

20-17 eComm Role, Social Media and Dissemination of Information

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

EXECUTIVE DIVISION

SHERIFF'S INFORMATION BUREAU

Unit Order:

20-17

Effective Date:

03-01-2020

Subject:

eComm Role, Social Media and Dissemination of Information

Reference:

N/A

PURPOSE OF ORDER

The purpose of this order is to define the procedures by which Sheriff's Information Bureau (SIB) assists Department members and outside agencies with requests for electronic and web based communications.

SCOPE OF ORDER

- The primary mission of the eComm Unit is to listen to and share information through, electronic and web-based communications platforms;
- Train personnel on the use of electronic and web-based communications platforms;

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- Research new and emerging electronic and web-based communication platforms to identify if they are viable to the Department for use.

ORDER

Deputies assigned to eComm train Department members, develop policy; write newsletters and articles for publications to help Department members negotiate the complicated aspects of social media. They assist with the writing of evaluations. Specific duties and responsibilities are listed below:

Operations Deputy

The unit's Operations Deputy manages the unit's databases, records, Department social media account access, and control. They assist the sergeant with the overall organizational control of the unit. They write articles, pamphlets, and other instructional materials for distribution throughout the Department.

Research Deputy

Assists with gathering and analysis of information from multiple social media websites and the Internet. They assess current and future technical requirements for the unit. They evaluate current and emerging Social Media platforms to determine Department participation in those platforms. They write articles, pamphlets, and other instructional materials for distribution throughout the Department.

Training Deputy

Train Department members to safely use social media and how to maintain personal security on the Internet. They write articles, pamphlets, and other instructional materials for distribution throughout the Department.

Social Media Dispatchers

The Social Media Dispatchers (LETs) work around the clock, seven days a week, use using publicly available web applications and news aggregators to search websites for information. Using a strategic listening process, they search the Internet to locate any criminal activity or activities that will elicit a significant police response. They respond to questions about the Department posed by the general public online. They identify information that would require Department statements and share information provided to them by the sworn personnel assigned to Sheriff's Information Bureau.

Due to the increasing trend in emergency management of using social media as a means of quickly pushing information to citizens in need, the eComm unit will use social media to assist the Emergency Operations Center or SIB Operations Center in cases of extreme emergency.

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There are numerous websites and links that are used by SHB personnel on a regular basis. Below are several of the most often used links and websites.
