



AB_BIZ_TRAIN @amandacomms Useful insight – thanks! **#commschat** -

9:00 PM Sep 5th, 2011



NotFromBolton Enjoyed that, thank you :) **#commschat** -9:00 PM Sep 5th, 2011



amandacomms @CommsChat really enjoyed it and thanks for asking me – looking forward to new-look sessions. Happy to keep chatting in future. **#CommsChat** -9:00 PM Sep 5th, 2011



Pete_Levy #CommsChat Thanks **@amandacomms** -9:00 PM Sep 5th, 2011



AllthingsIC #CommsChat Well done to **@amandacomms** for hosting tonight. Liking the new look commschat.com site too. Good work everyone. -9:00 PM Sep 5th, 2011



CommsChat Good night all! **#CommsChat** -9:00 PM Sep 5th, 2011



neilcomm Sterling work, **@amandacomms!** Thanks everyone. Got to dash. Washing machine explosion. **#commschat** -8:59 PM Sep 5th, 2011



NotFromBolton RT **@amandacomms**: All you can do is o your best with SM, know why using it and learn – things will go wrong at some point **#CommsChat** -8:59 PM Sep 5th, 2011



figarolloyd RT **@amandacomms**: All you can do is o your best with SM, know why using it and learn – things will go wrong at some point **#CommsChat** -8:59 PM Sep 5th, 2011



CommsChat #CommsChat We hope you enjoyed the first of the new-look sessions – we've got some very exciting stuff coming up, so keep an eye on the site -8:59 PM Sep 5th, 2011



AdamFairclough Amen. RT **@amandacomms**: All you can do is o your best with SM, know why using it and learn – things will go wrong at some point **#commschat** -8:59 PM Sep 5th, 2011



[amandacomms](#) [@mynewsdesk_uk](#) sounds fancy – not really just have newsroom – integrated comms – but I have good/willing team
[#CommsChat](#) –8:59 PM Sep 5th, 2011



[Communicatemag](#) RT [@amandacomms](#): All you can do is o your best with SM, know why using it and learn – things will go wrong at some point
[#CommsChat](#) –8:59 PM Sep 5th, 2011



[CommsChat](#) [#CommsChat](#) On that note, we're going to end – thank you so much to [@amandacomms](#) for being a great host –8:58 PM Sep 5th, 2011



[KellyOHicks](#) [@amandacomms](#) Think management need to give room for failure, as long as org learns from it. No blame culture [#commschat](#) –8:58 PM Sep 5th, 2011



[mynewsdesk_uk](#) [@amandacomms](#) does GMP have a 'social media newsroom'? [#commschat](#) –8:58 PM Sep 5th, 2011



[CommsChat](#) RT [@amandacomms](#): All you can do is do your best with SM, know why using it and learn – things will go wrong at some point
[#commschat](#) –8:58 PM Sep 5th, 2011



[SWARM Marketing](#) [@codacomms](#) Chris check out [#commschat](#) very interesting –8:58 PM Sep 5th, 2011



[neilcomm](#) RT [@amandacomms](#): All you can do is o your best with SM, know why using it and learn – things will go wrong at some point
[#CommsChat](#) –8:58 PM Sep 5th, 2011



[ZoeShort](#) Really interesting [#SM](#) [#CommsChat](#) tonight. Thanks to [@amandacomms](#) –8:58 PM Sep 5th, 2011



[amandacomms](#) All you can do is o your best with SM, know why using it and learn – things will go wrong at some point [#CommsChat](#) –8:57 PM Sep 5th, 2011



[LizFoggitt](#) RT [@mynewsdesk_uk](#): Well done to [@amandacomms](#) tonight – not often that only one person has to answer majority of the questions on [#commschat](#)! –8:57 PM Sep 5th, 2011



[amandacomms](#) [@AB_BIZ_TRAIN](#) yes – don't get it right – 90/10 rule – from riots was 1hr when moved fast couldn't keep SM updated – learning ... [#CommsChat](#) –8:56 PM Sep 5th, 2011



amandacomms **@Browninho** have managed to deal with local people's issues, concerns and work together as all want to make a difference
#CommsChat -8:55 PM Sep 5th, 2011



AB BIZ TRAIN **@amandacomms** The hindsight question: do anything different re SM strategy? **#commschat** -8:55 PM Sep 5th, 2011



Browninho **@amandacomms** You mentioned the imp of 'conversation' - What have GMP achieved through that? Trying to build a picture in my mind **#commschat** -8:55 PM Sep 5th, 2011



WillMac RT **@amandacomms**: have to trust staff with support and guidance risks can be managed - only way to maximise benefits
#CommsChat < so true! -8:55 PM Sep 5th, 2011



