**Codebook for the content analysis of Facebook posts on police administrated Facebook pages to quantify the extent to which police utilise Facebook to engage rural communities in the prevention and reduction of rural crime.**

The code book seeks to provide quantitative data to reflect:-

* **The extent to which the police have a presence on Facebook** (police page and post placement categories)
* **The frequency and type of viewer interaction individual posts generate** (viewer interaction categories - likes, emojis, comments and shares)
* **The approaches taken by policing teams in the construction of their Facebook posts** (post construction categories - visual characteristics, post text characteristics, type of links to other sources of information)
* **The implicit content of each post to identify the type of post** (incorporating the perceived post purpose and policing role (encompassing either the policing role portrayed in the post or the policing role inferred from the type of information disseminated) NB these codes are designed to work in tandem to provide a description of the post as a whole.
* **The explicit content of individual posts** **to highlight the variety of information police are communicating to the public through their use of Facebook**  (incorporating four main themes, portrayals of crime & criminal activity, portrayals of police and policing activities, appeals and requests for information, the dissemination of information and advice and a miscellaneous category)

**Police page**

**Category Code Description**

(post number) **numeric** indicate unique post number, starting from 1

(police page) **letter** indicate the police Facebook page the post was collected from, starting

from A

(post id) **NSWA1…** indicate unique post id for each police Facebook page indicating region,

police page and post number,

(creation date) **day/month/year** indicate the date the police page was created

(followers) **numeric** indicate number of page followers at the time of post collection

(country) **Australia** indicate the country the policing team’s Facebook page originates from

**England**

(region) **South West** indicate the region the policing team’s Facebook page originates from

**New South Wales …**

(page type) **Rural Crime Team** indicate the given descriptor of the police Facebook page

**Rural Police …**

**Post placement**

**Category Code Description**

(post date) **01 January 2021**  indicate date post was placed on Facebook page

(post month) **January…** indicate which month post was placed

(post day) **Monday…** indicate day of week post was placed

(post time) **14:30 …** indicate time of post placement in the format of 24:00

**Viewer interactions**

The code is a frequency count on each post for the following categories of viewer interaction

**Level 1 interaction**: engagement that requires one click

**Category Code** **Description**

(likes total) **numeric** The number of ‘thumb up’ emoji’s given to the post

**Level 2 interaction**: emotional engagement requires a two click process

**Category Code**  **Description**

(love) **numeric** indicate the number of ‘heart’ emoji’s given to the post

(care) **numeric** indicatethe number of emoji’s given to the post

(laugh) **numeric** indicate the number of laugh emoji’s given to the post

(wow) **numeric** indicate the number of wow emoji’s given to the post

(sad) **numeric** indicate the number of sad emoji’s given to the post

(angry) **numeric** indicate the number of angry emoji’s given to the post

**Level 3 interaction:** pro-active negative/positive engagement

**Category Code Description**

(comments total) **numeric** indicate the number of comments and replies to comments on post

(shares total) **numeric** indicate the number of shares

*(NB – some police pages filter comments, if a post contains more than one picture, viewers may interact with a particular picture – these interactions are not counted)*

**Post construction**

**Post construction - links to other sources of information**

*The following categories are to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present*

**Category Description**

(re-post) indicates a post not created by the policing team but shared or copied from another source (NB post may also contain some original content, such as commentary on the shared material)

(#) indicates the presence of #tags

(hyperlinks) indicates presence of clickable external contact link(s) such as hypertext, email address or web address (excludes web-link to re-post)

(links) indicates presence of non-web based contact links such as phone numbers or addresses (includes non-hyperlinked web address or email address)

**Post construction - visual characteristics**

**Category Code Description**

(graphic) **clip-art** indicates clip-art, possibly cartoon style

**live** indicates a live video stream (real time)

**mug-shot** indicates face of a person of interest (criminal)

**photo** indicates photo taken by the police

**poster** indicates combination of graphic and text

**pod-cast** indicates a pod-cast

**logo** indicateslogo (NB, logos are sometimes used to replace graphic photos)

**stock** indicates a stock photo (a photo that is used in a number of posts)

(NB – stock maybe mistakenly coded as photo, as the use of a stock photo is only apparent if repeated within the sample)

