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**File #:** 2017-146, **Version:** 1

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***City Council***

**MEETING DATE:** 4/12/2017

**TITLE:**  
**Police Social Media Enhancements**

**FROM:**  
Deputy Chief Travis Walker

**RECOMMENDATION:**  
This item is presented for information, discussion and direction only.

**BACKGROUND:**

As a law enforcement agency, one of the most important applications of social media is its use to connect with the community directly, by communicating news and showcasing the day-to-day activities of officers.

On April 20th, 2017, the Cathedral City Police Department launched a redesigned Mobile Application, for smartphones and tablets, which allow members of our community to better communicate with the Police Department regarding issues occurring in the community. The Mobile App now allows for the filing of the following issues directly from the user's phone:

- Non-emergency police reports
- Graffiti
- Homeless issues
- Crime tips
- Short-Term Vacation Rental issues
- Apply for employment

The department can also push out critical messages to the community regarding missing persons, road closures, and disaster communication, via this Mobile Application.

We have also stepped up our community engagement via our Facebook and Twitter accounts. During the last week of March we had 452,600 engagements through our Facebook account, and gained just over 1,000 new followers; while our Twitter account reached 262,335 people, and gained just over 500 new followers.

Our social media engagement will allow our community to view the work our officers do, and the community activities that the department participates in on a regular bases via pictures and video.

The Mobile App can be downloaded from the Apple Store for iOS devices, and Google Play for Android devices, by searching for “Cathedral City Police”.

You can follow us on Facebook by liking, “Cathedral City Police”, and Twitter by following, @CathedralCityPD

**DISCUSSION:**

Presentation to be provided to the Council by Deputy Chief Walker during Study Session

**FISCAL IMPACT:**

None

**ATTACHMENTS:**

None