NotFromBolton **@amandacomms** **@AdamFairclough** It will also deliver opportunities that might not be immediately apparent think cloud sourcing. **#commschat** -8:54 PM Sep 5th, 2011



jgombita **@AllthingsIC** **@amandacomms** more organizations should make better use of customer service for knowledge; a gold mine.
#commschat **#cxo** -8:54 PM Sep 5th, 2011



mynewsdesk_uk **@jgombita** **@amandacomms** 'devolve' - it's a bit like relinquish or decentralise **#commschat** -8:54 PM Sep 5th, 2011



amandacomms **@jgombita** sorry - is about giving people on the front line of business the power to use SM **#CommsChat** -8:54 PM Sep 5th, 2011



AdamFairclough **@damiencarlson** **@amandacomms** **@adamfairclough** Couldn't agree more. There's too many advantages to devolved communications. **#commschat** -8:54 PM Sep 5th, 2011



amandacomms **@mynewsdesk_uk** thanks - have loved it - really passionate about police using SM for good and integrating in comms
#CommsChat -8:54 PM Sep 5th, 2011



NotFromBolton **@amandacomms** Amen to that :) **#commschat** -8:53 PM Sep 5th, 2011



neilcomm Spot on. RT @damiencarlson: agree with the need to be nimble. Education across org functions holds key to removing roadblocks. #commschat -8:53 PM Sep 5th, 2011



igombita @amandacomms thinking "devolve control" is a British term. Would you explain what devolving control means (as opposed to evolve)? #commschat -8:53 PM Sep 5th, 2011



mynewsdesk uk Well done to @amandacomms tonight – not often that only one person has to answer majority of the questions on #commschat! -8:53 PM Sep 5th, 2011



damiencarlson @amandacomms @adamfairclough agree with the need to be nimble. Education across org functions holds key to removing roadblocks. #commschat -8:53 PM Sep 5th, 2011



amandacomms @AdamFairclough @commschat have to trust staff with support and guidance risks can be managed – only way to maximise benefits #CommsChat -8:52 PM Sep 5th, 2011



AllthingsIC #CommsChat @amandacomms on the issue of devolving comms control I agree – can't really afford not to. Customer Service teams = natural users -8:52 PM Sep 5th, 2011



Pete Levy #CommsChat Good point re devolving SM comms. Don't think we can afford not to. Broaden the net. Agree with @AdamFairclough -8:52 PM Sep 5th, 2011



CommsChat @amandacomms and isn't it intrinsic to SM in particular? But even with devolved control risk can still be managed, can't it? #commschat -8:52 PM Sep 5th, 2011



CommsChat RT @AB_BIZ_TRAIN: @CommsChat Can't we have a left field "And finally.." question: Uniforms – to be worn to work or not?! #commschat – ha ha -8:52 PM Sep 5th, 2011



AdamFairclough @amandacomms Depends who you're devolving control to. Internally, I think it's inevitable. Particularly to customer service teams #commschat -8:51 PM Sep 5th, 2011



NotFromBolton RT @amandacomms: Back to issue of who does SM – can we devolve control of comms ? can we afford not to? // Bingo #commschat -8:51 PM Sep 5th, 2011



CommsChat @AB_BIZ_TRAIN "and now for something completely different..." maybe we could work on that! input always happily received... #commschat -8:50 PM Sep 5th, 2011



amandacomms Back to issue of who does SM – can we devolve control of comms ? can we afford not to? **#CommsChat** –8:50 PM Sep 5th, 2011



AB_BIZ_TRAIN **@CommsChat** Can't we have a left field "And finally..." question: Uniforms – to be worn to work or not?! **#commschat** –8:49 PM Sep 5th, 2011



CommsChat RT **@AdamFairclough**: social media planning can become an excuse for the fearful to delay just getting on with it. **#commschat** –8:48 PM Sep 5th, 2011



amandacomms RT **@CommsChat**: **#CommsChat** It's time already for our last topic with **@amandacomms** tonight: How do you manage the risks from devolving social media use? –8:48 PM Sep 5th, 2011



AdamFairclough **@damiencarlson** **@amandacomms** Though social media planning can become an excuse for the fearful to delay just getting on with it. **#commschat** –8:47 PM Sep 5th, 2011



amandacomms **@WillMac** **@mrkevinhoy** will have more detail but have used buzz monitoring as well as host of free stuff taken together gives view **#commschat** –8:46 PM Sep 5th, 2011



CommsChat **#CommsChat** It's time already for our last topic with **@amandacomms** tonight: How do you manage the risks from devolving social media use? –8:46 PM Sep 5th, 2011



amandacomms **@damiencarlson** understand – but need to do the planning so you can move fast on SM **#commschat** –8:45 PM Sep 5th, 2011



