



## **INFORMATIONAL MEMORANDUM**

**TO: Public Safety Committee**

**FROM: Mike Villa, Chief of Police**

**BY: Bruce Linton, Deputy Chief of Police**

**CC: Mayor Ekberg**

**DATE: October 2, 2016**

**SUBJECT: Tukwila Police Department Social Media Networking**

### **ISSUE**

The Tukwila Police Department increased its social media networking to engage with our community in an effort to increase transparency and build trust.

### **BACKGROUND**

As you know, public safety challenges are becoming more and more complex. Seeking solutions to complex problems have caused law enforcement agencies to turn to social networks to control our own narrative.

Used the correct way, social media networks such as Facebook, Twitter, and Instagram can help facilitate positive engagements with our communities in ways we never imagined.

Over the last year, the Tukwila Police Department focused on strategic engagement with the public via social media. Our full-time Recruiter and Public Information Officer (PIO) has embraced social media networks much to the advantage of the Department. We now have a very powerful platform to communicate what we are doing to support public safety and problem-solving. At times we have used these platforms to de-escalate the effects of mis-information.

### **RECOMMENDATION**

This information briefing is focused on the Police Department's social media efforts to date with the Tukwila community to build trust and legitimacy.

### **ATTACHMENTS**

Social Media Presentation



TUKWILA POLICE DEPARTMENT

# SOCIAL MEDIA

In 2016, Tukwila PD had no social media presence and no control over the online narrative and dialog even though Facebook has 2 billion active users and Twitter has 320 million active users. Individuals were reposting and sharing negative media, news stories, articles and videos containing misleading and false information related to the department and the City of Tukwila.

# Intro

Tukwila PD social media accounts went live November of 2016 (Facebook, Twitter and Instagram). "If you don't like what's being said, change the conversation" adopted as the official social media strategy. Further strategy included engaging the public in non-law enforcement related topics and topics related to pop culture and daily life as a means to humanize the department and the profession as a whole. Improving and creating new relationships with the media is also a big portion of the strategy. By reaching out to local reporters, producers and news stations, we have opened lines of communication that before were strained and or non-existent. By fostering these relationships with the media, we hope to be able to put our actions as law enforcement officers into perspective for those that report on our actions and in turn portray us and our community in a positive light.

The secondary goal of the Tukwila PD social media accounts is to promote the City of Tukwila nationwide and assist the city with developing the Tukwila brand and identity on a local and national scale.

# Strategy

Round One video emerges. BLM tags local and national media. Quick response curtails any media interest. KIRO is the only station adamantly wanting to make the story public. They choose not to air the story after engaging with the department in further discussions related to long term public safety ramifications of airing an inflammatory narrative. This was a success of the relationship that we had begun building with them prior to this incident unfolding.

# Round One

**Blacklivesmatter Seattle**  
November 28 at 8:30am

#TukwilaPoliceDepartment please explain how choking an adolescent who we can hear in this video saying he cannot breathe is justifiable. As a Tukwila resident I am ashamed of you. Eric Garner died in the same way due to police negligence & overtly aggressive force. Do Better For The Community You Serve! The people deserve better from you! 🙏  
#BlackLivesMatter #BLM #Share #ICantBreathe



55 Comments 304 Shares 17K Views

124

Maggie Cohen shared Blacklivesmatter Seattle's video.  
Yesterday at 1:50pm

I see the Tukwila Police Department didn't get tagged like I intended in the original post. If everyone could share this. We don't need an Eric Garner incident again. Once was already unacceptable. Make this go viral to expose the corruption of our own city. #BlackLivesMatter #ICantBreathe 🙏




6.67K Views

Avree Reed shared Blacklivesmatter Seattle's video.  
November 30 at 11:18pm

Ppl just needa start shootin up police fr



31,152 Views

 Alicia Johnson Uhm idk about you guys but i was there when it went down. That man was drunk & acting an ass. Lmao, does this not look like resisting to you?