**video** indicates video (not live stream)

**none** indicates text only post

**Post construction - text characteristics**

**Category Code Description**

(text) **none** indicates no typed text

**short** indicates less than 5 full lines of text

**medium** indicates between 5 and 15 full lines of text

**long** indicates between 16 and 25 full lines text

**very long** indicates over 25 full lines of text

(tone) **formal** indicates post’s tone is factual, serious and without symbols such as

exclamation marks or emojis. Does not contain emotive language (Post may contain #). Narration mainly third person.

* ‘Rural Crime Investigators … are investigating after a landholder reported …’
* ‘If anyone can assist police in respect of this incident, …’
* ‘The landowner was awoken … He later discovered…’
* ‘Police believe the sheep had been butchered …’

**informal** indicates post’s tone is informal, may be friendly, may use humour, emotive language and may use symbols such as exclamation marks, rhetorical questions, or emojis. Narration mainly first or second person, ‘I’ or ‘we’

* ‘have a brew and help protect your property!’
* ‘Sadly this swan was injured …’
* ‘Thankfully … We can’t stress the importance … The machine will now be returned to its very grateful owner.’
* ‘That’s both caravans stolen from … that have been recovered!’
* ‘Our farmers have had a hard enough time …’

**N/A** no writing - only headline of a news report or minimal text on a poster

*The following categories are to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present.*

**Category Description**

(humour) the post contains a joke or a humorous picture, has the intention of being entertaining

(grammar typo) the text of the post contains obvious spelling mistakes or grammatical errors

**Post purpose**

Each post is coded to infer the purpose of the post. The post is categorised under post purpose to indicate what the post does, policing purpose to indicate the type of policing reflected by the post. The two categories are designed to work in conjunction in order to provide an overall impression of each post.

For example a post’s main purpose may be perceived as:-

* Police seek assistance with an investigation (seek assistance/investigation)
* Showcasing police enforcing the law (showcase/law enforcement)
* Providing information and advice to citizens to encourage law abiding behaviour (inform & advise/crime prevention)
* Providing welfare orientated information (inform/public service)

*Although post content may provide more than one post purpose or policing purpose the coder will make a decision on which code is most relevant to the post with reference to the descriptions below. When a post is multifaceted, containing information that is applicable to a number of categories, the coder should take into consideration any graphic included in the post to decide upon the most appropriate code.*

**Category Code Description**

(post purpose)

**engagement** indicates the post seeks to engage with citizens on-line, such as live Q&A sessions, live broadcasts, competitions, general chit-chat

**inform** indicates post’s main purpose is to provide citizens with useful or interesting information, via post text, videos, pod-casts, external links to articles of interest. For example the post may contain information raising awareness about a type of crime, a post publicising an event, or provide access to articles of interest/importance.

* ‘Farmers are repeat victims of rural crime: study’ (NSWA9)

(NB. Post does not showcase police participating in active duty)

**inform & advise** indicates post’s main purpose is to provide citizens with information and advice that enables and encourages citizens to participate in crime prevention, reduction or safeguarding behaviours by raising awareness of crime, the consequences of crime, providing behavioural advice, alerting citizens to risks and may advise citizens to report crime to help protect their community, or provide crime prevention, target hardening advice and information.

* ‘Rural Crime Prevention Team urgers public to celebrate in a Covid-safe way this Australia Day …. A highly visible and mobile police operation will be in place tomorrow ….’ (NSWA15)

**seek assistance** indicates post’s main purpose is to solicit citizen’s assistance with a police investigation of a particular crime, or to locate a missing person. *NB – this does* ***not*** *refer to a general request to report crime*

* ‘Police from Dubbo are investigating the theft of …. If anyone has any information about this incident …’ (NSWA19)

**seek assistance & advise**

indicates post’s main purpose is to solicit citizen’s assistance with a police investigation of a particular crime, or to locate a missing person and encourage citizens to engage in crime prevention, reduction or safeguarding behaviours by raising awareness of crime, the consequences of crime or providing crime prevention, target hardening advice and information.

