

SMART  
POLICING

Data. Analysis. Solutions.



**BJA**  
Bureau of Justice Assistance  
U.S. Department of Justice

# Smart Policing Initiative Website and Social Media

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# Agenda

- SPI Website Background
- SPI Website Key Features
- SPI Website Mailing List
- SPI Goes Mobile
- SPI Social Networking

# SPI Website Background

# Importance and Benefits of Online Presence

- Global audience
- 24/7/365
- Cost effective
- Technical support
- Collaboration
- Immediate information dissemination
- Multimedia

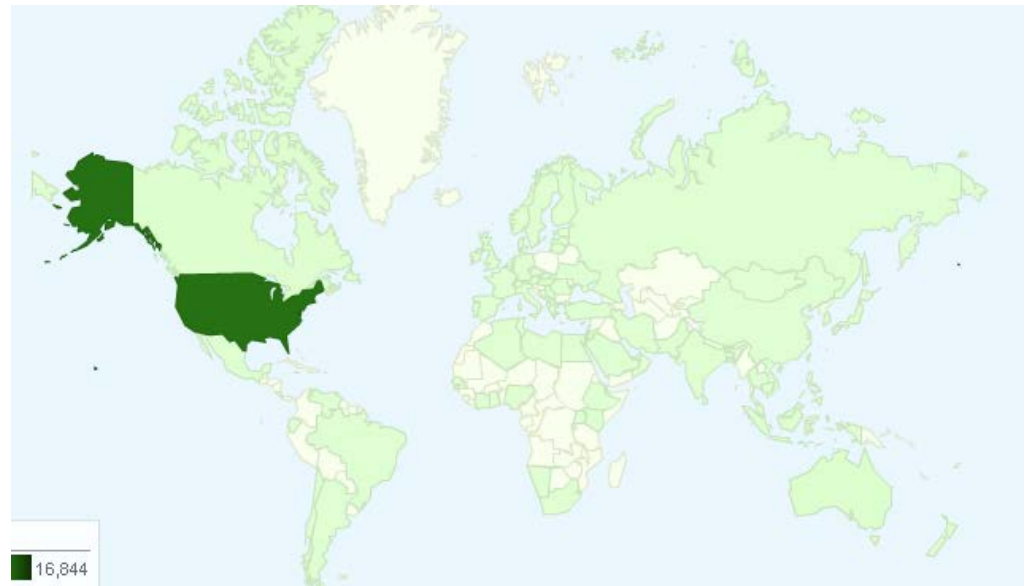
The SPI website was launched in June 2010.



It averages over 4,500 page views per month!

# The website reaches over 115 countries/territories worldwide

- The Top Ten are:
  - United States
  - Canada
  - United Kingdom
  - New Zealand
  - Australia
  - India
  - Brazil
  - South Africa
  - Taiwan



# SPI Website Key Features

# Key Features

- Background
- SPI Sites
- Technical Assistance
- Resources
- News
- Events
- Community
- Contact Us



# How does this help me?

- Learn how to incorporate SPI practices and concepts into your department or agency
  - E.g., organizational change, using intelligence for strategic targeting, or research partnerships
- Find out how to address a variety of common law enforcement challenges and problems
  - E.g., abandoned homes, drugs, minority groups, and violent crimes.
- Collaborate with other SPI sites and the SPI community
- Request additional assistance

# Background

Learn more about SPI and the SPI Team  
(BJA, CNA, and SMEs)

Check out SPI bios and photos

[www.smartpolicinginitiative.com/background/spi-team](http://www.smartpolicinginitiative.com/background/spi-team)



# SPI Sites

[www.smartpolicinginitiative.com/SPIsites](http://www.smartpolicinginitiative.com/SPIsites)



Learn about each of the SPI sites on the "SPI Sites Pages"

Each site can edit and update their own page, contact [spi@cna.org](mailto:spi@cna.org) to learn how!

# Build up your SPI Site Page

- Include updates on recent events and news
- Upload images and videos
  - E.g., Palm Beach - Community Soccer Tournament video or Glendale - Teen's Today segment on Glendale SPI
- Share resources, challenges, and best practices
  - E.g., Example MOUs with partner agencies or presentations
- Share interesting findings from SPI research and evaluations

# SPI has an *Affiliate Membership* for non-funded sites



Albuquerque, NM and Georgia  
Department of Juvenile Justice  
are affiliate members!



