

Police and Crime Panel

12 March 2020

Recent media activity

Report of the Office of the Police, Crime and Victims' Commissioner



1. Purpose

This paper provides an update of press coverage concerning the work of the Police, Crime and Victims' Commissioner since the previous meeting.

2. Top stories in the press and broadcast media

Press coverage since the last meeting has included:

- Confirmation of Police Precept
- Night in the Cells Charity Event
- Checkpoint programme on Channel 4
- FarmWatch 30th anniversary
- Rules of engagement : Durham PCC uses technology that helped put Obama in the Whitehouse

3. Social media activity

- 7529 followers on Twitter (6th highest number amongst PCCs)
- 5,148 followers and 5,014 likes on Facebook (2nd highest number amongst PCCs)
- 323 followers on the PCVC Instagram Account (6th highest number amongst PCCs that use it)

Top tweets:

- **February 2020**
 - 7.6K impressions – Multi Agency Safety Testing
 - 2.9K Impressions – IfUCareShare at Night in a Cells charity event

Top Facebook posts:

- **February 2020**
 - 1.7k reach – Advertising of Scam Awareness Event
 - 1.4k reach – Police precept funding

Top Instagram posts:

- **February 2020**
 - Farmwatch anniversary
 - Night in a Cell charity event

4. Columns

- Durham Advertiser– Understanding the needs to the local community and receiving feedback

5. Recommendations

Panel Members are recommended to note the information contained in this report.

Simon Hahn
Digital Media Assistant

Appendix 1: Risks and Implications

Finance

None

Staffing

None

Equality and Diversity

None

Accommodation

None

Crime and Disorder

None

Children's Act 2004

None

Stakeholder/Community Engagement

None

Environment

None

Collaboration and Partnerships

None

Value for Money and Productivity

None

Potential Impact on Police and Crime Plan Priorities

Positive coverage of activity will help to boost confidence in policing.

Commissioning

None

Other risks

None

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