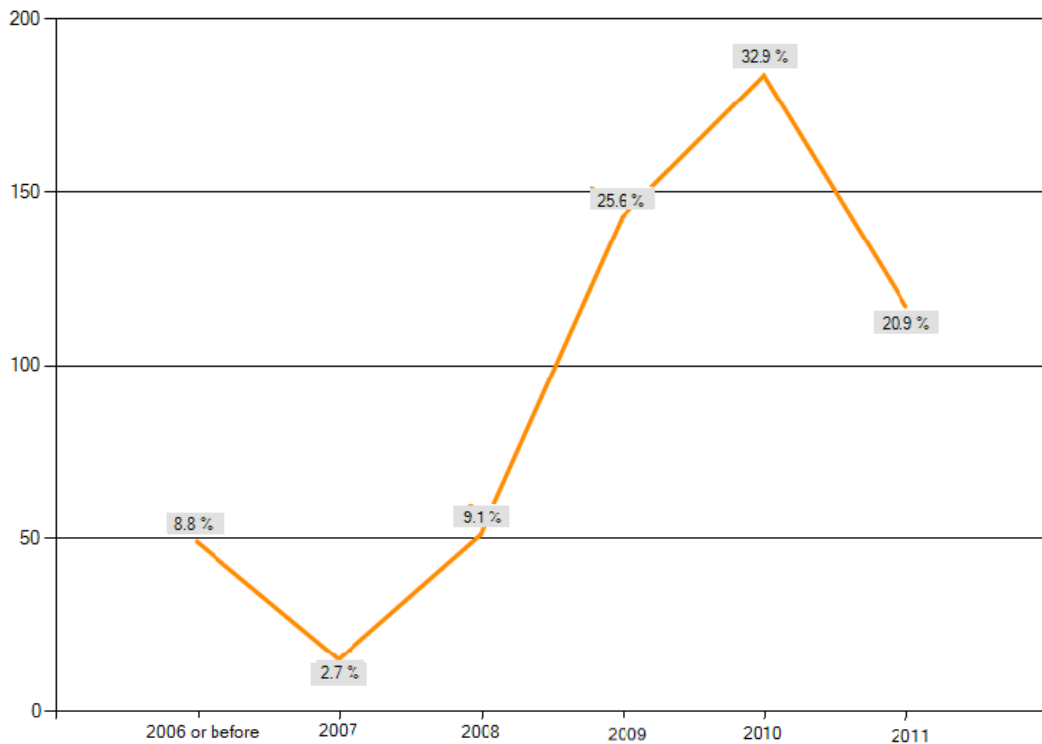


QUESTIONS FOR AGENCIES USING SOCIAL MEDIA

How many hours are spent maintaining (developing and posting content, responding to comments, etc.) your agency's social media presence on a weekly basis?

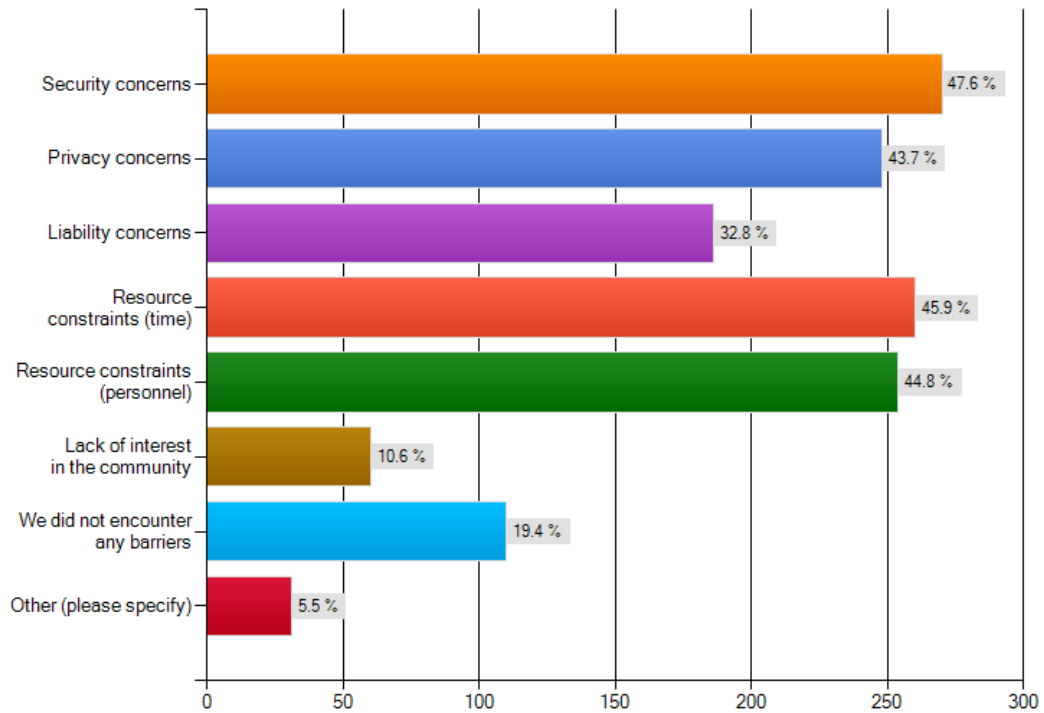


When did your agency start using social media tools?