WillMac **@amandacomms** Also what tools/metrics do you use to report to management on Social media engagement? **#commschat** –8:45 PM Sep 5th, 2011



AB_BIZ_TRAIN RT **@amandacomms**: SM needs policy, strategy and training including updates on guidance – things change quickly// Agreed! **#commschat** –8:45 PM Sep 5th, 2011



damiencarlson **#commschat** **@amandacomms** big challenge conveying internally that Social Media activity takes time/planning & resources. –8:44 PM Sep 5th, 2011



AllthingsIC RT **@amandacomms**: **@mynewsdesk_uk** local officers have twitter to use with guidance, + media teams run it next 2 sky news/bbc24 – back to integration **#commschat** –8:44 PM Sep 5th, 2011



NotFromBolton **@Pete_Levy** That's just the basics of conversation. I am talking about proper listening you now the big brother stuff ;) **#commschat** –8:44 PM Sep 5th, 2011



amandacomms **@AB_BIZ_TRAIN** SM needs policy, strategy and training including updates on guidance – things change quickly **#commschat** –8:44 PM Sep 5th, 2011



amandacomms Great work from local police – **@gmpdidsbury** **@gmppemberton** **@gmppheywood** – getting local results – nearly all teams on across GMctr **#commschat** –8:43 PM Sep 5th, 2011



CommsChat RT **@amandacomms**: local officers have twitter to use with guidance, + media teams run it next 2 sky news/bbc24 **#commschat** –8:43 PM Sep 5th, 2011



AB_BIZ_TRAIN **@amandacomms** "guidance" – an SM policy, or training....? **#commschat** –8:43 PM Sep 5th, 2011



WillMac **@amandacomms** do you feel that social media has been beneficial to the reputation of the force? More positive engagement? **#commschat** –8:43 PM Sep 5th, 2011



amandacomms **@mynewsdesk_uk** local officers have twitter to use with guidance, + media teams run it next 2 sky news/bbc24 – back to integration **#commschat** –8:42 PM Sep 5th, 2011



NotFromBolton **@amandacomms** OK but surely that represents some low hanging fruit ;) **#commschat** –8:42 PM Sep 5th, 2011



igombita **@amandacomms** **@Pete_Levy** not that different than police "socializing" in local communities. **#commschat** –8:40 PM Sep 5th, 2011



mynewsdesk_uk Can you paint a bit of a picture for us? Do police teams now have Twitter searches running on screens? Do patrol units use apps? **#commschat** –8:40 PM Sep 5th, 2011



amandacomms **@NotFromBolton** don't want to get caught up on intell gathering – for us it is about conversation that means listening and talking **#commschat** –8:40 PM Sep 5th, 2011



Pete Levy #CommsChat @NotFromBolton Agree that listening & being seen to listen is part of process but reaching new audience also helps that to happen -8:40 PM Sep 5th, 2011



Communicatemag #CommsChat how about ultimate management. are comms resources having to be spent on lobbying? Especially in climate of cuts -8:40 PM Sep 5th, 2011



amandacomms @mynewsdesk uk yes, means refocusing effort where it matters – but we use email without thought so why not SM **#commschat** -8:39 PM Sep 5th, 2011



jgombita Read later/pay attn **@amandacomms** now **@torontostar** Twitter cop gets police work done 140 characters at a time <http://t.co/4Z9BCKR> **#commschat** -8:39 PM Sep 5th, 2011



NotFromBolton @amandacomms @Pete Levy Surely listening has got a massive part to play though in terms of intelligence collection? **#commschat** -8:38 PM Sep 5th, 2011



mynewsdesk_uk @amandacomms good point – but still means people shifting some of their own work time to new activities? **#commschat** -8:38 PM Sep 5th, 2011



NotFromBolton RT @amandacomms: @mynewsdesk_uk it is not about increased resources but working differently – sounds trite but is true **#commschat** -8:37 PM Sep 5th, 2011



amandacomms @Pete Levy so true – real benefit is in the conversation and that means using SM to talk to people **#commschat** -8:37 PM Sep 5th, 2011



AllthingsIC #CommsChat @amandacomms sounds smart. Glad to hear it's been included in operation updates, helps to become part of your culture that way -8:37 PM Sep 5th, 2011



Pete Levy #CommsChat I think it's not just about using SM to improve speed & delivery of message but to encourage 2 way street with new users -8:36 PM Sep 5th, 2011



CommsChat RT @mynewsdesk_uk: What are the biggest wins police forces can show to mgmt to justify increased resources for social media? **#commschat** -8:36 PM Sep 5th, 2011



[amandacomms](#) [@mynewsdesk_uk](#) have to say it is not about increased resources but working differently – sounds trite but is true [#commschat](#) -

