

Haters Gonna Hate

HATERS MONTHLY

Trending Trolls

27 Amazing New Ways
to Insult Public Agencies

What's Your Uninformed Tweet Personality?

Take our Quiz!

Great Profile Pics
to Hide Your Real Identity

Best Knee-Jerk Reactions!



October 2016
\$5.00



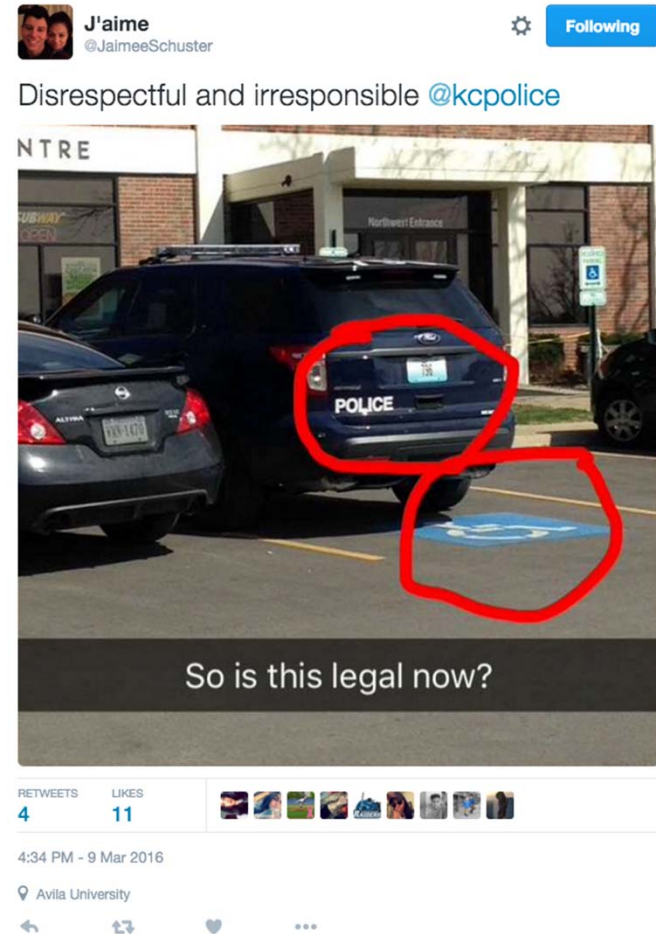
HANDLING HATERS ON SOCIAL MEDIA

Sarah Boyd
Public Relations Specialist
Kansas City Missouri Police Department



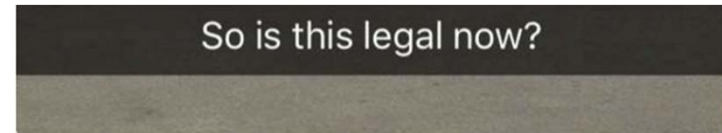
LEGITIMATE COMPLAINTS

- Specific
- Person was directly involved or witnessed first-hand
- Sounds like possible violation of policy or code of ethics



HANDLING LEGITIMATE COMPLAINTS

- If needed, get conversation offline
- Determine facts of the situation
- Turn it over to someone who can make it right
- Often converts haters to fans



RETWEETS 4 LIKES 11

4:34 PM - 9 Mar 2016

Avila University

Reply Retweet Like More



Reply to @JaimeeSchuster



Kansas City Police @kcpolice · 18h
@JaimeeSchuster That is not acceptable, and we're looking into this.