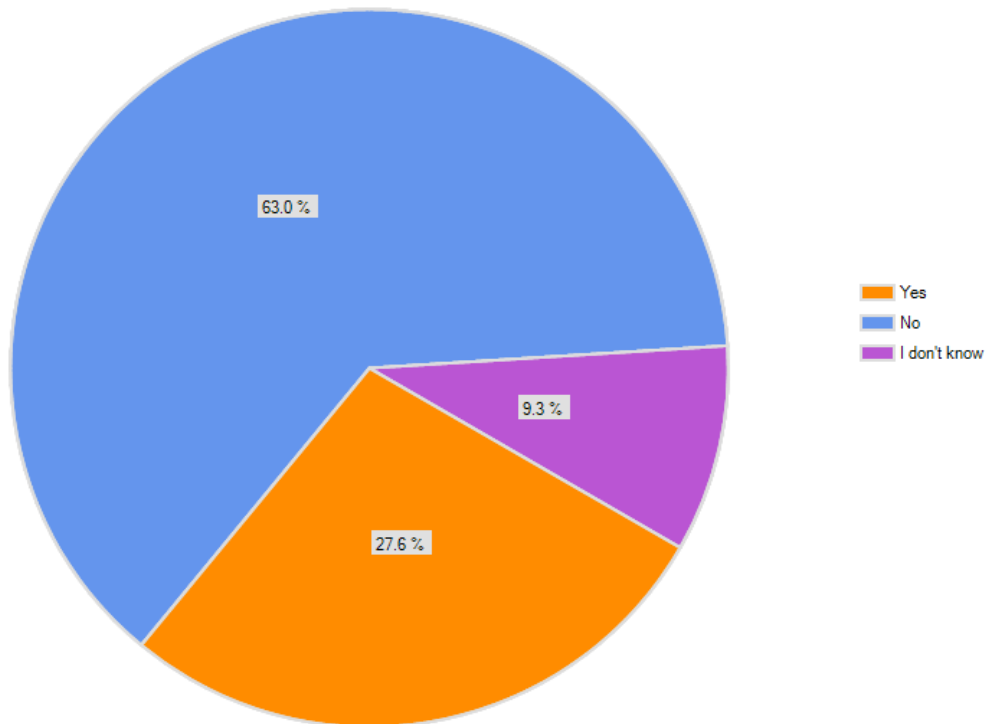


QUESTIONS FOR AGENCIES USING SOCIAL MEDIA

What barriers did your agency encounter while developing and implementing social media tools? (Select all that apply)

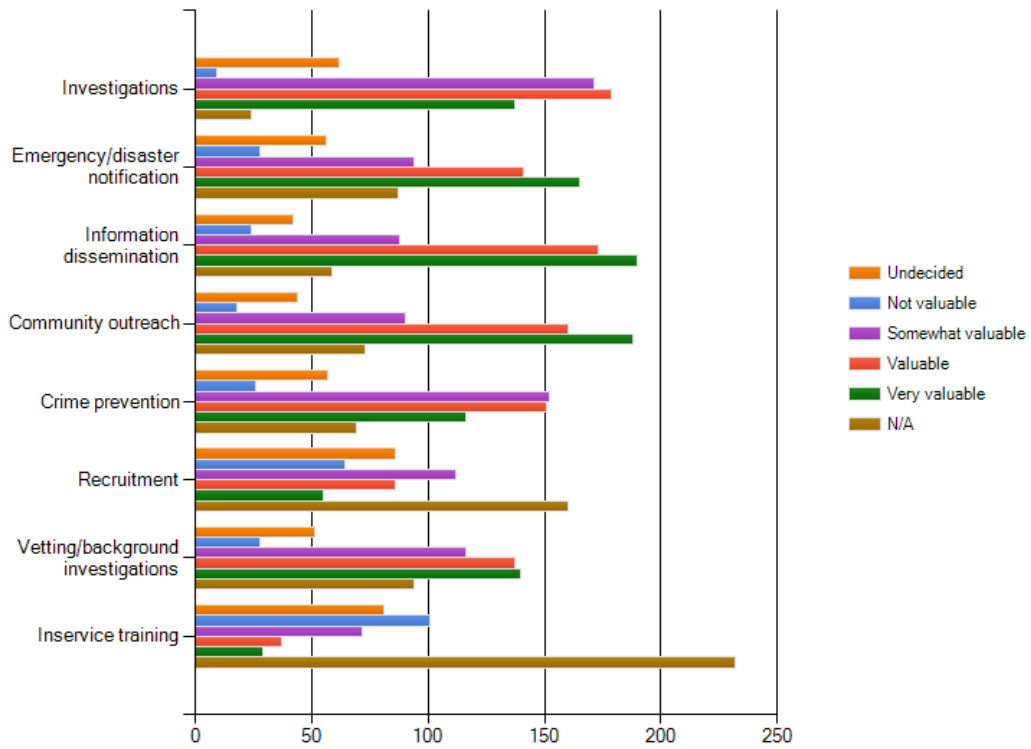


Has your agency identified goals and/or outcomes related to the use of social media?