8:36 PM Sep 5th, 2011



[AdamFairclough](#) We can push the benefits and opportunities of social media to our senior management only so far before they say 'yes' or 'no'. [#commschat](#) -

8:36 PM Sep 5th, 2011



[mynewsdesk_uk](#) What are the biggest wins police forces can show to senior mgmt to justify increased resources for social media? [#commschat](#) -

8:35 PM Sep 5th, 2011



[PaulCTayla](#) [@AdamFairclough](#) [@commschat](#) OK, I'll re-quantify that to "in my experience" of central Govt, and local that I know. [#commschat](#) -

8:35 PM Sep 5th, 2011



[amandacomms](#) what are the 'buy-in' issues that people are facing? [#commschat](#) -

8:35 PM Sep 5th, 2011



[amandacomms](#) [@AllthingsIC](#) bosses have been great – updates on media and SM part of operation updates and in recent debrief featured highly [#commschat](#) -

8:35 PM Sep 5th, 2011



[amandacomms](#) [@AdamFairclough](#) [@PaulCTayla](#) [@CommsChat](#) very variable – many forces only just realising need to work with SM [#commschat](#) -

8:34 PM Sep 5th, 2011



[AllthingsIC](#) [#CommsChat](#) [@amandacomms](#) what has been the reaction from bosses? Any top tips and insights re: integrating alongside traditional media? -

8:33 PM Sep 5th, 2011



[AdamFairclough](#) [@PaulCTayla](#) [@CommsChat](#) That's just not true I'm afraid! [#commschat](#) -

8:33 PM Sep 5th, 2011



[NHSManchester](#) [#commschat](#) Good Evening -

8:33 PM Sep 5th, 2011



[CommsChat](#) [@amandacomms](#) [@WillMac](#) and thinking of SM and traditional media as sides of same coin can only help integration [#commschat](#) -

8:32 PM Sep 5th, 2011



[jgombita](#) RT [@AdamFairclough](#): This third question is very interesting, and relevant, about internal resistance. A massive hurdle. [#commschat](#) -

8:32 PM Sep 5th, 2011



Scotmthew RT **@amandacomms**: Have to add that I have been given lots of support from Chief Constable and command team to invest in SM
#commschat -8:32 PM Sep 5th, 2011



amandacomms Imp to learn from others – no good trying to understand and use SM when the streets are burning **#commschat** -8:31 PM Sep 5th, 2011



AB BIZ TRAIN **@amandacomms** does the legal minefield aspect of SM cause concerns for management? **#commschat** -8:31 PM Sep 5th, 2011



PaulCTayla **@CommsChat** I think Senior Mgmt buy in to SM is v strong in the public sector. I guess no one can ignore it. **#commschat** -8:31 PM Sep 5th, 2011



amandacomms **@WillMac** it hasn't been policy of name and shame – but matter of public record so using SM just extension of traditional media
#commschat -8:31 PM Sep 5th, 2011



AdamFairclough This third question is very interesting, and relevant, about internal resistance. A massive hurdle. **#commschat** -8:30 PM Sep 5th, 2011



WillMac **@amandacomms** Shop a Looter obviously a great use of social media, do you feel the same re the name and shame of convicted rioter?
#commschat -8:30 PM Sep 5th, 2011



NotFromBolton **@ammandacomms** Is going in this direction delivering a reduction in call center volume for the GMP or just changing its nature?
#commschat -8:30 PM Sep 5th, 2011



amandacomms **@PaulCTayla** great thanks for that **#commschat** -8:30 PM Sep 5th, 2011



CommsChat 1/2 way interstitial. If u register fr updates we'll send u a reminder before each weeks **#CommsChat** <http://t.co/Ec926A9> – avoid missing it -8:30 PM Sep 5th, 2011



EmLeary RT **@amandacomms**: Have to add that I have been given lots of support from Chief Constable and command team to invest in SM
#commschat -8:29 PM Sep 5th, 2011



PaulCTayla @amandacomms I'll share with you the SM recruitment stuff we do with the Armed Forces. [#commschat](#) -8:29 PM Sep 5th, 2011



amandacomms @CommsChat no quick win – we invested in educating bosses, SM strategy, showing what it can do and then [#gmp24](#) = results [#commschat](#) -8:29 PM Sep 5th, 2011



AllthingsIC #CommsChat @amandacomms wow that's a lot of hits on Flickr, sounds like it's going well. -8:29 PM Sep 5th, 2011



mynewsdesk_uk RT @amandacomms: @mynewsdesk_uk we have had 1.3m plus hits on Flickr – now 'Shop a Looter' is going very local direct to communities [#commschat](#) -8:28 PM Sep 5th, 2011