Reply Retweet 2 Like 5 More



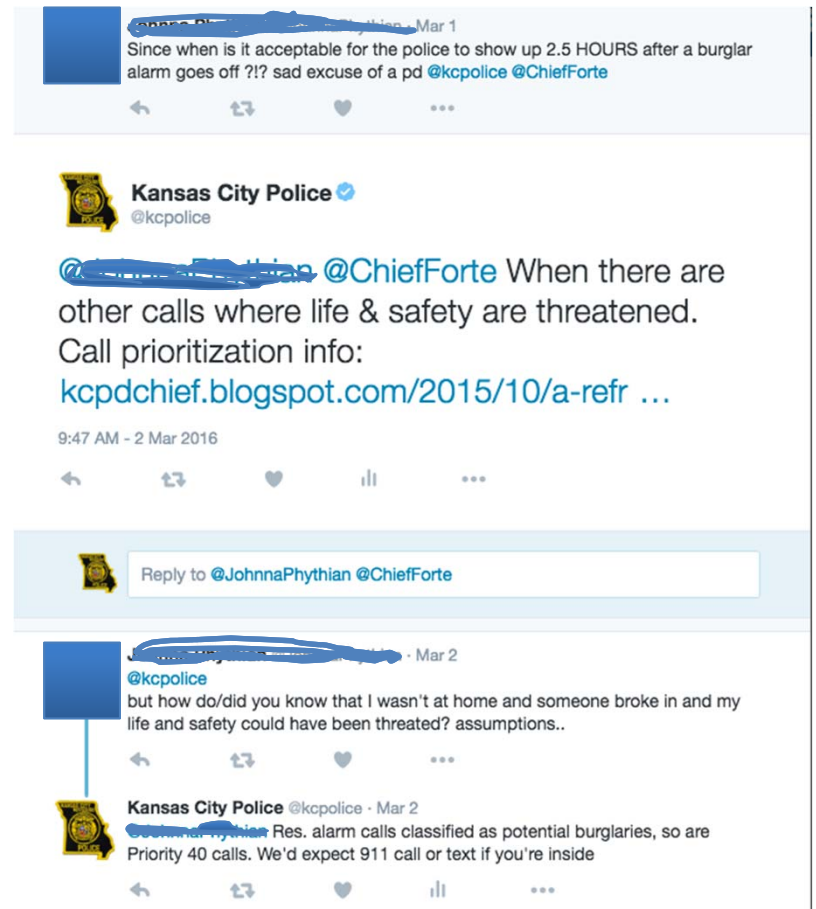
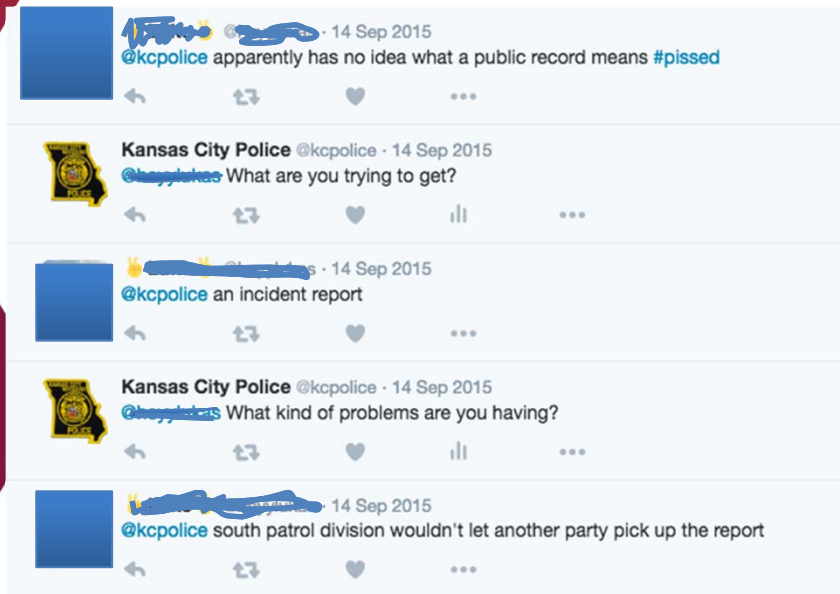
Kansas City Police @kcpolice · 1h
@JaimeeSchuster Can you DM us? Commander would like to tell you how we dealt w/ this.



I really appreciate that you took action on this. I truly respect that.