Share SPI with other departments.

# Technical Assistance

SPI has conducted *17 webinars*  
(and counting)!



View them and supplemental reading at:  
[www.smartpolicinginitiative.com/tta/webinars](http://www.smartpolicinginitiative.com/tta/webinars)

# Technical Assistance

SPI Site Spotlights and Program Profiles highlight the methodology and results of SPI sites.



View reports on  
Boston, MA; Glendale, AZ; Los Angeles, CA;  
Palm Beach, FL; and Reno, NV

[www.smartpolicinginitiative.com/tta/spi-site-spotlight-reports](http://www.smartpolicinginitiative.com/tta/spi-site-spotlight-reports)



# TTA Request Form

SPI sites can make  
TTA requests via the  
SPI website home  
page:

## Technical Assistance

Need Training and  
Technical Assistance?  
Submit a request here!

Want to learn about the types of technical  
assistance available? Go [here](#).

The screenshot shows the 'SPI Site Training and Technical Assistance Request Form' on the SMART Policing website. The form includes fields for First Name, Last Name, Email, Phone Number, SPI Site, and Issue of Interest/TTA Request. It also features a dropdown menu to select SMEs (Brenda Bond, Jim Bueermann, Jac Charlier, Chief Ron Davis) and a section for additional comments. The website header includes the SMART Policing logo and navigation links.

[www.smartpolicinginitiative.com/tta-request-form](http://www.smartpolicinginitiative.com/tta-request-form)



# Resources

*Crime Analysis, Economics, Sustainment,  
Policing Strategies, Technology, and Outreach...*

These are just *some* of the topics you can  
search by and find resources for on our  
website!

[www.smartpolicinginitiative.com/library-and-multimedia-resources/resources-and-publications](http://www.smartpolicinginitiative.com/library-and-multimedia-resources/resources-and-publications)

# Resources



The SPI website has over *75 video podcasts!*

Covering site spotlights, information from site representatives, webinars, and hot topics!

# Watch podcasts on our



- SPI website:

[www.smartpolicinginitiative.com/video/multimedia](http://www.smartpolicinginitiative.com/video/multimedia)

- YouTube Channel:

[www.youtube.com/user/SmartPolicing](http://www.youtube.com/user/SmartPolicing)

# Events

The screenshot shows the SMART POLICING website. The header includes the logo "SMART POLICING" with the tagline "Data. Analysis. Solutions." and a navigation bar with links: BACKGROUND, SPI SITES, TECHNICAL ASSISTANCE, RESOURCES, NEWS, EVENTS (highlighted), COMMUNITY, and CONTACT US. A sidebar on the left lists "SPI Events" including Upcoming Events, Inaugural Meeting, Interim Meeting, 2012 National Sheriff's Association Meeting, Fall 2011 National Meeting, and February 2012 National Meeting. The main content area is titled "Events" and "Upcoming SPI Event". It features a calendar for October 2012 with highlighted events: International Association of Chiefs of Police (Oct 1-3) and SPI National Meeting (Oct 16-18). Below the calendar, a section titled "Highlighted upcoming events:" lists the same events with their dates.

**SMART POLICING**  
Data. Analysis. Solutions.

Building evidence-based, data-driven law enforcement tactics and strategies that are effective, efficient, and economical.

BACKGROUND | SPI SITES | TECHNICAL ASSISTANCE | RESOURCES | NEWS | **EVENTS** | COMMUNITY | CONTACT US

**SPI Events**

- Upcoming Events
- Inaugural Meeting
- Interim Meeting
- 2012 National Sheriff's Association Meeting
- Fall 2011 National Meeting
- February 2012 National Meeting

**Events**

**Upcoming SPI Event**

Year Month Week Day

« Prev October 2012 Next »

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 International Association of Chiefs of Police	2 International Association of Chiefs of Police	3 International Association of Chiefs of Police	4	5	6
7	8	9	10	11	12	13
14	15	16 SPI National Meeting	17 SPI National Meeting	18 SPI National Meeting	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Highlighted upcoming events:**

- International Association of Chiefs of Police  
Saturday, September 29, 2012 (All day) - Wednesday, October 3, 2012 (All day)
- SPI National Meeting  
Tuesday, October 16, 2012 (All day) - Thursday, October 18, 2012 (All day)

Want to know  
about upcoming  
SPI events?