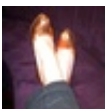
igombita @amandacomms will look for [@torontostar](#) article re: Toronto Police force incorporating ongoing SoMe team & building relationships [#commschat](#) -8:28 PM Sep 5th, 2011



amandacomms @PaulCTayla unfortunately due to public sector budgets not recruiting at the minute [#commschat](#) -8:28 PM Sep 5th, 2011



CommsChat #CommsChat ...but what about when there's resistance from mgmt to SM? how do you get buy-in/create understanding? -8:28 PM Sep 5th, 2011



annehobson @amandacomms What is the view of GMP's use of SM internally amongst rank/file offcrs? [#commschat](#) -8:28 PM Sep 5th, 2011



AllthingsIC #CommsChat Hi all, sorry I'm so late. Catching up now -8:28 PM Sep 5th, 2011



amandacomms @mynewsdesk_uk we have had 1.3m plus hits on Flickr – now 'Shop a Looter' is going very local direct to communities [#commschat](#) -8:27 PM Sep 5th, 2011



Scotmthew RT @amandacomms: I totally disagree with trying to close SM down – just nonsense and will be saying so to all police Forces in London next week [#commschat](#) -8:27 PM Sep 5th, 2011



CommsChat #CommsChat @amandacomms good time to move onto our third point? You've been given lots of support ... -8:27 PM Sep 5th, 2011



NotFromBolton RT **@londoncharlotte**: The backlash is from ignorance. Cant blame the medium for the message // and gov sidestepping **#commschat** -8:27 PM Sep 5th, 2011



PaulCTayla **@amandacomms** Is GMP using SM for recruitment also? **#commschat** -8:27 PM Sep 5th, 2011



NotFromBolton **@amandacomms** exactly, cant put Pandora back in the box ;) **#commschat** -8:26 PM Sep 5th, 2011



mynewsdesk_uk **@amandacomms** how is 'Shop a Looter' on social media going? **#commschat** -8:26 PM Sep 5th, 2011



AdamFairclough Lucky! RT **@amandacomms**: Have to add that I have been given lots of support from Chief Constable and command team to invest in SM **#commschat** -8:26 PM Sep 5th, 2011



londoncharlotte The backlash is from ignorance. Can't blame the medium for the message. **#commschat** -8:26 PM Sep 5th, 2011



ZoeShort RT **@amandacomms**: I totally disagree with trying to close SM down – just nonsense and will be saying so to all police Forces in London next week **#commschat** -8:26 PM Sep 5th, 2011



Pete Levy RT **@amandacomms**: Have to add that I have been given lots of support from Chief Constable and command team to invest in SM **#commschat** -8:26 PM Sep 5th, 2011



EmLeary RT **@amandacomms**: I totally disagree with trying to close SM down – just nonsense and will be saying so to all police Forces in London next week **#commschat** -8:26 PM Sep 5th, 2011



amandacomms Have to add that I have been given lots of support from Chief Constable and command team to invest in SM **#commschat** -8:25 PM Sep 5th, 2011



londoncharlotte RT **@amandacomms**: Totally disagree with trying to close SM down. Nonsense & will be saying so to all Forces in London next week **#commschat** -8:25 PM Sep 5th, 2011



amandacomms **@NotFromBolton** very true – just have to get used to it and see how you can work with it **#commschat** -8:25 PM Sep 5th, 2011



Pete Levy [#CommsChat](#) [@amandacomms](#) I totally agree with you & the more we can do to combat calls to close SM the better. -8:25 PM Sep 5th, 2011



NotFromBolton [@amandacomms](#) Good its a non starter, might as well ban all TV and radio coverage and prohibit everyone from talking... [#commschat](#) -8:24 PM Sep 5th, 2011



amandacomms [@Browninho](#) benefits we found were that people wanted to help police, were supportive, joined with us, and joined together [#commschat](#) -8:24 PM Sep 5th, 2011



CommsChat RT [@amandacomms](#): I totally disagree with trying to close SM down-nonsense and will be saying so to all police Forces in London [#commschat](#) -8:23 PM Sep 5th, 2011



Browninho [@amandacomms](#) Aside from broadcasting messages, what benefits does [#sm](#) deliver for GMP? Tip offs? Occasional pat on the back? [#commschat](#) -8:23 PM Sep 5th, 2011



amandacomms I totally disagree with trying to close SM down - just nonsense and will be saying so to all police Forces in London next week [#commschat](#) -8:23 PM Sep 5th, 2011



CommsChat RT [@Lynda_firstpr](#): [@amandacomms](#) thoughts on the calls during riots to block social networks? [#commschat](#) -8:22 PM Sep 5th, 2011