Like · Reply · 19 hrs

SeaTac Airport protest is the 2nd test of the “change the conversation” strategy and curtailed calls for protests at Tukwila Council meetings and Southcenter Mall. The conversation was changed from officers assaulting an innocent female to looking for a wanted male purported to be a female in connection with an assault of an innocent traveler. Initial false narrative put out by Edwin Lindo was rapidly publicly denounced by us immediately as false and his online followers began to turn on him. A Twitter user complained that police completely controlled the narrative and that their false narrative was not being heard due to overwhelming widespread distribution of our true version of the incident online.

<https://www.youtube.com/watch?v=AtlokdwuJUc>

# SeaTac Protest

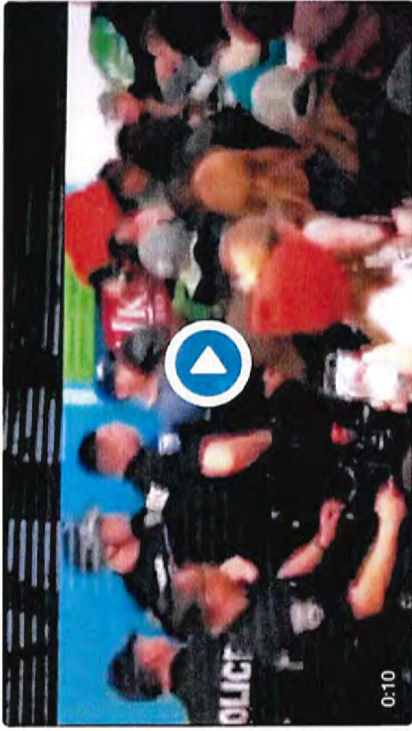


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RB1 I would insert the word "purported" before innocent female to make it clear that this was incorrect info.  
Rachel Bianchi, 9/27/2017

**Edwin Lindo** @EdwinLindo · Jan 31  
 .@TukwilaPD this officer must be fired. A. DELIC, star# 200, violently pulled an innocent woman by her hair. I've spoken to her. #justice - at SeaTac Airport  
 Checkpoint 2



38 582 528

**Tukwila Police** @TukwilaPD · Jan 31  
 We are interested in speaking with this individual. If you know their identity please contact us.

4 1 1

**Edwin Lindo** @EdwinLindo · Jan 31  
 .@TukwilaPD @JK50988833 @marymad @democracynow @AJEnglish @ajplus  
 You'll need to contact her attorney.


4 2 20

**Tukwila Police** @TukwilaPD · Jan 31  
 We do not know who this individual is and they will need to contact us.

8 1

**d@rby** @DarbyKathleen **Follow**

As a resident, I'd like 2 invite everyone 2 the City Meeting on FEB 6 @ 7PM 2demand this @TukwilaPD officer be fired tukwila.gov/event/city-cou...



**Edwin Lindo** @EdwinLindo  
 .@TukwilaPD this officer must be fired. A. DELIC, star# 200, violently pulled an innocent woman by her hair. I've spoken to her. #justice

RETWEETS 3 LIKES 3

9:51 AM - 31 Jan 2017

Officers save man attempting suicide by jumping from the parking garage. Video is captured by a passerby and a body camera. It is disturbed to multiple media outlets and discussion groups online and the story receives national media attention.

[https://www.youtube.com/watch?v=XbL\\_z\\_oWiJU](https://www.youtube.com/watch?v=XbL_z_oWiJU)

# Garage Rescue

RB [2]1 You have "disturbed" - should be "distributed"  
Rachel Bianchi, 9/27/2017

SafeWyse “Most Dangerous” report issued naming Tukwila #2. We changed the conversation from a false survey based on misused FBI data to that of a shelter rescue narcotic Kg Apollo. 3.5 million views, 23,000 story shares and searches of “Tukwila” are dominated by Apollo’s story. Apollo’s story gains national attention and airs on Inside Edition. SafeWyse survey results obliterated by Apollo coverage and are completely knocked out of search engine results due to the overload of Apollo attention.

<https://www.facebook.com/TukwilaPD/photos/a.1661752870740952.1073741828.1659980487584857/1774819329434305/?type=3&theater>  
<https://www.safewise.com/blog/most-dangerous-cities/>

# SafeWyse/Apollo

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RB [3]1 SafeWise with an I, not a Y  
Rachel Bianchi, 9/27/2017

Post Details



Tukwila Police Department is in Tukwila, Washington.

