



Regina Police Service

Cleaning 'graffiti' from social media sites with sophisticated content analytics tools

Overview

After a social media storm forced closure of its Facebook page, the Regina Police Service needed to more effectively enforce its terms of use. The agency implemented the Integritie Social Media SMC4 solution, built on IBM® Enterprise Content Management software, to automatically capture and screen social media messages. The improved controls enable the Regina Police Service to rapidly detect and automatically hide inappropriate messages across its social media pages, and reassure visitors that the sites are safe for civil discourse.

Solution components

Software

- IBM® Content Analytics with Enterprise Search
- IBM eDiscovery
- IBM Enterprise Records
- IBM FileNet® Content Manager
- Integritie Social Media SMC4 solution

IBM Business Partner

- Integritie
-

If someone complains, criticizes or attacks your organization through social media, that criticism can quickly go viral before you even have a chance to respond. How would it be if you could instantly detect and delete these inappropriate social media messages, protecting your reputation and brand image?

Challenge

Established in 1892, the Regina Police Service has grown to more than 530 employees, including police officers, special constables and civilians. The agency is sworn to protect the rights of individuals in the city of Regina, Saskatchewan, Canada.

When a police officer from the Regina Police Service shot a citizen's dog while in pursuit of a suspect in an aggravated assault, the incident sparked a social media storm. The agency's Facebook and Twitter pages were inundated with inappropriate comments such as, "The only good police officer is a dead one", inflaming an already tense situation. Personnel assigned to monitor site content could not handle the sheer volume of threats and profanity. Within days of the incident, pervasive and flagrant violations of the website's terms of use caused Chief of Police, Troy Hagen, to order the agency's Facebook page suspended.

"Just as we police our parks to discourage graffiti, we must protect our online spaces from inappropriate content. The IBM Enterprise Content Management and SMC4 solutions help us maintain inviting social media sites where people can share ideas or even challenge the ideas of others respectfully," says Elizabeth Popowich, Manager of Public Information and Strategic Communication at the Regina Police Service.



Solution

The Regina Police Service knew that it needed to take action to keep its social media pages free from inappropriate messages. The agency joined forces with IBM Business Partner Integritie to implement the Social Media SMC4 solution. Built on the IBM Enterprise Content Management platform, SMC4 integrates with the Regina Police Service's existing social media infrastructure, adding stronger, more flexible content controls, filtering and analysis. The solution automatically logs all interaction across the agency's social media pages, monitors incoming and outgoing messages, and archives all communication.

Using IBM FileNet® Content Manager and IBM Enterprise Records software, SMC4 captures and governs incoming social media messages in a central repository. Underlying IBM Content Analytics with Enterprise Search software helps interpret and preprocess the messages for near-real-time detection of inappropriate content, such as profanity, racism and sexist communication. The offending content is automatically hidden from view and can be placed in a controlled workflow for immediate review and response. The software also evaluates messages in the context of conversations and detects sentiment, helping the Regina Police Service prioritize response.

When the Regina Police Service reopened its Facebook page, a few people tried to take the discussion back to the earlier incident and used profanity. The SMC4 solution instantly went into action, deleting the messages and sending auto responses stating that profanity violated the agency's terms of use and that the senders are welcome to repost their comments using acceptable language. "Other people coming into the site can see these auto responses, so the solution helps us reassure visitors that we are enforcing our usage policies," says Elizabeth Popowich, Manager of Public Information and Strategic Communication for the Regina Police Service.

Benefits

- Protects the agency's reputation by automating social media and web content management, analysis and discovery
- Saves employees' time and improves responsiveness with 24/7 monitoring and auto-response capabilities
- Reduces costs by automatically enforcing the agency's social media best practice and policy control document

For more information

To learn more about IBM content analytics tools, please contact your IBM marketing representative or visit the following website: ibm.com/software/ecm

To learn more about the Integritie SMC4 solution, please visit the following website: www.integritie.com



© Copyright IBM Corporation 2014

IBM Corporation
Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
February 2014

IBM, the IBM logo, ibm.com and FileNet are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions.

It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided. Social Media SMC4 is not an IBM product or offering. SMC4 is sold or licensed, as the case may be, to users under Integritie's terms and conditions, which are provided with the product or offering. Availability and any and all warranties, services and support for SMC4 are the direct responsibility of, and are provided directly to users by, Integritie.



Please Recycle