8m

PEOPLE WHO DON'T UNDERSTAND



HOW TO HANDLE PEOPLE WHO DON'T UNDERSTAND

- Educate, educate, educate!
- Refer to policy, blogs, videos
- If many don't understand the same thing, do a PSA or media blast
- Put them in contact with a subject matter expert

UPDATE: Ashlee has been located and is OK. Thank you!

The KCPD Missing Persons unit requests your assistance in locating Ashlee Strobel, 11 years old of KCMO. Ashlee was last scene at Antioch Middle School wearing a blue shirt and blue jeans. Ashlee is 4 foot 11 inches tall and weighs 70 pounds. Ashlee has brown hair and blue eyes. Please call 911 if you locate Ashlee.



No Amber Alert?
Like · Reply · Message · 7 · Yesterday at 6:17am

Kaitlin Violet Eby With an amber alert, you unfortunately need a description of the suspected kidnapper... or at least their vehicle. This would be a missing child report.
Like · Reply · Message · 1 · Yesterday at 6:35am

Kansas City Missouri Police Department Yes, Amber Alerts are very specific: Police must have evidence the child was kidnapped and is in imminent danger. Neither of those things were the case in this incident. Here's more information on Amber Alert guidelines: <http://www.amberalert.gov/guidelines.htm>.

AMBER Alert
AMBER Alert, Department of Justice
AMBERALERT.GOV

Like · Reply · Remove Preview · 1 · Commented on by Sarah St John Boyd [?] · Yesterday at 9:38am

SOME EXAMPLES

[“Why We Do What We Do” PSAs](#)

[Curfew press release](#)

And graphic:

A QUICK GUIDE

TO UNDERSTANDING THE CURFEWS IN EFFECT

FRIDAY, MAY 27, 2016

TO SUNDAY, SEPTEMBER 25, 2016

ENTERTAINMENT DISTRICTS

9 P.M. | Minors must be with a parent at the Country Club Plaza, Westport, downtown's Central Business District, 18th and Vine and Zona Rosa.

CITYWIDE

10 P.M. | Ages 15 & under.
11 P.M. | Ages 16 & 17.

ATTENDING CLUB KC?

Must go directly home after Club KC events or work.

VIOLATIONS

Youth will be detained and parents can be fined up to \$500.

[Call prioritization blog](#)



TROLLS

“Trolls ... don’t just want to insult a particular person, they want to start a fight – hopefully one that has a broader application, and brings in more people than just the object of their original trolling. The term derives from a fishing technique – say your stupid thing, watch the world bite.”

Zoe Williams: “What is an Internet Troll?”
The Guardian, Sept. 2012



Kansas City Missouri Police Department

Published by Sarah St John Boyd [?] · September 29 at 4:14pm · 🌐

We announced today that The Kansas City Police Department was one of six agencies nationwide to receive a Smart Policing Initiative Grant from the U.S. Department of Justice. The three-year, \$700,000 grant will go toward identifying concentrated areas of violent crime – “micro hotspots” no larger than two to three blocks – in East Patrol Division. The grant will then fund multiple evidence-based strategies to help neighborhoods become self-policing, also known as building collective efficacy. More: <http://kcmo.gov/.../kcpds-east-patrol-division-awarded-700k-.../>



16,850 people reached

Boost Post

Like Comment Share

336

Top Comments

36 shares



Write a comment...



I sure hate to rain on your parade but taking Federal Government money is not going to fix the problem and you folks know it. You are not going to be able to restore the family unit of a father and a mother and the belief in God. Good luck!

Like · Reply · Message · 3 · September 29 at 7:58pm



Cassie Ganier What do you not understand about "evidence-based strategies to help neighborhoods become self-policing, also known as building collective efficacy"? Part of community policing.