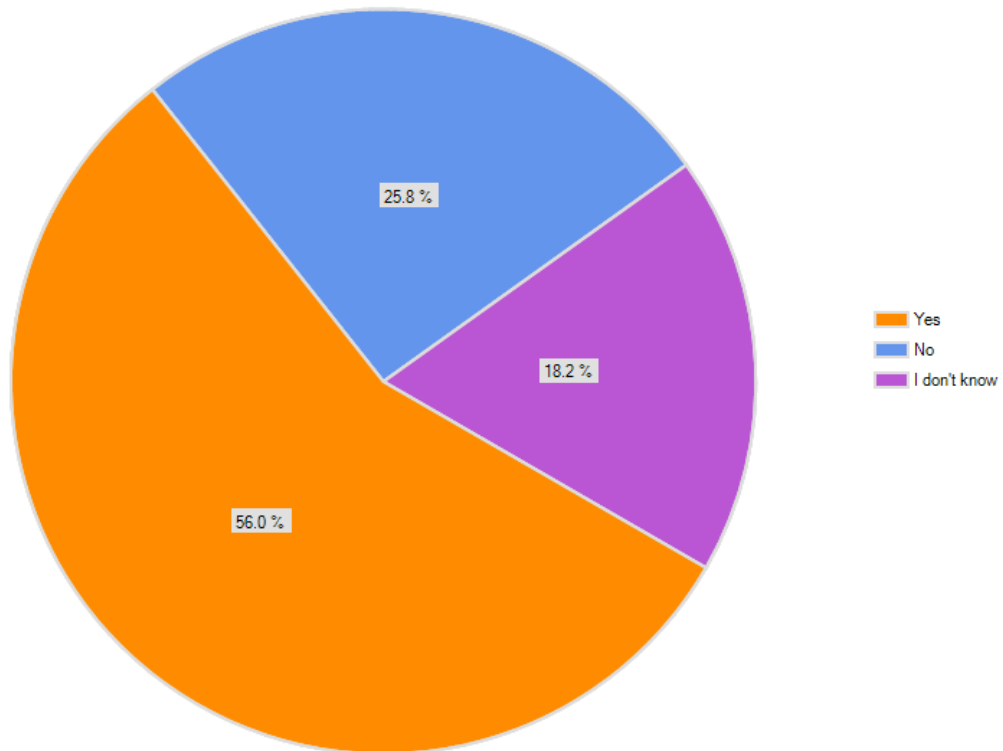


QUESTIONS FOR AGENCIES USING SOCIAL MEDIA

How valuable a tool is social media for your agency?

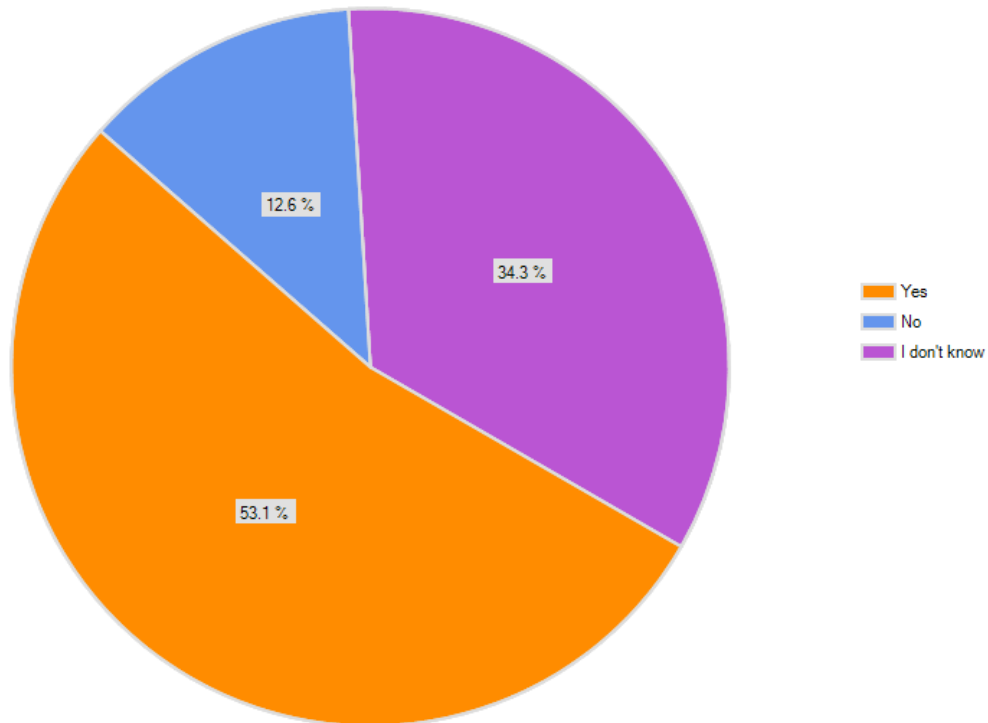


Has social media helped your agency solve crimes in your jurisdiction?