* ‘The victim will be out of pocket around $7000’ (NSWA59)
* ‘urging farmers to do everything they can to secure their assets.’ (NSWA11)
* ‘… appealing for information … Incidents such as this can cause a significant financial and emotional impact on farmers ..’ (NSW106)

**showcase** post showcases police or policework. The post may show police participating in activities, such as police patrolling, operations, arresting criminals, attending training events or engaged in outreach work. Or showcases police officers achievements.

* ‘It’s our last day at the … Show, ‘(NSWA71)
* ‘About 6.30am yesterday … members of the … executed a search warrant … (NSWA32)
* ‘Officers were out last night in the North and East of the county. What initially appeared like a suspicious car in a field turned out to be legitimate metal detecting in a farmers field with permission. Was great to see the Roman coins found …’ (EB155)

**showcase & advise** post showcases police, policework or criminal activity and encourages citizens to engage in crime prevention, reduction or safeguarding behaviours by raising awareness of crime, the consequences of crime or providing crime prevention, target hardening advice and information, and may advise citizens to report crime to help protect their community

* ‘… out and about … have responded to a call … they have been reported for summons … Hare coursing and similar offenses result in considerable costs for our farming community in relation to the damage caused to crops and fencing.’
* ‘This afternoon … Rural Task Force have undertaken … please drive carefully and within the speed limit.’
* ‘ … high visibility patrols in this area … are urging residents to work with us … Please continue to report any suspicious activity…’

**miscellaneous**  for example updating profile pictures

(policing role)

**investigation** indicates the post portrays police investigating a crime, criminal activity, disorderly behaviour, missing persons or missing animals.

* Post portrays a specific crime or disorderly behaviour having already occurred and police seeking information to aid their investigation.
  + ‘Police are investigating the theft of …’ (NSWA11)
* Post portrays police seeking information to aid their investigation into missing stock or a missing person.
* Post portrays police investigating vehicle ownership

**law enforcement** indicates the post portrays police enforcing the law.

* Post portrays a specific crime or disorderly behaviour having already occurred and police sanctioning the offender, fines, arrests, seizing perpetrators property or recovering stolen property.
* Post portrays police actively enforcing the law, such as undertaking a police operation or campaign to target a specific crime or criminal, such as checking vehicles aren’t stolen, road speed checks, carrying out arrest warrants.

**crime prevention** indicates the post portrays police as seeking to reduce criminal, disorderly or nuisance behaviour, ranging from serious crimes such as theft to disorderly behaviour such as dropping litter. Or post provides information to encourage the reduction of criminal behaviour, opportunities for crime or to increase the likelihood of reporting of crime

* Post portrays police activities intended to prevent criminal activity such as general patrolling, policing of events.
* Post provides information to raise awareness of crime the consequences of crime to promote lawful behaviour and increase the reporting of crime.
  + ‘If you or someone you know is a victim of domestic violence now, CALL THE POLICE.’ (NSWA84)
* Post provides information about the law to enable lawful behaviour
* Post provides information to enable post viewers to minimise personal risk of victimisation, raining awareness of potential threats through crime alerts or providing target hardening advice.

**public relations** indicates the post portrays police as engaging with the community, promoting good relationship between police and the community. Or post provides information that cannot be acted upon but is for interest only, or seeks to engage citizens via Facebook.

* Post portrays police interacting with members of the community, undertaking outreach work, attending community events, or ad hoc community engagement whilst on general patrols.
* Post portrays police achievements, winning awards.
* Post provides personal information about a police officers
* Post provides information about policing events, community events or opportunities.
* Post engages public in general chit-chat.