Like · Reply · Message · 1 · September 29 at 10:57pm



Casey Kevin Why? You don't believe in God... Or the family unit considering the guy you support Has Married Divorced her when she got old, Married his younger mistress Divorced that mistress when she got old for a younger mistress then divorced her to marry his M... See More

Like · Reply · Message · 1 · September 30 at 1:49am



Robyn Skaggs What exactly would belief in God/Allah/Krishna/FSM/whatever have to do with crime? I thought it was related to real stuff like poverty and failing schools...

Like · Reply · Message · 3 · September 30 at 1:49pm



Kansas City Missouri Police Department

Published by Lynsay Holst [?] · September 19 at 3:10pm · 🌐

We competed, placed and won in several different categories at this year's Border Showdown. Congrats guys!!



11,990 people reached

Boost Post

Like Comment Share

Donnika Berry, Luanne Dodson and 307 others

Top Comments

12 shares



Write a comment...



Your state is hella racist and heartless. How do you lock some one up in prison on their first offense, for marijuana and some E pills. God have mercy on your justice system. How do sex offenders get off with 6 months in jail. Y'all need to do reevaluation

Like · Reply · Message · September 19 at 4:18pm



Rod Laizure Cops don't make laws only enforce them. Maybe you should try the legislature. Oh and nice use of the race card.

Like · Reply · Message · 4 · September 19 at 4:42pm · Edited



Write a reply...



Trene Dechant Jenkins Way to go guys!

Like · Reply · Message · September 20 at 5:07pm



Debby Patee Wilson Way to go!!

Like · Reply · Message · September 20 at 4:25pm



Melinda Stevens-Knapp Woo hoo! You go, guys!

Like · Reply · Message · September 20 at 4:27pm



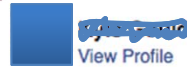
HOW TO HANDLE TROLLS

- It's best to ignore them. [They're sadists!](#)
- Respond one time if absolutely necessary
- Let your fans stand up for you
- Work with others to ID trolls
- Last resorts: hiding, deleting, blocking



MENTALLY ILL

- Out of touch with reality
 - Nonsensical, disorganized posts
 - Conspiracy theories, the Feds
 - Outlandish accusations
- Depression – posting about hopelessness of their situation
- Suicidal



Actions

SEP 7TH, 12:12AM

I found this post that is alarming on Reddit. The screen name "BigSkinny13f" posts in the KC section and has mentioned he's from the Northland in other posts. Thought I'd send this in, if you have a way to find out who the person is and get him help.

[https://www.reddit.com/r/AskReddit/comments/51d83f/murder_or_suicide_should_i_just_kill_myself_or_m](https://www.reddit.com/r/AskReddit/comments/51d83f/murder_or_suicide_should_i_just_kill_myself_or_my_family_as_well_just_got_divorced_wife_is_already_dating_someone_else_i_have_no_friends_my_business_is_failing_my_life_has_no_value_what_should_i_do/)
[y/](#)



**Murder or suicide?
Should I just kill...**

0 points and 2
comments so far ...