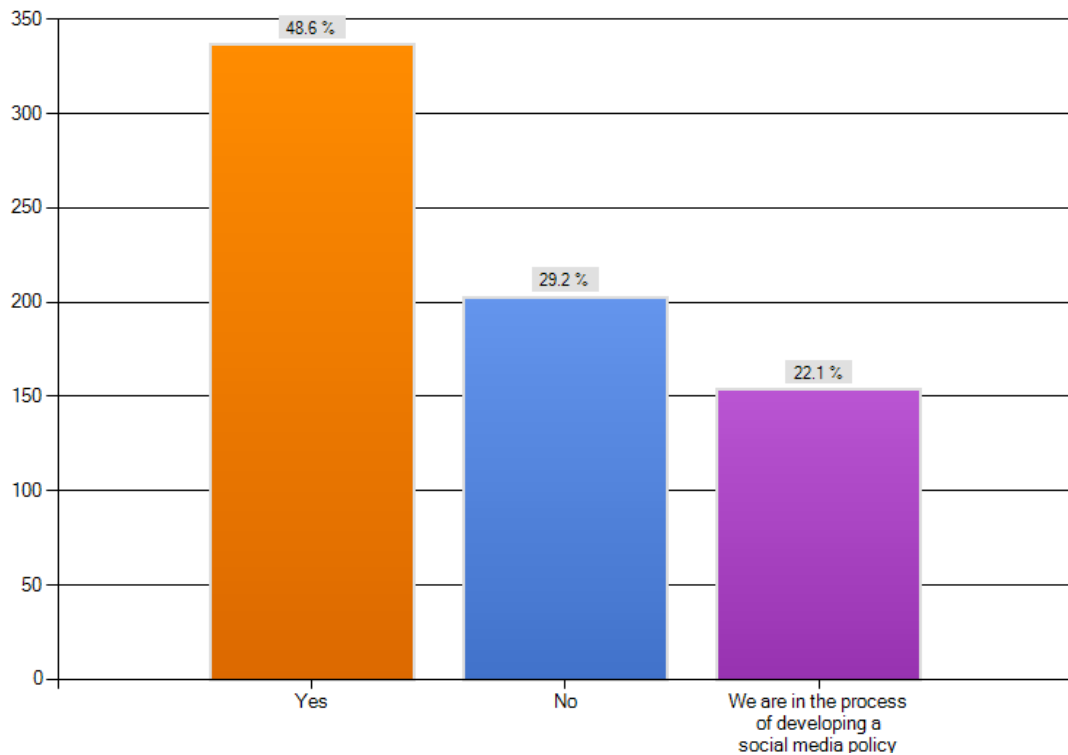
QUESTIONS FOR AGENCIES USING SOCIAL MEDIA

Has social media improved police/community relations in your jurisdiction?



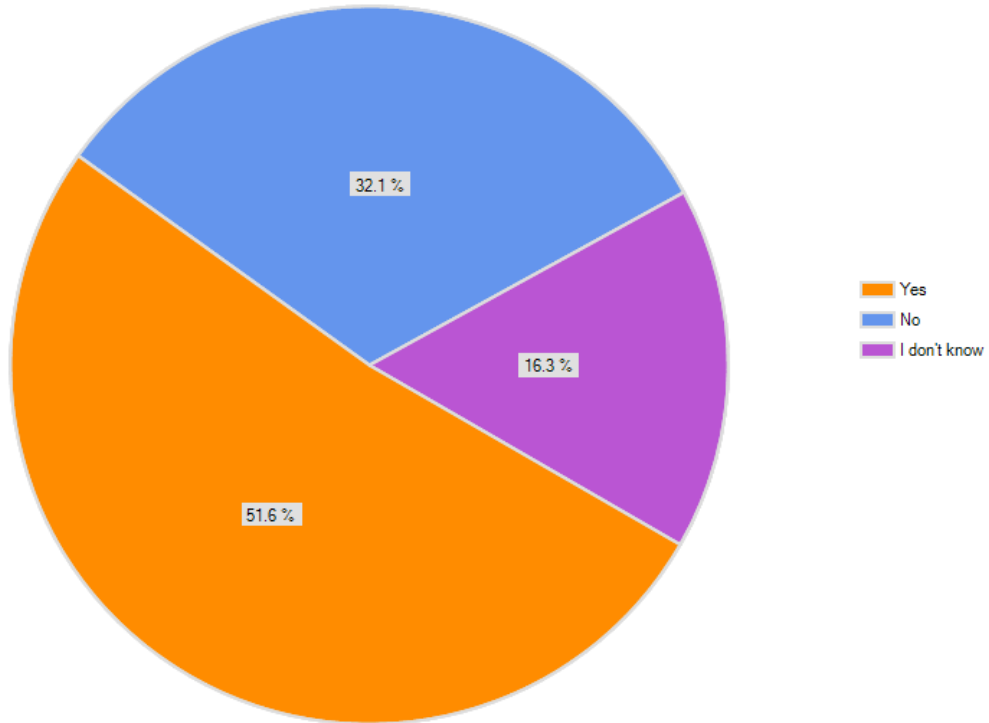
GENERAL QUESTIONS FOR ALL RESPONDENTS

Does your agency have a written social media policy?