**public service** indicates the post portrays police providing a welfare service to citizens or animals. Orpost provides information regarding important welfare issues, or promotes behaviour aimed at ensuring citizen and animal welfare

* Post portrays police assisting in emergency relief work, responding to emergency situations, or providing animal welfare
* Post portrays police returning lost or stolen animals or property to owners.
* Post provides access to government and other organisations guidance or reports
* Provides information regarding outbreaks of disease or how to behave in unusual situations
* Post provides details of Covid vaccination centres

**none** indicates no inference about the role of policing can be judged from post, such updating profile picture or post lacks sufficient information to make a judgement, or does not fit into any of the above categories.

**Post content**

The following categories only account for information directly visible on a police Facebook page without clicking on any links except ‘see more …’ to enable viewing of the complete post.

Explicit information contained within the text of the post relating to one of the following five categories.

* Portrayals of crime and criminal activity
* Portrayals of police and policing activities
* Appeals and requests for information
* Dissemination of information and advice
* Miscellaneous

Each category contains sub-categories.

Post’s text may contain content that falls into several categories and sub-categories, all should be coded.

**Post content - portrayals of crime and criminal activity**

*The following category is to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present.*

**CRIME & CRIMINAL ACTIVITY** Post provides information about specific types of crime or police activities targeting a specific type of crime to raise awareness of crime. Or post portrays the occurrence of criminal activities, suspicious or antisocial behaviour, including historical activity identified through recovery of stolen property.

Sub-Categories

**crime in focus** Post provides information about specific types of crime or police activities targeting a specific type of criminal activity or post raises awareness of crime.

* Crimestoppers poster
* Post that focuses on providing information about a particular type of crime to raise awareness

**criminal activity** Post provides information about locally occurring criminal incidents, suspicious behaviour or disorderly behaviour that has occurred (not general information about crime)

* Crime incident or disorderly behaviour reports
* Alerts to suspicious behaviour or specific crime incidents
* Crime uncovered during police operations or patrols
* Outcome of a criminal investigation
* Historical criminal activity identified through recovery of stolen property.

**The following codes, offence category and offense type refer to either a criminal activity or to a crime in focus**

*Although post content may provide information on more than one offence or criminal activity the coder will make a decision on which code is most relevant to the post based upon the following criteria.*

1. Where several offences have been committed in order to commit an offence the main offence should be coded for example if a post refers to illegal hunting, firearms and trespass, illegal hunting will be coded as the possession of firearms and trespassing are necessary to carry out the illegal hunting.
2. If a post describes a variety of criminal incidents the coder will base their judgement upon
   1. The portrayal of crime in the picture
   2. The crime that is the most severe / novel.

**Category Code Description**

Codes relate toeither information about a type of crime or the occurrence of criminal activity

(offence category)

**animal related** any crime that victimises animals (either information about a type of crime or the occurrence of criminal activity)

**interpersonal**  any crime against the person (either information about a type of crime or the occurrence of criminal activity)

**illegal activities** any illegal activity (either information about a type of crime or the occurrence of criminal activity)

**property** any crime against property other than theft(either information about a type of crime or the occurrence of criminal activity)

**theft** theft of property (either information about a type of crime or the occurrence of criminal activity)

**other**

**N/A** post is not about crime

**This list below is not comprehensive new codes should be added to the coding schedule as and when they appear in a police post.**

