



**ODISHA POLICE  
STATE HEADQUARTERS  
CUTTACK**

Police Circular Order No. 378 / 2018

**SOCIAL MEDIA CELL**

Social Media has emerged as an important medium of communication. Rising use of Social Media presents unique opportunity to reach out a large number of people and listening to their grievances in ways that were not possible earlier. It can also be utilised to facilitate peer-to-peer interaction and thereby promote both vertical and horizontal communications. It has become imperative for Police organisations to adopt this new mean of communication. It is also important in view of the fact that a number of complaints related to police are being lodged in the official Twitter/Facebook of Hon'ble CM of Odisha which need to be promptly attended to.

We have two active Twitter accounts of Odisha Police and DGP, Odisha. It has been observed that a series of complaints/ grievances are being posted on these accounts on daily basis. On receipt of such complaints, generally the same are being retweeted to concerned district SsP for necessary follow-up action. However, often the districts do not respond with required promptitude. Delayed, inapt or incorrect response on Social Media causes bigger outrage and bad name for the organisation. Besides, we are maintaining a Facebook account namely, "Odisha Police Organisation". However, presently the same is being used only to post a few good activities taken up by Odisha Police.

In view of the above, it is now decided to streamline the Social Media activities of Odisha Police and for this purpose, a Social Media Cell is being opened in State Police Headquarters, Odisha, Cuttack.

### **A. Composition of the Cell :-**

The Cell will be headed by one AIGP who will be assisted by PRO, State Police Headquarters, two Inspectors/Sub-inspectors and two constables. The cell will work under supervision of a senior staff officer.

### **B. Objectives Of the Cell :-**

- As a source of criminal information.
- As a voice in Social Media.
- To push information.
- To leverage the wisdom of the crowd.
- To interact with the public.
- For community policing. To spread knowledge/information quickly among large number of people with minimal effort that could protect community, help catch suspects, find missing persons, etc.
- To show the human side of policing.
- For quick identification and resolution of genuine grievances.
- For law enforcement activities.
- To enhance image of Police.
- Providing a forum for people to ask questions and for Police to answer and share tips.
- Proper analysis of Social Media coupled with detection technologies can improve accuracy and efficiency of incident response and reporting and allocation of investigative resources.
- Analytic can identify trends to improve operational effectiveness and efficiency.
- Proactive policing can help stop crime before it takes place.

### **C. Functions of the Cell:-**

The Social Media Cell, at State Police Headquarters will:

- Maintain and update Facebook, Twitter, YouTube and other Social Media accounts of Odisha Police.
- Keep watch on the posts of important Twitter accounts like CMO Odisha, Home Odisha, MHA, PMO and other important government and non-government organisations.

- Keep track on the Social Media activities of District Police.
- To keep close watch on trending Police related issues.
- Collection of information about important works/achievements from field and posting them on Social Media platforms.
- To keep track on Social Media activities of other State Police Organisations and CPOs.
- Scrutiny of complaints received through Social Media, their prompt dissemination to ground level and proper replies after collection of information from field.
- To observe Electronic/Print media for Police related information and respond if needed.
- Keep a watch on comments and responses of people on the posts by our state and district level Social Media accounts and ensure proper replies, if needed.
- To keep an eye on people who habitually post anti-police comments and ensure a proper response including blocking such accounts.
- To post special pictures and details of special days such as Odisha Police Day, Martyrs Day, National Days etc.
- To function as a Nodal Cell for the districts level Social Media Cell and connect all of them through a Whatsapp group/Facebook group/ Call/ Messages for prompt and immediate transmission/action of public grievance.
- Both the state and District level SMC officers/men will monitor in a geospatial way for threats via online open source or Social Media Platforms.

#### **D. District Police Social Media Cell:-**

On the lines of Social Media Cell at the State Police Headquarters, a Social Media Cell will function at the district level also. It will be headed by DSP, DIB and will function under direct supervision of Superintendent of Police of that concerned district. The functions of District Social Media Cell will be:-

- Maintain and update Social Media accounts of District Police.
- Keep watch on the posts of important twitter accounts like State Police, CMO Odisha, Home Odisha, MHA, PMO and other important government and non-government organisations.
- To keep close watch on trending Police related issues.

- Collection of information about important works/achievements from Police Station level and post them on Social Media platforms.
- To attend complaints received through Social Media directly or from state level, their prompt dissemination to Police Station level and proper replies after collection of information from field.
- To observe Electronic/Print media for Police related information and respond if needed.
- Keep a watch on comments and responses of people on the posts by district level Social Media accounts and ensure proper replies, if needed.
- To keep an eye on people who habitually post anti-police comments and ensure a proper response including blocking such accounts.
- To post special pictures and details of special days such as Odisha Police Day, Martyrs Day, National Days etc.
- To keep proper liaison with State Nodal Cell through a Whatsapp group/Facebook group/ Call/ Messages for prompt and immediate transmission/action of public grievance
- Good work done by districts to be communicated to State Media Cell with a synoptic note.
- Photographs of Police activities to be uploaded on Social Media on daily basis.
- Keep watch on the important news of district level and intimate to headquarter.
- Post information about missing person/wanted criminals on Social Media.

#### **E. Do's & Don'ts:-**

Social Media is an important medium of communication. However, it is also a double edged sword. Sometimes due to lack of knowledge and improper communication skills-serious problems arise warranting damage control exercise. It is important to handle Social Media very carefully

#### **Do's :-**

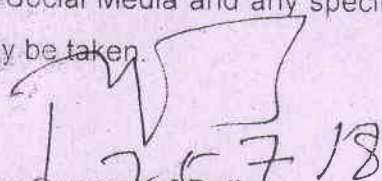
- ✓ Message should be in simple language
- ✓ Keep the comments positive. No criticism of any individual or organisation.
- ✓ Due courtesy should be shown to all members of public including those who criticize.

- ✓ Before posting all information should be double checked.
- ✓ Selection of picture should be verified.
- ✓ Utmost sensitivity must be shown while posting anything especially pictures about women, children, old age people, victims of crime and senior public functionaries including judiciary.

Don'ts:-

- ✗ Don't use poor grammar.
- ✗ Not necessary to cover every Police event.
- ✗ Avoid repeat messages.
- ✗ No personal glorifications.
- ✗ No unfriending and blocking on simple disagreement and positive criticism of Police.
- ✗ Don't like or comment on status update or DPs.
- ✗ Don't offer the world continuous updates on all the activities.
- ✗ Don't delete negative comments.
- ✗ Don't enter into any argument.

The districts which do not have Twitter, Facebook and other Social Media accounts will open them and start following State Police handles promptly. The officers handling the accounts may be given brief training on basics of Social Media handling. In case of any doubts regarding handling of Social Media and any specific posts/ comments advice of State Social Media Cell may be taken.

  
Director General of Police,  
Odisha, Cuttack.

ODISHA POLICE  
STATE HEADQUARTERS: CUTTACK.


Memo No.


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Dt. 18.12.2018.

Copy forwarded to all Heads of Police Establishment, Odisha for information.

  
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