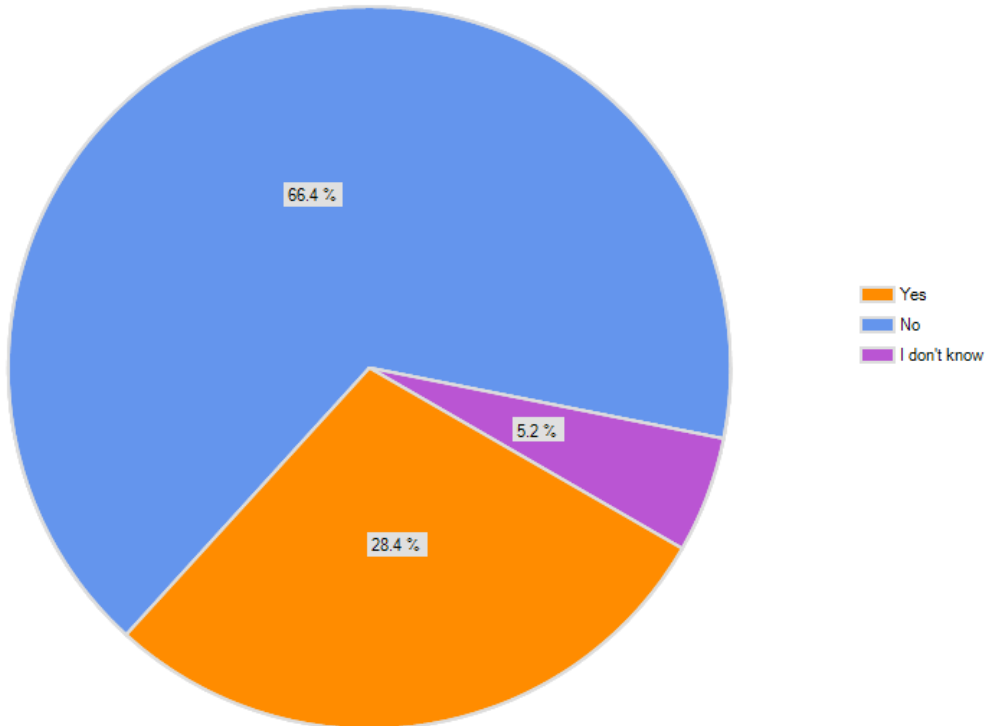


GENERAL QUESTIONS FOR ALL RESPONDENTS

Does your unit of government, beyond your agency, use social media tools?

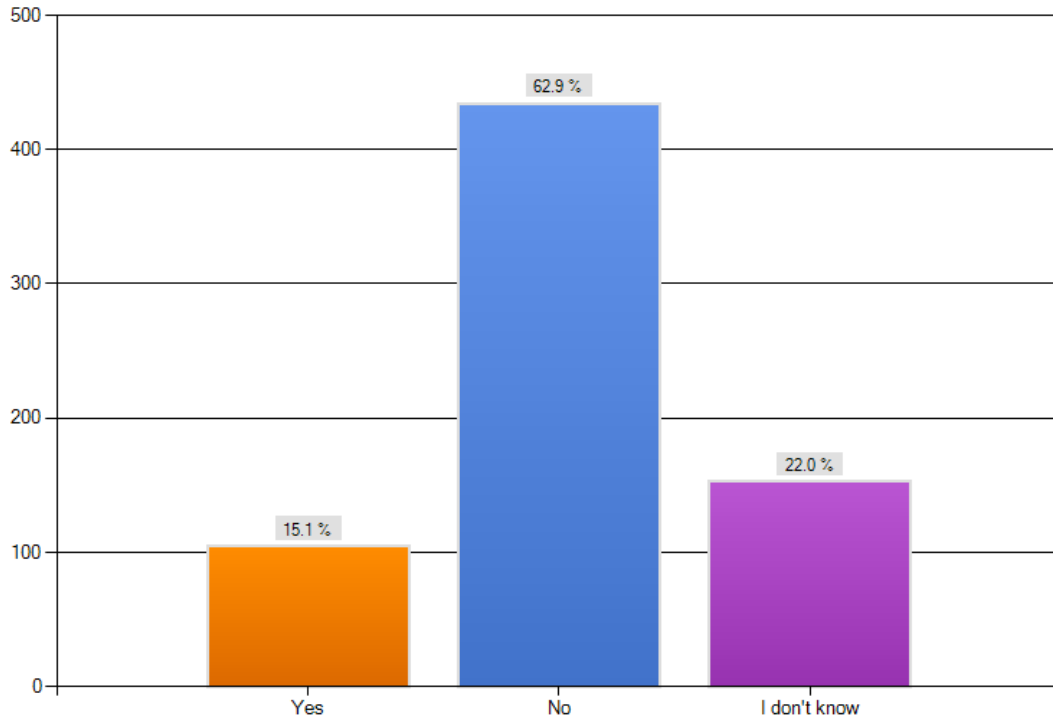


Has your agency dealt with negative attention related to the use of social media by agency employees on-duty or off-duty?