reddit.com



askreddit

COMMENTS

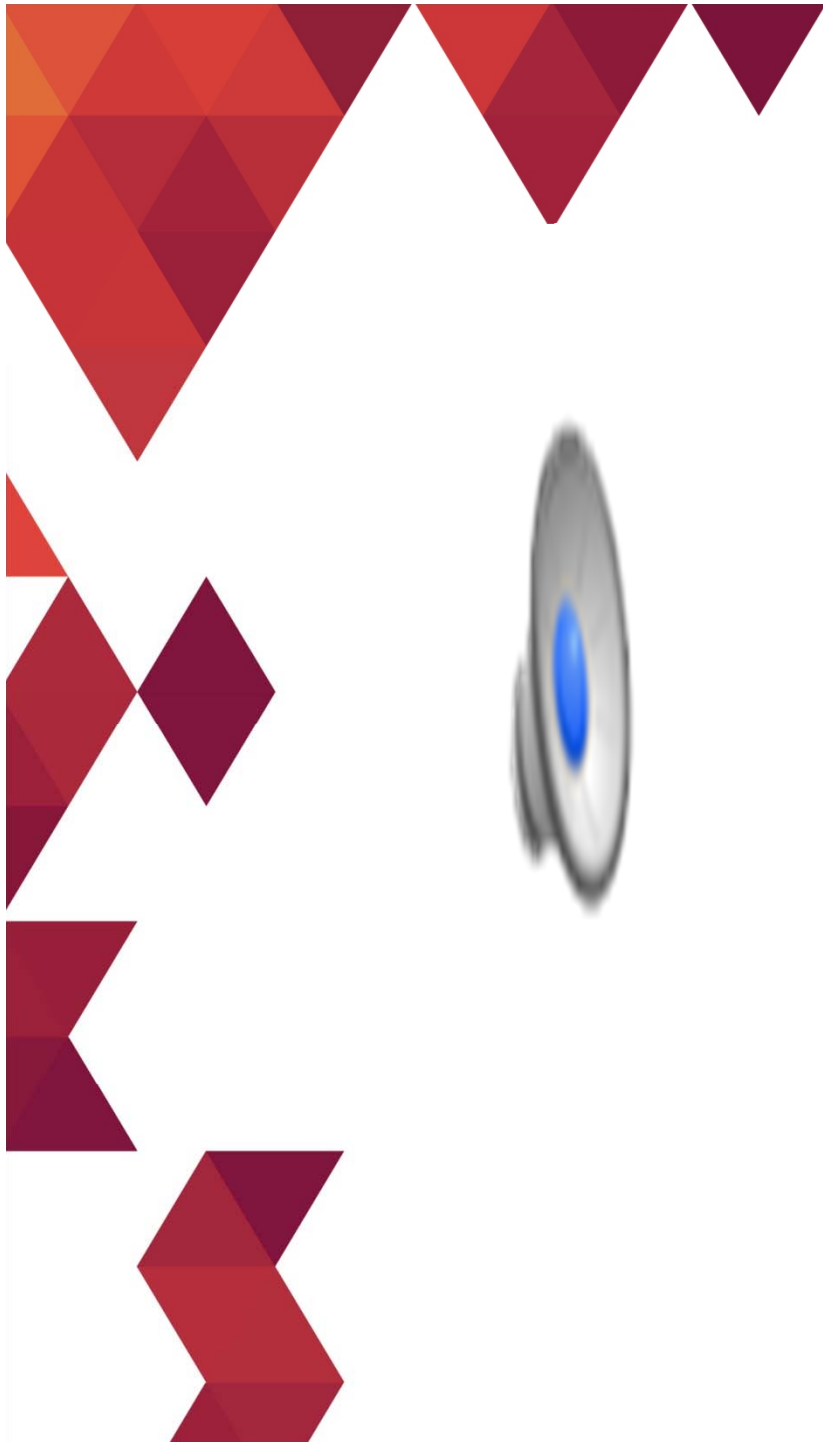


Murder or suicide? Should I just kill myself or my family as well? Just got divorced. Wife is already dating someone else. I have no friends. My business is failing. My life has no value . What should I do? (self:AskReddit)

submitted 1 month ago by [deleted]

[removed]

2 comments share



Kansas City Missouri Police Department

Published by Sarah St John Boyd [?] · October 7 at 11:18am ·

As the hours of daylight decrease this fall, the City of Kansas City, Mo. Government is encouraging residents to be safe when out and about after dark. Kansas City's Public Works department is leading the "Glow Before You Go" campaign to remind pedestrians and bicyclists that they must be seen to be safe. Our Bike Patrol officers will be at First Fridays in the Crossroads Art District tonight distributing safety lights. A booth with safety information and giveaways will be set up at Keller Williams Skyline Reality, 1724 S. Main St., and the Art and Bike Clubhouse at 512 E. 18th St. More: www.kcmo.gov/glow.