(offense type)

animal related

**animal cruelty** related to mistreatment of domestic animals

**biosecurity** related to the security of harmful biological or biochemical substances

**livestock worrying**

**wildlife cruelty** raptor persecution, hare coursing, badger baiting, illegal trading, cruelty towards wild animals

**other**

interpersonal

**anti-social behaviour**

**assault**

**domestic violence**

**indecent exposure**

**kidnap**

**manslaughter**

**modern day slavery**

**other**

illegal activities

**arson**

**Covid 19 regulation breach**

**criminal damage** includes malicious damage

**drugs** drug offence – not related to driving

**fraud** including scams

**handling stolen equipment**

**illegal drone flying**

**illegal firearms** illegal use of or possession of firearms without a license

**illegal fires** illegal campfires or BBQs

**illegal fishing**

**illegal hunting**

**illegal off roading**

**poaching** includes oyster theft and butchering of livestock

**traffic offense** traffic offences, speeding, drink and drug driving, no insurance

**trespass**

**waste crime** fly-tipping, illegal burning of rubbish

**other**

property

**burglary** includes break and enter

**heritage crime**

**other**

theft

**theft - animal** domestic animals, such asdogs and horses

**theft – car**

**theft – caravan**

**theft – endangered species** theft of flora

**theft - equipment** small farm equipment, GPS, gates fencing, ammunition, firearms

**theft - fuel**

**theft – horsebox**

**theft – household items**

**theft – Landover**

**theft - livestock**

**theft - metal** theft of lead, scrap metal etc

**theft – motorhome**

**theft – plant machinery** plant vehicles such as diggers and large farm machinery

**theft – property** theft of personal items, or unknown items

**theft – quad bike**

**theft – tractor**

**theft – trailer**

**theft – vehicle parts**

**other**

**N/A**

**N/A** post is not about crime

**Post content - portrayals of police and policing activities**

*The following categories are to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present. Posts may display information pertaining to more than one sub-category, all should be coded.*

**Category Description**

**POLICE & POLICING ACTIVITIES** Post portrays police or a policing activity

Sub-Categories

**police personnel**  Post portrays police officer(s) or police animals involved in activities other than those activities listed below, such as a retirement, new recruit. Or post’s main focus is on the police officer.

* … ‘Today the team say goodbye to PCSO …’ (EB139)
* ‘doing what we do’ (NSWA46)
* ‘ … soon to take up a new position…’ (EC16)
* ‘… these three-day old lambs rammed their way into our officers arms …’ (EB42)
* ‘ … delighted to welcome our two newest members …’ (EC33)

**professional development** Post portrays police attending training days, meetings, conferences. Or winning awards.

* ‘We discussed the future direction of the RCPT, operations, rural crime trends …’ (NSWA229)
* ‘… recently awarded the 2021 ISSRC Policy …’ (NSWA225)
* ‘Congratulations … for winning the ….’ (EB147)
* ‘Officers … completing their automatic and 4x4 course ..’ (EC57)

**police investigation** Post portrays police investigating crime, suspicious activity or seeking assistance with a particular incident

* ‘Enquiries will continue … ‘ (EB135)
* ‘Enquiries are on going …’ (EC115)
* ‘Trespassing at …. Police are asking landholders … to keep a look out … If you see … anything … suspicious please contact …’ (NSWA201)
* ‘Police … are investigating a trespass…’ (NSWA219)
* ‘… it is believed this injury had been caused by a dog. Please contact police … if you witnessed this incident.’ (ED33)

**police operations** Post portrays a police operation or campaign to combat a particular type of crime or particular known criminals, such as vehicle checks, speed checks, drug search.

* ‘have undertaken speed enforcement…’ (EC23)
* ‘Three men have lost … the haul of Mud crabs they allegedly stole … following an operation by …’ (NSWA94)
* ‘ … targeting illegal fishing as part of Operation Clampdown …’ (EB78)
* ‘ … conducted Operation Ambush…’ (NSWA64)
* ‘ … conducting operations this weekend … ‘ (EC36)

**response policing** Postportrayspolice visiting an area in response to a public request orparticular intelligence

* ‘… have responded to a call …’
* ‘ … Rural Taskforce attended reports that 2 vehicles were illegally off-roading …’
* Yesterday … we received a call … Officers … attended …’
* ‘After reports from members of our community we attended …’ (EC18)
* ‘… officers were out patrolling the … This follows an increase in reports of offroad bikes …’ (ED104)