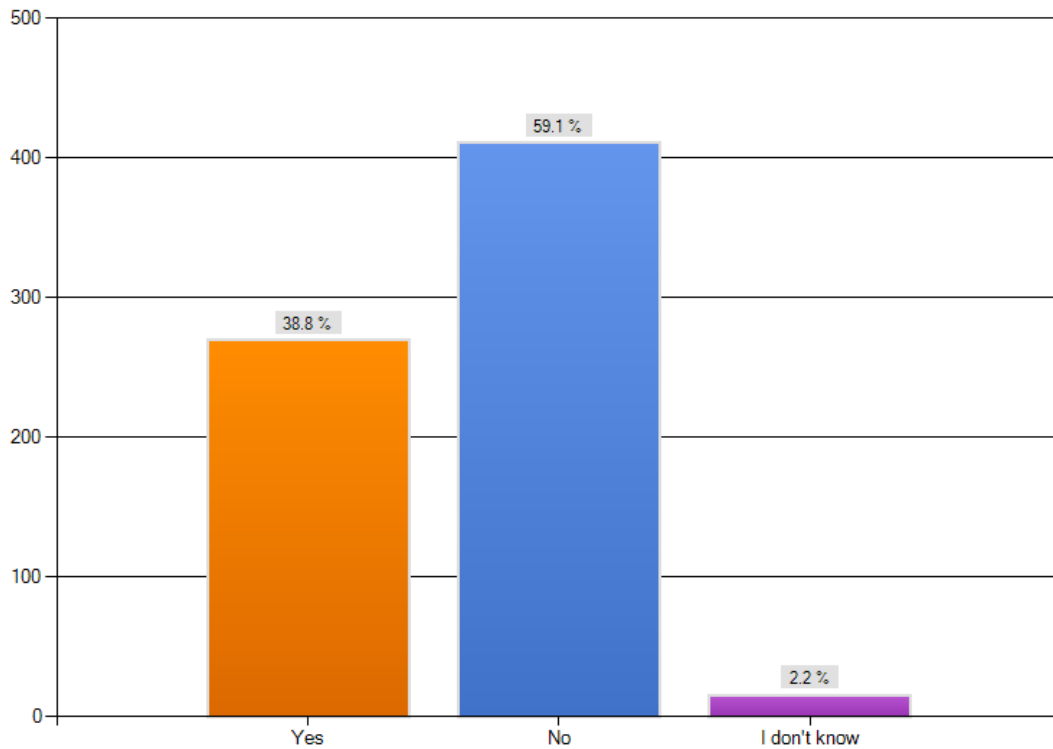


GENERAL QUESTIONS FOR ALL RESPONDENTS

Does your agency provide training on on-duty or off-duty use of social media in the academy?

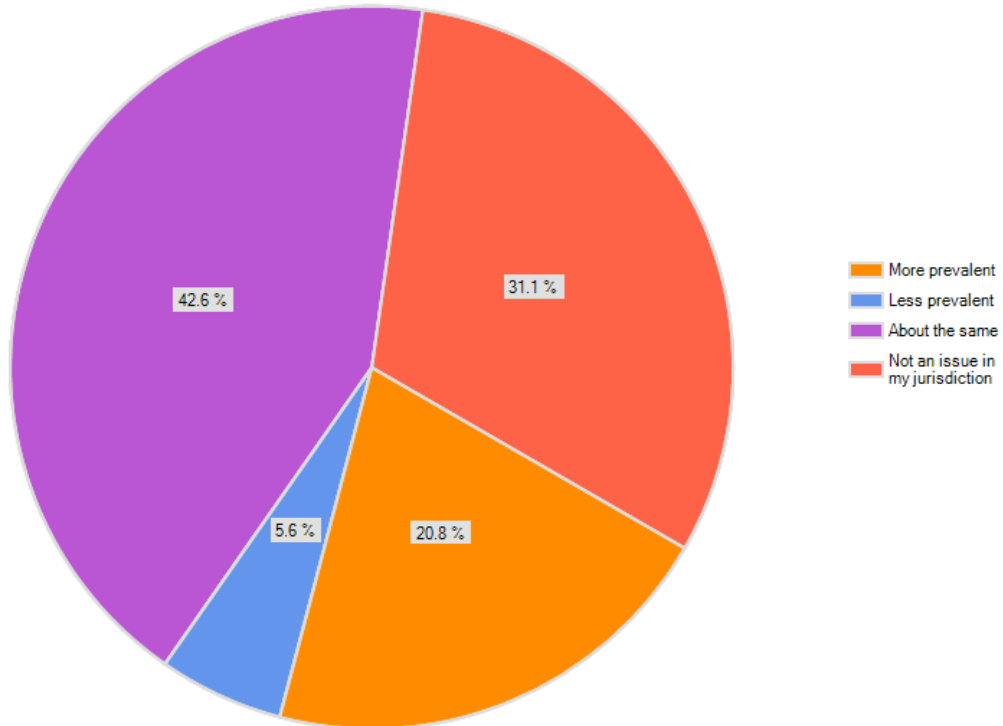


Does your agency provide inservice training on on-duty or off-duty use of social media?