Glow Before You Go

...When I was a kid I believed police went after the bad guys and rescued crime victim. Now I realize police are often paid off by organized crime to let the bad guys get away and help finish off the crime victim for them. This is what's happening to me right now and here is why.

Laila Ali apparently decided that my set of skills, talents and accomplishments qualified me for the position of house nigger and proceeded to offer me a job as such after noticing the distressed position I was in. You see, an international hacker crime ring cult leader and alleged pedophile hacked-n-stole very lucrative intellectual property from me, turned her cult against me and planned to have me murdered so she could get away with it. As a private chef it is dreamy to imagine working for a high profile family. Laila Ali apparently decided to claim to spearhead my rescue from this crime cult's clutches with a job offer working for her when in actuality she had secretly joined the cult, married the leader who stole my intellectual property, became co-cult leaders with Ali York who had my home invaded, infested with hidden cameras and audio equipment among other alterations, and was actually spearheading my destruction. The alleged rescue took on the form of an alleged job offer which eventually amounted to an offer for both slavery and sex slavery. Although the job position did not involve driving horses like in Uncle Tom's Cabin which would have been awesome, a car was offered instead which was doable. The media showed me which car ad to post on my facebook page in response to the socially complicated and multi faceted alleged rescue/job offer/flirtation gone wrong (there was a flirtation amidst this as well), and what flower variety to post and scolded me for forgetting the chocolates in response to the celebrity's request to send some love back from her facebook page. The mysterious connect the dots game seemed kind of strange, but so is eating one's feces or anyone's for that matter. The flirtation featured many red flags i.e. the initiator of the flirtation is married so unless she's in an open or polyamorous marriage that's cheating, the initiator of the flirtation is an alcoholic, I have never been within pheromone



HOW TO HANDLE MENTALLY ILL SOCIAL MEDIA FOLLOWERS

- If they're in crisis, get a CIT officer to them
 - Clear threats to hurt themselves or others
 - Alarming frequency of posts could = psychotic episode
- Otherwise, it's best to ignore. Perhaps hide posts to spare them from trolls.



MISTAKEN IDENTITY

- You get the hate for something (someone with) another agency did.
- Kansas City, Missouri: Happens All. The. Time.
- Often the result of viral hate and people from outside your area.



HOW TO HANDLE MISTAKEN IDENTITY POSTS

- Tell them it's not you.
- You may get responses anyway:
 - “Well what would YOU do in that situation?”
 - “Doesn't matter, you're all pigs.
 - Ignore.
- So do you tell them which agency it really is?

Posted the day after
police officers were
assassinated in Dallas



Like Comment Share

Chelsea Gray and 27 others



Monique Rush
Tooo cute!!!! Heyy Indi pie....i love thise boots
[See Translation](#)
October 27, 2014 · Unlike · 1



Naydra Williams
Thanks lil mama
October 27, 2014 · Like · 1



Rodney Lee
We'll see how much her life matters soon.. better be
careful leaving your info open where she can be
found :) hold her close tonight, it'll be the last time
Just now · Like



Rodney Lee



Add Friend



Follow



Message



More

Works at City of Overland Park, KS Government



See All Photos >



Friends · Nothing to show



VIRAL HATERS

- Bad-news story about your agency goes viral – haters come from around the globe!
- Spam your Facebook posts
- Sometimes they call and yell at you, too.



HOW TO HANDLE VIRAL HATERS

- Prioritize your community.
- Mess up, ‘fess up and move on
- If you stand by the actions, post one statement or don’t respond, period.
- Terms of Use – take down threats and spam (more soon)



WE SHOT A DOG 😞

- Police kill [“innocent woman’s elderly dog”](#)
- Probably the most hate ever, next to the mistaken identity post
- Threats, spam, angry calls
- Second wave of hate three months later

HATERS WHO ARE JUST GONNA' HATE

- They hate you no matter what.