AB BIZ TRAIN RT [@ZoeShort](#) : [@amandacomms](#) [@CommsChat](#) After the riots it was great to see [#SM](#) being used for good etc [#CommsChat](#) -8:22 PM Sep 5th, 2011



BondiManc [@amandacomms](#) I loved how communities assisted in Mcr & helped quash the rumours & supported & praised cops [#commschat](#) -8:21 PM Sep 5th, 2011



charlotteulvros RT [@CommsChat](#): And please bear in mind that this is a whole new site this evening, so there may be some speedbumps. Be gentle with us! [#CommsChat](#) -8:21 PM Sep 5th, 2011



ZoeShort [@amandacomms](#) [@CommsChat](#) After the riots it was great to see [#SM](#) being used for good etc [#CommsChat](#) -8:21 PM Sep 5th, 2011



Lynda firstpr @amandacomms thoughts on the calls during riots to block social networks? [#commschat](#) -8:21 PM Sep 5th, 2011



WillMac @amandacomms while twitter was publicly lambasted, do you feel its open nature actually delivered valuable intel? [#commschat](#) -8:20 PM Sep 5th, 2011



amandacomms @AB_BIZ_TRAIN for me was as much good as there was talk of the bad – fact is it is here so need to get on with it [#commschat](#) -8:20 PM Sep 5th, 2011



Pete Levy #CommsChat If you assume output is constant & vital how do you then promote to increase the audience spread? -8:20 PM Sep 5th, 2011



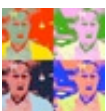
NotFromBolton RT @AB_BIZ_TRAIN: @amandacomms Twitter use in the riots: on balance and overall, a force for good or bad? // Good surely? [#commschat](#) -8:20 PM Sep 5th, 2011



amandacomms @CommsChat for me riots were first time SM has really flexed its muscle – post arab spring etc [#commschat](#) -8:20 PM Sep 5th, 2011



CommsChat @amandacomms would have been truly remarkable to have covered in strategy before it all started [#commschat](#) -8:19 PM Sep 5th, 2011



JamesBullMND #CommsChat What is the most effective platform that you have found to communicate with youth? [@amandacomms](#) -8:18 PM Sep 5th, 2011



NotFromBolton @londoncharlotte Like that, listening should have a massive part to play in delivering intelligence into any org [#commschat](#) -8:18 PM Sep 5th, 2011



AB_BIZ_TRAIN @amandacomms Twitter use in the riots: on balance and overall, a force for good or bad? (no pun intended) [#commschat](#) -8:18 PM Sep 5th, 2011



amandacomms @CommsChat in short 1st was intell gathering we assisted, then managing rumour – voice of truth, and finally gathering evidence [#commschat](#) -8:18 PM Sep 5th, 2011



mynewsdesk_uk Just checked out the GMP homepage – 'Shop A Looter' (Via Facebook, Flickr...) <http://t.co/bMHCKzq> [#commschat](#) -8:18 PM Sep 5th, 2011



amandacomms @CommsChat I have talked about riots as a 'game changer' for comms in emergencies – no plan covered it [#commschat](#) – 8:17 PM Sep 5th, 2011



amandacomms @Communicatemag our main audience are local people – has to be – but aware media check it out [#commschat](#) –8:16 PM Sep 5th, 2011



CommsChat #CommsChat And what are more general lessons there for crisis and emergency communicators? –8:16 PM Sep 5th, 2011



CommsChat #CommsChat OK we're going to move onto our next topic now: How did GMPolice go about managing crisis comms during riots? [@amandacomms](#) –8:16 PM Sep 5th, 2011



amandacomms RT @BondiManc: @amandacomms How did you cope with the twitter rumour mill during the riots? [#commschat](#) –8:15 PM Sep 5th, 2011



Communicatemag #CommsChat @amandacomms who is audience? R U reassuring public? Informing press? Lobbying? Telling delinquents not to be naughty boys? –8:15 PM Sep 5th, 2011



londoncharlotte So it's still restricted to comms, so not really "everybody". What about widening the voice (& ears) with the rest of the force? [#commschat](#) –8:15 PM Sep 5th, 2011



amandacomms @mynewsdesk_uk SM is based on org priorities etc so if it can work for us would look at it inc Four Square – just not illegal! [#commschat](#) –8:15 PM Sep 5th, 2011



AdamFairclough Late to the [#commschat](#) party with [@amandacomms](#), been to the gym! [#commschat](#) –8:15 PM Sep 5th, 2011



jgombita @aimee1986 @amandacomms admit was my 1st thought as well. Unless there's bridging comms person (like [@similarcircles](#)) to guide. [#commschat](#) –8:14 PM Sep 5th, 2011