**routine patrolling** Post portrays police carrying out routine patrols and on occasion interacting with the community

* ‘… engage with farmers, gamekeepers & rural communities … on patrol with Rural Crime …’ (EB57)
* ‘…Whilst patrolling, our team … have been delivering signage to various farms …’ (ED11)
* ‘ … officers from RCT heading out to conduct night time patrols, …’(ED99)
* ‘Out on rural patrols today …’ (EB46)
* ‘ … are out tonight until the early hours targeting rural burglaries and wildlife crime …’ (EC29)

**policing of events** Post portrays police policing an event – such as football matches, demonstrations, community events etc

* ‘ … facilitated a brilliant young farmers tractor procession …’ (EC142)

**law enforcement**  Post portrays police speaking to offenders, giving warnings / penalty notices. Arresting, interviewing or charging suspects. Seizing offenders property and/or animals.

* ‘… reported for summons…’
* ‘ … vehicle has been seized …’
* ‘We seized their dogs, their car, and their equipment.’
* ‘… issued with warning notices …’
* ‘ Man charged with Firearm and Animal cruelty offences …’

**recovering property** Post portrays police recovering stolen vehicles, property, livestock or animals.

* ‘That’s both caravans stolen from … that have been recovered!’
* ‘We have located and recovered … stolen plant material …’(EC152)
* ‘… today recovered a stolen £24,00 JCB Excavator …’ (EC2)
* ‘ …locate it and arrange for it to be recovered.’ (EC56)
* ‘Stolen Caravan Recovered!!!- (ED63)

**returning property** Post portrays police returning lost or stolen property and animals to owners

* ‘Stolen dog reunited with its owner’ (EB129)
* ‘The owner was informed, … his valuable tools were still inside…’(EC155)
* ‘The cattle have been returned to the owner.’ (NSWA222)
* ‘these goats have been found and returned to their owners and mother …’

**target hardening** Posts portrays police marking individuals property for identification to aid recovery if stolen, providing signage to deter criminal behaviour on private property or other forms of physical target hardening.

* ‘We provided signage and equipment marking kits.’ (ED23)
* ‘…Whilst patrolling, our team … have been delivering signage to various farms …’ (ED11)

**community outreach** Post portrays police undertaking out-reach work, at community events, Parish Council meetings, schools, community venues, farms etc to engage people in the reduction and prevention of crime or to provide awareness of support for victims of crime.

* ‘We carried out 5 farm visits …’ (ED23)
* ‘This morning … attended … to meet with local farmers …’ (EC148)
* ‘… attended an engagement day …’ (EC139)
* ‘The first rural crime roadshow … has been hailed a success …’(EC131)

**virtual outreach** Postprovides on-line outreach sessions such as Q&A sessions, talks about policing and police work, live-stream videos, competitions

* ‘… is now here to take your questions on rural crime. Please post below. ..’ (EC44)
* ‘… share one last entry to our Christmas comp …’ (NSWA1)
* ‘ … very excited for the launch of the Rural Crime and Law Photo Competition!’ (NSWA227)

**welfare support** Post portrays police providing welfare or well-being support to citizens and animals, such as undertaking aid work due to an emergency situation, removing animals from unhealthy environments.

* ‘continuing to assist with delivering essential items…’
* ‘delightful pooch … After his check up with the vet …’
* ‘we have removed several animals from harm ….’ (EC11)
* ‘They were there to engage and offer support if needed …’
* ‘Officers have assisted NWAS with a man in cardiac arrest, …’

**emergency response** Post portrays police responding to non-criminal emergency situations such as traffic accidents and fires, or support with aid work due to an emergency situation.

