Using Community media platforms to promote crime reporting

Community media platforms, such a Facebook groups, Twitter pages and parish magazines can be a useful tool for promoting community safety.

1. **REPORT, REPORT, REPEAT:** One of the biggest obstacles to encouraging community members to report crimes or local concerns is that many believe it is not worth it the time spent. This may be related to a perceived lack of a police presence or response.

   Failing to report incidents to the police, particularly concerns such as driving offences, anti-social behaviour and vandalism can lead to under reporting.

   Local leaders can use their social media platforms and community magazines to explain the importance of reporting and how reporting data enables the police to better understand the issues facing the community and direct resources appropriately.

   Moreover, residents reporting a seeming small piece of information could be providing the police with the final jigsaw piece to secure arrests.

2. **EASY AS 1,2,3:** Local leaders can use their platforms to promote the different ways in which a crime can be reported. Crimes or information can be reported online, using Cambridgeshire Constabulary webchat or by calling 101.

   This information can be "pinned" to the top of Facebook pages, included in crime related social media posts or featured in all local magazines.

3. **MATCHING QUANTITY OF REPORTING WITH QUALITY:** Reporting incidents or concerns, no matter how small they seem, is vital for helping the police understand issues within a community and direct resources appropriately. However, the quality of reporting can make a big difference for the police.

   Where possible provide as much detail as possible: time frames, number of individuals involved, number plates, car colour, items of clothing worn. Where appropriate and safe to do so, also take pictures – this is especially useful when reporting vandalism.

4. **BOBBIES ARE ON THE BEAT:** Local district police teams have well established social media platforms and post regularly. Sharing this content will mean that even if a few

people actually see a police car or meet an officer on the street, everyone feels reassured that there's a police presence in the community.

Boosting community confidence in police response to concerns and incidents will in turn empower residents to report information, confident that their intelligence is making a difference.