CommsChat @BondiManc @amandacomms we'll be coming onto that shortly... [#commschat](#) –8:14 PM Sep 5th, 2011



amandacomms @richard_andrews difficult one – in riots had positive feedback from deaf people who used Twitter for best updates
#commschat –8:14 PM Sep 5th, 2011



londoncharlotte @mynewsdesk_uk (your secret's safe with me)
#commschat –8:14 PM Sep 5th, 2011



Browninho @amandacomms Interesting – we have a much smaller team (two comms; two webbies) but can see the thinking, thanks. **#commschat**
–8:13 PM Sep 5th, 2011



mynewsdesk_uk @amandacomms what is the scope of comms you will use social media for? Are there some things that you wouldn't touch?
#commschat –8:13 PM Sep 5th, 2011



BondiManc @amandacomms How did you cope with the twitter rumour mill during the riots? **#commschat** –8:13 PM Sep 5th, 2011



aimee1986 @jgombita @amandacomms I don't think web team should be in charge of communication **#commschat** –8:13 PM Sep 5th, 2011



amandacomms @jgombita it is a definite mix – some pure tech and others with comms experience – lucky to have **@mrkevinhoy** as web manager **#commschat** –8:13 PM Sep 5th, 2011



jgombita @amandacomms is the web team primarily composed of communicators or tech people? Thanks in advance for answer from Toronto. **#commschat** –8:12 PM Sep 5th, 2011



amandacomms @Browninho it is issue/incident based – work across teams is key not just 'my work' mentality **#commschat** –8:12 PM Sep 5th, 2011



NotFromBolton RT **@amandacomms**: **@CommsChat** integration has been key throughout – all part of comms plan – trad media and SM side by side **#commschat** –8:12 PM Sep 5th, 2011



richard_andrews #CommsChat @amandacomms Has SM approach engaged hard to reach audiences, or traditional audiences in a more effective way? –8:11 PM Sep 5th, 2011



mynewsdesk_uk @londoncharlotte (shhh I'm sticking with TweetChat too!) **#commschat** –8:11 PM Sep 5th, 2011



igombita @amandacomms is the web team primarily composed of communicator or tech people? Thanks in advance for answer from Toronto. [#commschat](#) -8:11 PM Sep 5th, 2011



amandacomms @londoncharlotte @annejhobson all staff given SM training, what it is, what it does, what we do with it – tone imp. [#commschat](#) -8:11 PM Sep 5th, 2011



mynewsdesk_uk @amandacomms sounds like a good structure [#commschat](#) -8:11 PM Sep 5th, 2011



Pete Levy #CommsChat Output seems very integrated. Was it difficult to take snr staff with you on this and do you encourage other force member input? -8:11 PM Sep 5th, 2011



aimee1986 #CommsChat @amandacomms – difficulty in training existing staff members with no social media knowledge? -8:10 PM Sep 5th, 2011



CommsChat RT @amandacomms: who has responsibility – web team lead but all comms staff expected to monitor, consider and use [#commschat](#) -8:10 PM Sep 5th, 2011



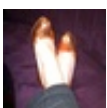
londoncharlotte BTW am I the only one finding the CommsChat website too slow? Less delay on TweetChat. [#commschat](#) -8:10 PM Sep 5th, 2011



londoncharlotte @amandacomms Are people trained? It's a challenge, I've found at times, getting people to see social media is media. [#commschat](#) -8:09 PM Sep 5th, 2011



amandacomms @mynewsdesk_uk if you mean who has responsibility – web team lead but all comms staff expected to monitor, consider and use [#commschat](#) -8:09 PM Sep 5th, 2011




annejhobson @amandacomms hi! What kind of training do you give your team who manage the twt feed? Ensuring the right tone is imp I think? [#commschat](#) -8:09 PM Sep 5th, 2011



AB BIZ TRAIN Corporate SM is like travel writing: everyone thinks they can do it. Therein lies the danger. [#commschat](#) -8:09 PM Sep 5th, 2011



simonjchughes RT **@CommsChat:** 30 mins to go before [#commschat](#) w **@amandacomms** of GMPolice. Our new website www.commschat.com allows you take part w/out 3rd party apps. -8:09 PM Sep 5th, 2011

 allows you take part w/out stu party apps. -8:09 PM Sep 5th, 2011



amandacomms @Pete_Levy thanks for that – not big 16 press/pr, 5 web, 3 int comms, 4 photo/video #commschat -8:09 PM Sep 5th, 2011



mynewsdesk_uk How many people use social media for Greater Manchester Police? #commschat -8:08 PM Sep 5th, 2011



aimee1986 hello #commschat -8:08 PM Sep 5th, 2011



amandacomms @londoncharlotte there is comms strategy, social media strategy underneath it – key to SM is to be a conversation not broadcast #commschat -8:08 PM Sep 5th, 2011