* ‘Rural Task Force …. safely extracted and injured biker … airlifted to …. Hospital.’ (EC99)
* ‘Police and firefighters … attended the scene …’(ED76)
* ‘… tractor fire successfully dealt with by the Fire service and Police.’ (EB28)
* ‘Officers sighted a large out of control bonfire …. causing a hazard to motorists … contacted the Fire Service…’ (EB75)
* ‘… assisted NHP in dealing with a multiple RTC …’ (EC70)

**Post content - appeals and requests for information**

*The following categories are to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present. Posts may display information pertaining to more than one sub-category, all should be coded.*

**Category Description**

**INFORMATION APPEALS** Post seeks information from the public

Sub-Categories

**incident info appeal** Post appeals for information about a specific incident, or witnesses to a specific crime

**person of interest appeal** Post appeals for information about a specific person of interest, such as a known offender or someone who could help with their enquiry

**missing person** Post appeals for help to locate a missing person

**missing stock / animal**  Postappeals for information about missing livestock or missing animals

**identify property** Post appeals for information to identify ownership of recovered property

**report crime** General request for citizens to report crime, criminals, suspicious behaviour or crime hot-spots.

* ‘We take crimes of this nature very seriously and urge the public to report them …’
* ‘If you have information that could find those responsible or prevent future crime, please talk to our charity.’
* ‘If you witness any criminal activity/suspicious behaviour … you should report this …’
* ‘Report #WildlifeCrime and intelligence to Police.’
* ‘Speak up to stop rural crime.’

**surveys** Post asks the public to complete questionnaires or surveys

* ‘ … I am asking you to take part in the APCC survey ….’ (EB144)
* ‘Please can I ask that our followers take part in the survey.’ (ED82)

**Post content - dissemination of information and advice**

*The following categories are to be numerically coded with* ***1*** *indicating its presence in the post and* ***0*** *indicating that it is not present. Posts may display information pertaining to more than one sub-category, all should be coded.*

**Category Description**

**INFORMATION & ADVICE** Post provides information or advice to raise awareness of and promote engagement with personal, community and environmental safeguarding issues. Or access to further information.

Sub-Categories

advice

**behavioural advice** Post provides behavioural advice to promote law abiding and non-anti-social behaviour. Such as keeping dogs on leads, not drinking and driving, not hunting without a licence and checking vehicle status before purchase to avoid buying stolen goods.

‘Please do not have barbecues or campfires in our forests …’

‘Ensure your boundary fences are stock proof.’

‘ … the need for buyers to have appropriate checks conducted by professionals …’

You must always obey any reasonable request that is made to you by a GLU Compliance Officer.’

**target hardening advice** Post providesapractical, actionable crime prevention tip to lessen the likelihood of becoming a victim of crime including scams, or highlights the importance of marking property and vehicles, using GPS tracking devices, registering vehicles/equipment, storing equipment securely.

* ‘Consider removing wheels on a trailer if they’re not going to be used for a while …’

‘Be careful what you post on social media, especially if you have puppies’

‘We can’t stress how important it is to mark your property.’

‘reminder for firearm owners to ensure their firearms are secured appropriately.’

‘Put signs up stating property is marked.’

**welfare advice** Post provides information on support available for victims of crime, mental-health issues and emergency situations, and offers advice on what to do to minimise risk to self or others

* ‘Flooding results in increased report of lost, found and straying livestock … If stock are straying on a public road, please call the police.’
* ‘How to prepare to leave an abusive situation’
* ‘YOU MUST NOT ATTEND THIS VACCINATION CENTRE IF: - You are waiting on a COVID-19 test result’
* ‘If you have a face mask please wear it, but if you don’t we’ll provide you with one.’
* ‘Please do not feed the horses!’ (EC9)

alerts

**crime alert** Post raises awareness of current locally occurring crimes, suspicious activity or scams to minimise likelihood of victimisation and may give advice on what to do.

‘SCAM ALERT! A re-emerging Remote Access Scam has been detected …’

‘Suspicious Vehicle Alert.’