Check out our  
calendar!

[www.smartpolicinginitiative.com/spi-events](http://www.smartpolicinginitiative.com/spi-events)

# Contact Us

Have a question about SPI? Go to  
the “Contact Us” form  
([www.smartpolicinginitiative.com/contact](http://www.smartpolicinginitiative.com/contact))



# SPI Website Mailing List



The SPI mailing list has  
*over 1,600 members.*

You can join on the SPI front page.

*Join Our Mailing List.*

Enter your name and email below to receive exclusive news and stay connected to the SPI community.

First Name

Last Name

Email Address

Mailing list members receive monthly updates on new website additions and upcoming SPI events.





# Want to receive our SPI Quarterly Newsletter?

Join our mailing list on the SPI front page!



*Join Our Mailing List.*

Enter your name and email below to receive exclusive news and stay connected to the SPI community.

First Name

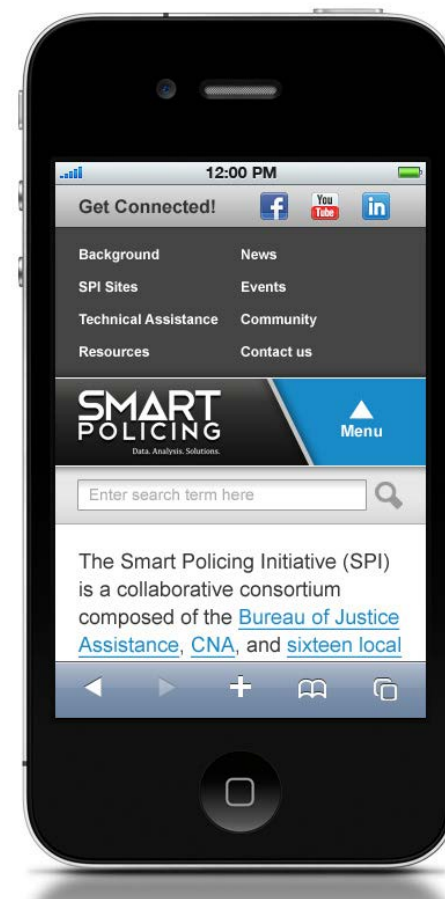
Last Name

Email Address

# SPI Goes Mobile

# Goals

- Push information to the SPI community and law enforcement officers in the field
- Make information accessible, easy to obtain
- Provide content that is streamlined
- Refers to internet-based tools that people use to interact
- Social media is synonymous with Web 2.0



# SPI Social Networking

# SPI in Social Networking

- Goals include:
  - Expand SPI community
  - Increase collaboration
  - Instantly communicate interesting articles or news related to SPI



# SPI is on LinkedIn, Facebook, YouTube, and twitter



Get connected on  
the SPI homepage!



Join our  
LinkedIn  
Group of over  
300 members  
to discuss  
pertinent  
issues related  
to SPI

The screenshot shows a LinkedIn feed with the following posts:

- Post 1:** Profile picture of Jerry. Title: "Success for an offender-focus strategy". Text: "New results available from Philadelphia's randomized controlled trial of three different policing strategies, part of our Smart Policing ...". Posted 10 days ago. Comment by Jerry R. (4 days ago): "Thanks Lt Klaus! We have a paper ready to send to a journal if you are interested in the full methodology. Can fwd if you email me directly ... »".
- Post 2:** Profile picture of Charles. Title: "Technology Alert – New First Responder Bomb Threat 'App' Available for Smartphone's and Laptop's.". Text: "I recently ran across a new product for law enforcement that I consider a must have for on-scene incident commanders. The software ...". Posted 13 days ago. Comment by Christopher G. (10 days ago): "Too bad they are charging government users for the ap. \$12 for the ap and \$100 for a PC version. I can see that charge for authorized ... »".
- Post 3:** Profile picture of Larry. Title: "Task Forces / Concept Teams and the 'Targeting' of violent offenders". Text: "As a young police officer in the late 1980's, I worked in the City of Lansing, Michigan and quickly discovered that a class of violent ...". Posted 14 days ago. Comment by SPI Administrator A. (13 days ago): "SPI Administrator likes this."

Each post includes a "See more »" link and small profile pictures of users who interacted with the post.

# Questions



[spi@cna.org](mailto:spi@cna.org)