Pete_Levy #CommsChat congrates on your output. How big is your dept.? -8:08 PM Sep 5th, 2011



CommsChat @amandacomms the question of who 'does' SM is always a controversial one on #CommsChat! -8:07 PM Sep 5th, 2011



NotFromBolton #CommsChat evening been a while since I have done a commschat hello :) -8:07 PM Sep 5th, 2011



Communicatemag #CommsChat so all comms staff SM-savvy? How big is the comms department? -8:07 PM Sep 5th, 2011



londoncharlotte @amandacomms Agreed. So how do you manage that – do you have a policy? What about listening tools? #commschat -8:07 PM Sep 5th, 2011



amandacomms Worst place to be is having one person 'do' SM! #commschat -8:05 PM Sep 5th, 2011



ZoeShort_ Evening everyone!!! #CommsChat -8:05 PM Sep 5th, 2011



londoncharlotte Evening all. Looking forward to tonight's session.
#CommsChat -8:04 PM Sep 5th, 2011



Communicatomag **#CommsChat** we should get all the police puns out of the way at the outset – have been singing Police & Thieves in the office all day -8:04 PM Sep 5th, 2011



amandacomms **@CommsChat** integration has been key throughout – all part of comms plan – trad media and SM side by side **#commschat** -8:04 PM Sep 5th, 2011



CommsChat **@amandacomms**, how did you approach this in your role at Greater Manchester Police? **#CommsChat** -8:03 PM Sep 5th, 2011



LizFoggitt RT **@CommsChat**: **#CommsChat** We're going to discuss GMPolice's pioneering work in social media and its response to the recent riots -8:03 PM Sep 5th, 2011



neilcomm Hi everyone. **#CommsChat** -8:03 PM Sep 5th, 2011



CommsChat **#CommsChat** First topic up tonight: Integrating social media into police and public sector communication plans -8:03 PM Sep 5th, 2011



garethoconnor tuning into **#commschat** : **@CommsChat** -8:02 PM Sep 5th, 2011



mynewsdesk_uk 'Ello, 'ello, 'ello. Evenin' all. Adam here, from Mynewsdesk. **#commschat** -8:02 PM Sep 5th, 2011



amandacomms **@CommsChat** evening all – (as police say!) **#commschat** -8:02 PM Sep 5th, 2011



aimee1986 RT **@Browninho**: Looking forward to hearing from **@amandacomms** in this week's **#CommsChat** (8.00pm). Social media in the public sector = up my street :) -8:02 PM Sep 5th, 2011



CommsChat **#CommsChat** We're going to discuss GMPolice's pioneering work in social media and its response to the recent riots -8:01 PM Sep 5th, 2011



CommsChat #CommsChat Tonight we're joined by @amandacomms, head of corp comms for GMPolice -8:01 PM Sep 5th, 2011



CommsChat Hi all, welcome to the first session of the new-look #CommsChat! I'm Molly, dep ed @communicatomag -8:01 PM Sep 5th, 2011



oscar_soria RT @CommsChat: 10 mins to go, have a look at the pre-read for tonight's #CommsChat with @amandacomms <http://t.co/mBDAzkD> via @AddThis -8:00 PM Sep 5th, 2011



JamesBullMND Looking forward to #commschat -8:00 PM Sep 5th, 2011



igombita RT @Browninho: Looking forward to hearing from @amandacomms in this week's #CommsChat (8.00pm). Social media in the public sector = up my street :) -7:59 PM Sep 5th, 2011



mynewsdesk_uk Ready for #CommsChat! Go to <http://t.co/jazu524> -7:58 PM Sep 5th, 2011



igombita Thanks for mention re: Teasing out the potential of Twitter chats @CommsChat. Be sure to read Part II <http://t.co/dFolkY5>, re: #commschat! -7:58 PM Sep 5th, 2011



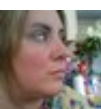
CommsChat And please bear in mind that this is a whole new site this evening, so there may be some speedbumps. Be gentle with us! #CommsChat -7:58 PM Sep 5th, 2011



Browninho RT @CommsChat: 10 mins to go, have a look at the pre-read for tonight's #CommsChat with @amandacomms <http://t.co/mBDAzkD> via @AddThis -7:58 PM Sep 5th, 2011



Browninho Looking forward to hearing from @amandacomms in this week's #CommsChat (8.00pm). Social media in the public sector = up my street :) -7:57 PM Sep 5th, 2011



SarahMarl RT @Communicatomag: to hear another perspective – head o comms for Gtr Manchester police is guesing on #CommsChat in 15 minutes #r4riots -7:56 PM Sep 5th, 2011