‘Please be aware of vaccine scams circulating …’

‘… asking landholders to keep a look out for any persons or vehicles acting suspiciously …’

‘Over the past few days we have seen an increase in … thefts… Please be vigilant …’

**travel disruption alert** Post raises awareness of travel disruptions

**welfare alert** Post raises awareness of risks to welfare such as adverse weather conditions, emergency situations, health alerts (Covid outbreaks), animal disease

* ‘Over 60 firefighters are currently tackling a 200m x 200m heath fire.’
* ‘The UK MET office has issued an amber warning for extreme heat.’
* ‘Avian flu ….’
* ‘Red Skin Disease in wild salmon.’ (EB111)

insights

**insights into policing** Post raises awareness of different aspects of policing, to raise awareness of police expertise and the scope of police work beyond what a citizen would expect police to perform.

* ‘I have recovered the bird and submitted it to DEFRA for analysis .. ‘
* ‘ … two dogs will now be subject to a behavioural assessment conducted by a ….. Police Dog Legislation Officer …’
* ‘If police are called to an incident of stock straying on a public road they will: Assume immediate responsibility … warn oncoming traffic… ‘
* ‘ …Police have been delivering signage to various farms …’
* ‘We recently received this footage from a member of public … This driver has now been reported for driving without due care …’

**insights into law**  Post raises awareness of the law to reduce law breaking.

*NB – not a list of offenses an offender is being charge with*

* ‘It is a criminal offense to intentionally or recklessly disturb a Schedule 1 wild bird …’
* ‘Under the Protection of Livestock Act 1953 “Livestock” means cattle, sheep, goats, swine, horses, donkey’s or poultry.’
* ‘Livestock worrying is an offence …’
* ‘… motor scooter rider only had a provisional licence (learner) … was carrying a pillion passenger … it is also against the law.’
* ‘If your stock stray onto a public road and are a contributing factor to a motor vehicle accident, you may be charged with a criminal offence.’

**insights into crime** Post raises awareness of how criminals operate or the consequences of criminal activity upon the community, offender or victim to encourage reporting or reduce criminal activity. Includes Crimestoppers posters.

‘… auctions conducted on whats app messenger … unregulated auctions are easily used by criminal to move stolen goods.’

‘ … incidents had a significant impact on the local community, with persons actively looking to take matters into their own hands …’

‘Loan sharks prey on vulnerable people. Once they’ve lent the money, borrowers are often trapped into giving more and more because of the threats and manipulation.’

‘Illegal fishing endangers wildlife and fish stocks.’

‘… we have to respond to reports of children … with serious injuries who were illegally riding without wearing protective clothing …’

information

**recruitment** Post provides information on career or volunteering opportunities with the police or other organisations

**publicise events** Post provides information on up-coming or occurring, policing or community events, in-person or virtual

* police outreach events
* community events
* covid vaccination centres

**court case results** Post portrays outcome of a court case

* ‘ … given a Criminal Behaviour Order after being sentenced for offenses …’

access to information

**articles of interest** Post provides access to articles of interest and/or importance either embedded within the post or as an external link, for example

* crime related reports
* public health information and/or advice
* important forms
* personal or property safeguarding information and/or advice
* further information for interest

**news articles** Post provides access tonews reports either embedded within the post or as an external link

**videos / podcasts** Post provides access to videos or pod casts either embedded within the post or as an external link

* other organisations videos
* police videos, pod casts

**Post content - miscellaneous**

**Category Description**

**crimestoppers** Post provides contact details of Crimestoppers to enable the anonymous reporting of crime

**chit-chat** Post engages in general chit-chat, commentary upon the weather, a poem,

**thank you** Post thanks the public or other organisations for their help, support.

* ‘Thanks to the public raising the alarm …’
* ‘Thanks to the community who continue to support us, …’
* ‘We couldn’t have done this without your help. Thank you!’
* ‘Our thanks go to the eagle eyed machine dealer …’ (EC2)

**share post** Post requests that the post is shared

**no comments** Post requests that public do not post information about incidents in the posts’ comments, or post request public does not report information on police social media pages.