May 22 · 🌐

We would like to introduce you to our newest K-9 Apollo!

Apollo did not come to us through the normal route that most police K-9's do. Apollo was abandoned and sent to a shelter within the state. He stayed at the shelter for six months and was deemed to have too much energy to be considered for adoption and was about to be euthanized. Before doing so, the shelter called a Washington State narcotics K-9 trainer and asked her to take a look at Apollo to see if he was possibly ... See More



3,230,085 People Reached

205,403 Reactions, Comments & Shares

121,269 Like

21,620 On Post

99,649 On Shares

47,771 Love

13,621 On Post

34,150 On Shares

488 Haha

26 On Post

462 On Shares

700 Wow

138 On Post

562 On Shares

57 Sad

3 On Post

54 On Shares

42 Angry

4 On Post

38 On Shares

11,969 Comments

4,585 On Post

7,384 On Shares

23,464 Shares

23,155 On Post

309 On Shares

252,424 Post Clicks

43,264 Photo Views

381 Link Clicks

208,779 Other Clicks /

NEGATIVE FEEDBACK

1,992 Hide Post

631 Hide All Posts


3 Report as Spam

6 Unlike Page

Reported stats may be delayed from what appears on posts

Mall shooting July 1st. Quick online response resulted in minimal media coverage. We also immediately contacted local media outlets notifying them that the shooting was in fact just a dispute settled with a single gunshot to the floor and not an active shooter, act of terrorism or anything of media interest for that matter.

<https://www.facebook.com/TukwilaPD/photos/a.1661752870740952.1073741828.1659980487584857/1793436450905926/?type=3&theater>



A screenshot of a Facebook post from Tukwila Police. The post includes a profile picture of a globe, the name 'Tukwila Police @TukwilaPD', and the date 'Jul 1'. The main text of the post reads: '1 confirmed gunshot was fired stemming from a dispute between individuals about 8:45PM. No one was hit.' Below the text are three icons: a speech bubble with the number '3', a retweet icon with the number '30', and a heart icon with the number '28'. To the right of the heart icon is a vertical ellipsis menu icon.

# Mall Shooting



Suicide of Chester Bennington. We covered it as it was a topic of national discussion and an issue that the department deals with on a regular basis. Just under 1 million views, 6,227 shares and the post received local and national coverage and aired on KOMO.

<https://www.facebook.com/TukwilaPD/posts/18023693933345965>

# Suicide Awareness

Post Details



**Tukwila Police Department** added 4 new photos.  
July 20 · 🌐

Today, it was reported today that Chester Bennington of the group Linkin Park tragically took his own life. Shortly after, a friend of mine wrote "What do you do when your child looks up to someone because they're battling depression too and they find hope and healing in their music only to find out today that their hero took his own life??"  
Imagine your child who struggles with depression having finally found an outlet and connection in the words and music of someone that i...

Continue Reading



**897,334** People Reached

**20,673** Reactions, Comments & Shares

**7,562** Like On Post **6,227** On Shares

**2,824** Love On Post **2,128** On Shares

**19** Haha On Post **18** On Shares

**51** Wow On Post **42** On Shares

**2,976** Sad On Post **2,373** On Shares

**15** Angry On Post **14** On Shares

**1,283** Comments On Post **951** On Shares

**5,986** Shares On Post **111** On Shares

**202,518** Post Clicks  
**22,961** Photo Views  
**474** Link Clicks  
**179,083** Other Clicks

**NEGATIVE FEEDBACK**

**291** Hide Post  
**0** Report as Spam  
**117** Hide All Posts  
**0** Unlike Page

Reported stats may be delayed from what appears on posts

- Department controlled narrative.
- By providing photos/videos rapidly to our social media platforms, the media uses our visual material and narrative for their stories.
- As a result, the media no longer responds to most incidents. This frees up officers to work without camera crews and outside distractions. It allows victims more privacy and non-involved parties claiming to be witnesses are not publicly interviewed by the media.
- During the mall shooting incident, we were able to communicate with those still inside the mall hiding in stores via social media.
- Keeps the community in touch with what the department is doing.
- Allows for greater transparency between the department and community. What we do is now visible and accessible to the public online without them having to ask for it.

# Further Benefits