



YOUTUBE FACT SHEET

What Is YouTube?

YouTube is an online video community that allows users to upload video content, share that content, and view the content uploaded by others. Users are also able to rate videos and leave comments. Another feature of the site allows you to subscribe to another user's videos and public activity, meaning that you will receive updates and stay informed when something new occurs on their page.

How do you get started?

To get started, you must create an account. Simply go to www.youtube.com and click "Create Account" at the top of the page and follow the steps. Be sure to create a meaningful user name so that your community will recognize your site. Also, YouTube provides badges that you may download and embed on your current agency Web site so the community will easily be able to navigate to your YouTube channel. There is no cost associated with creating an account or uploading content.

So you have an account . . . now what?

If you are new to creating and uploading videos to the Web, YouTube offers a number of resources to assist you. The YouTube 101 series is a compilation of online videos showing you how to use basic YouTube features. Users may access the YouTube handbook for information on creating effective videos, ideas for projects, and advice for uploading content. There is also a help center available to users.

How can law enforcement use YouTube?

YouTube allows your agency to be its own news station by giving you a place to post video about the topics and events you think are important. This service also allows community members to watch videos at their convenience.

Crime Solvers Information — Your agency can post surveillance video in conjunction with tip line information on YouTube, giving a large audience the opportunity to provide crucial suspect and crime

information. Asking for help with solving crimes also helps police departments tell the community what is going on in their area.

Recruitment — Highlight academy graduations or make recruitment-specific videos showing what it takes to be an officer in your agency. These videos will give unique insight to potential recruits that they may not receive from a flyer or a visit to your Web site.

Crime Prevention and Safety Tips — Videos can be an effective way to share crime prevention and safety tips with your community. The immediacy of YouTube uploading and sharing allows agencies to respond quickly to current issues and inform the public with little delay. Now you can show your community instead of just telling them about safety and crime prevention tips.

Chief's Message — Like a president giving a State of the Union address, your agency's chief and other executive officers can make a video message to the community and use YouTube to share it. Whether it is a monthly video on key issues and events affecting the community or a biannual show highlighting the efforts of the agency, a video message from the department shows the community the face of its law enforcement agency and this enhances community relations.

Press Conferences — Often, after a press conference, the public will only receive sound bites that are provided to them by the news media. By capturing your entire conversation and uploading it to your YouTube site, you can give the public the whole story.

Event Promotion and Follow-Up — Reach a wide audience and possibly increase participation in your events by providing your community with exciting video insight into upcoming events and activities. You can also upload video taken during your events, enhancing community relations by showing your agency in action.

Agencies using YouTube

- Salt Lake City, Utah, Police Department
- Plymouth County, Massachusetts, Sheriff's Department
- Boca Raton, Florida, Police Department
- Las Vegas, Nevada, Police Department
- Virginia State Police

International Association of Chiefs of Police

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