



Seminar Series for the Police Knowledge Fund:

Unpacking the opportunities and threats of social media for policing: old news, or the next frontier?

Venue: The University of Liverpool's London Campus (33 Finsbury Square, EC2A 1AG)

Date: 3rd October 2016, 2-4pm

Speakers: Layla Branicki (The University of Birmingham)

Social media is transforming the way people communicate, interact and share information. Better Wi-Fi and 4G coverage, combined with the increased ownership of internet enabled smartphones has allowed individuals and groups to instantaneously share experiences, opinions, images, maps and video content in an unrestricted and networked manner. The use of social networking technologies by the public therefore present opportunities for policing and crime reduction as they enable new and more immediate forms of police-citizen communication, crime reporting and crime identification. Yet, social media use also produces new challenges, which in turn require new capabilities from policing and police officers. For example, the ability to sift through and track social media content, or to engage frequently and effectively with the public via popular social media platforms. This session will critically examine these issues in order to highlight the key opportunities and threats of social media for policing.

There will be chance to have discussion and ask questions throughout.