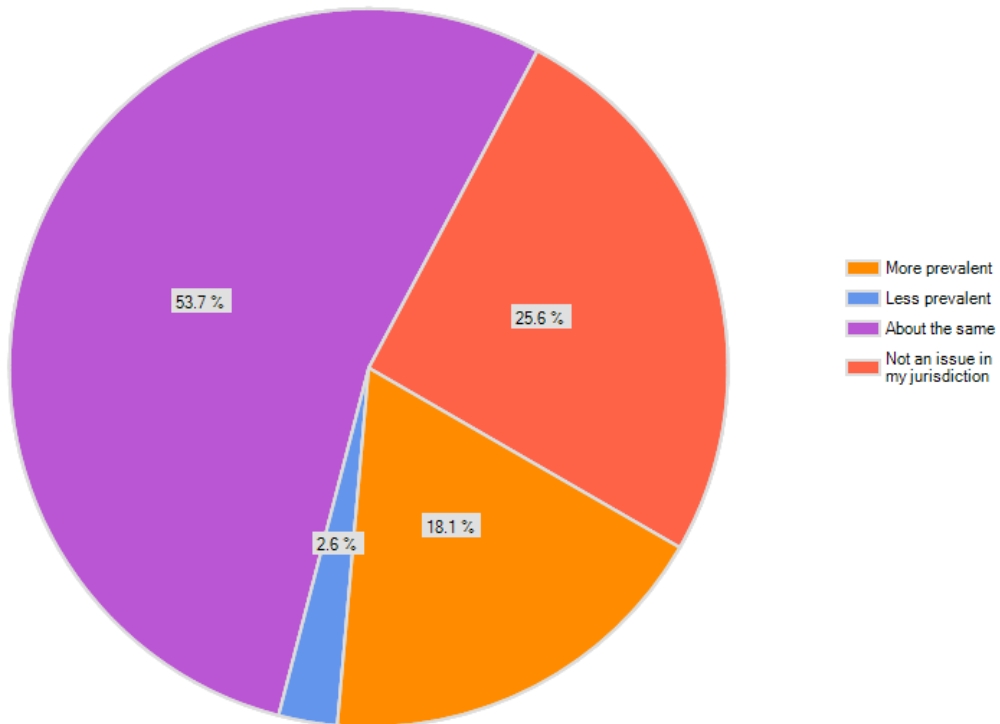


GENERAL QUESTIONS FOR ALL RESPONDENTS

Compared to one year ago, complaints to my agency about “sexting” (the sharing of sexually explicit photos, primarily via cell phone) are:

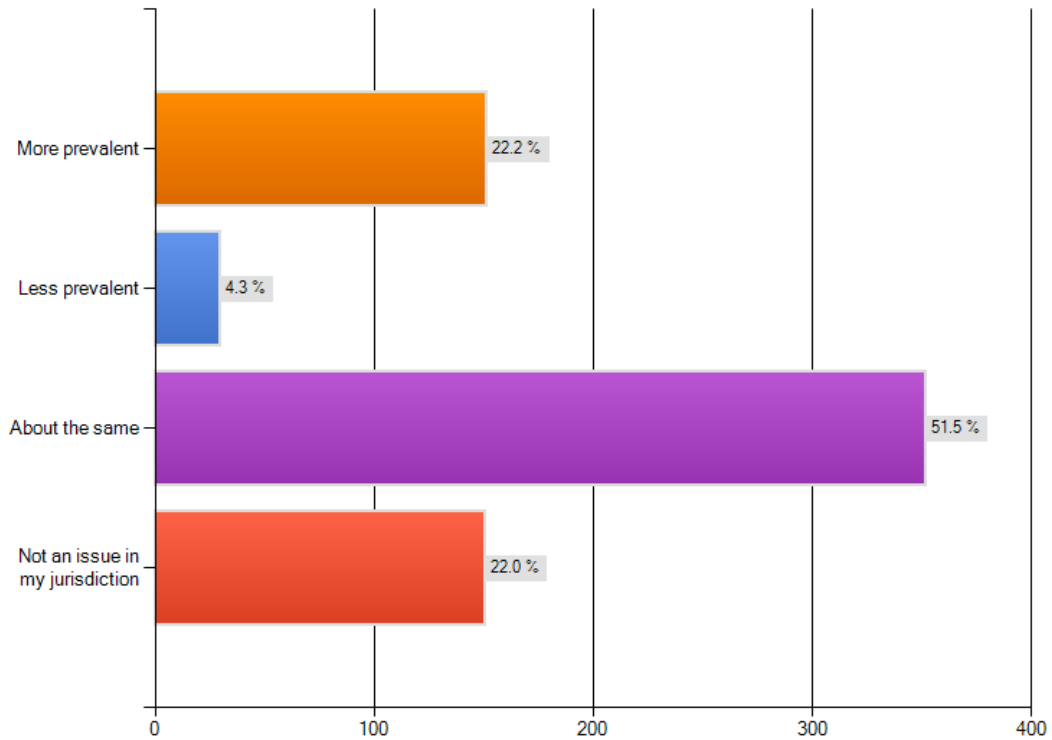


Compared to one year ago, complaints to my agency about online stalking are:

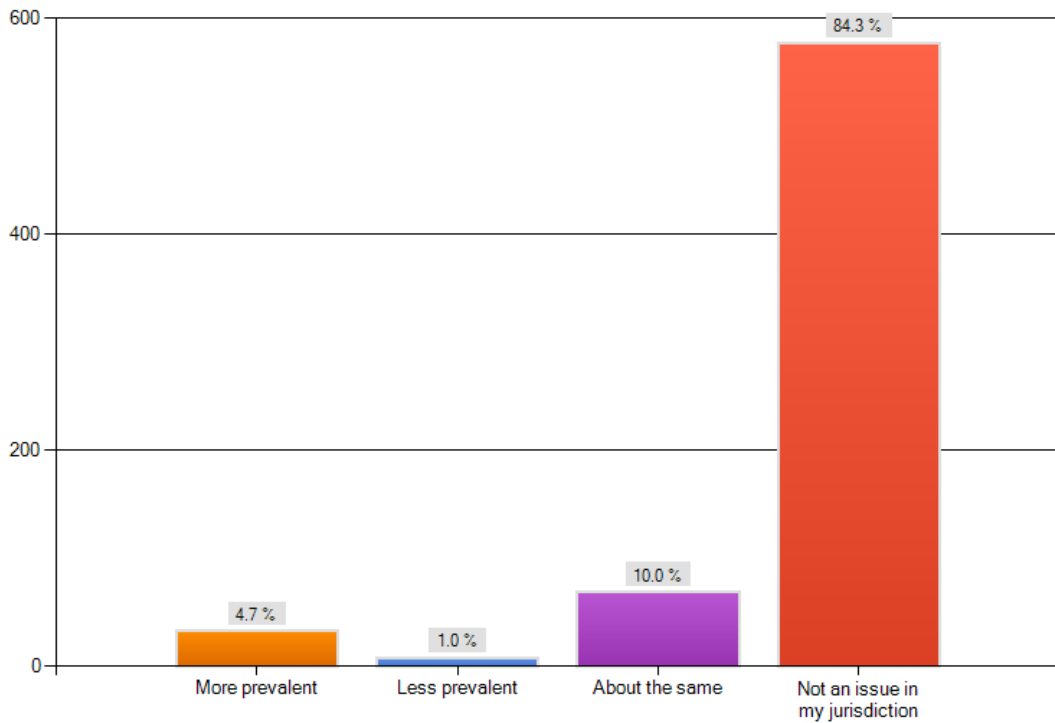


GENERAL QUESTIONS FOR ALL RESPONDENTS

Compared to one year ago, complaints to my agency about online bullying are:

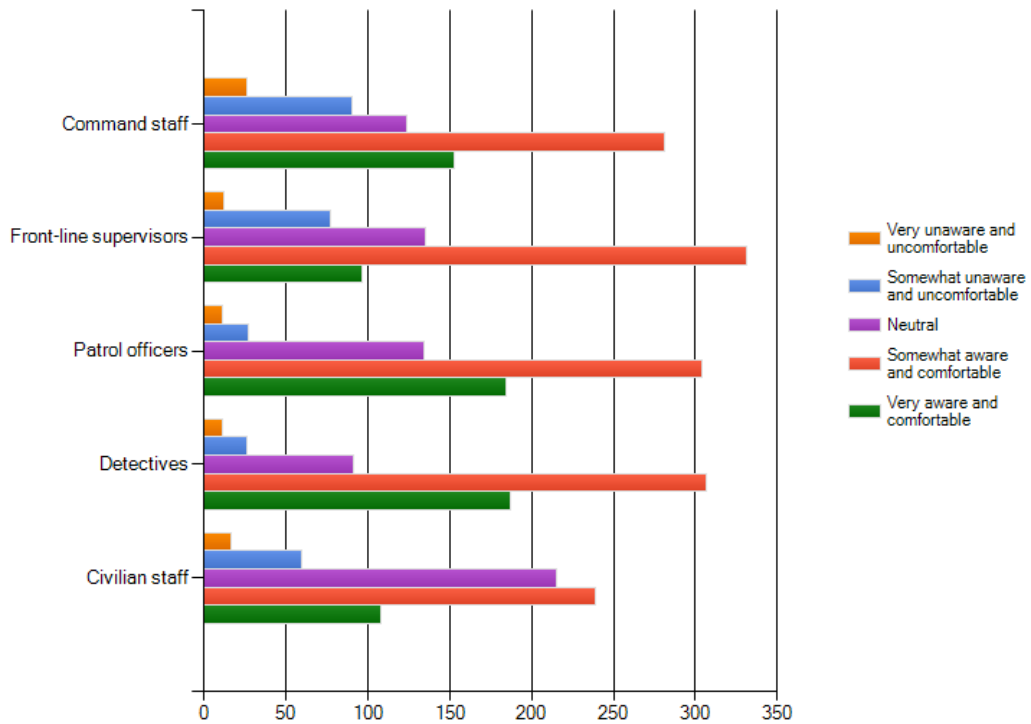


Compared to one year ago, complaints to my agency about flashmobs (large groups of individuals quickly mobilizing in a specific location) are:



GENERAL QUESTIONS FOR ALL RESPONDENTS

Please rate the awareness and comfort level of your agency's staff with respect to the use of social media tools overall.



Social media has changed the way people learn, get information, do business, communicate, and interact with others. What impact has the proliferation of social media and reliance on related technology had on your agency's employees?