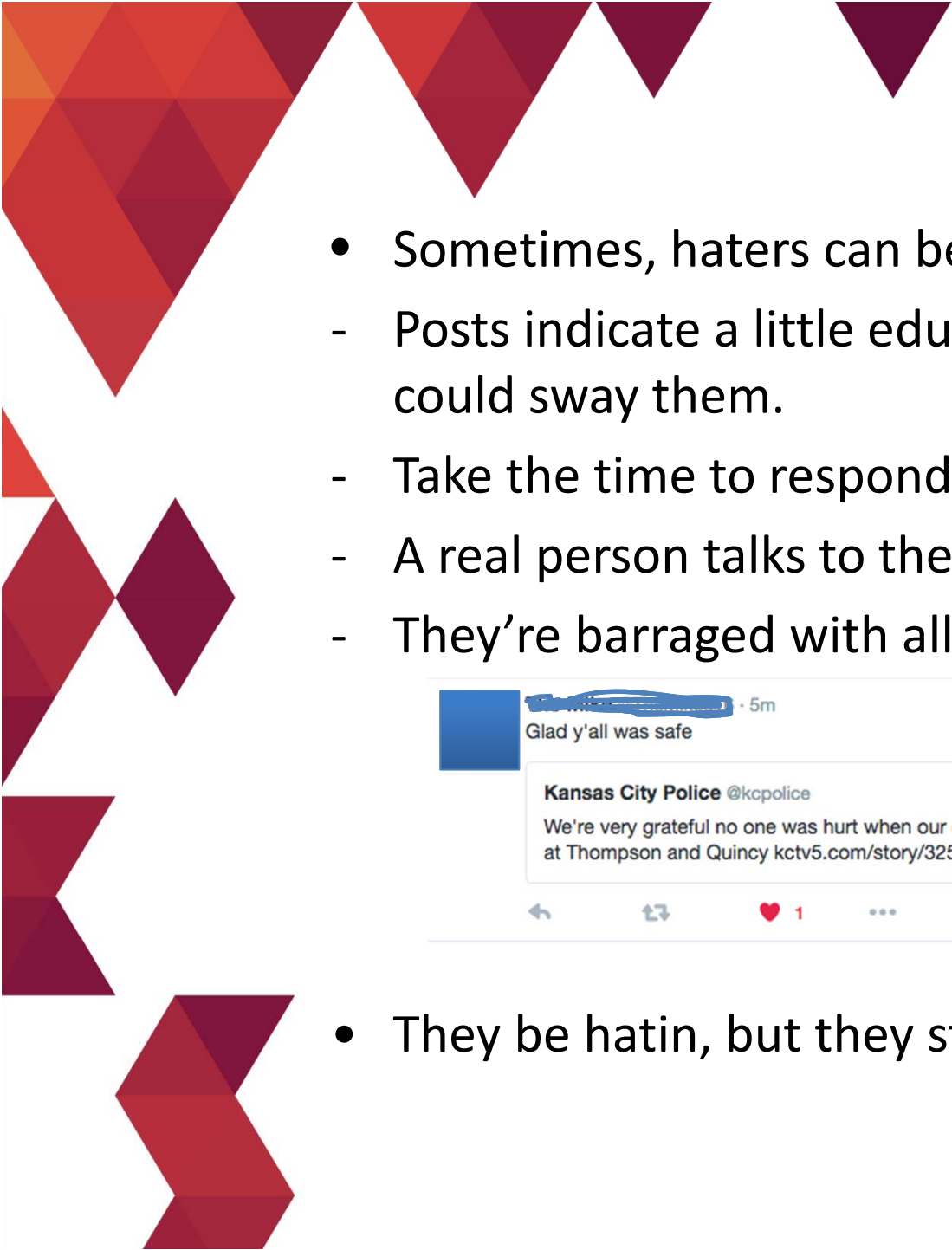


1strugglekc @kcpolice Arrest 34 Ppl During 2-Day
@KansasCityNoVA Sweep
www.kansascity.com/news/local/crime... #whoedamnsystem
#predictivepolicing #harassmentpolicing
14 Sep from Twitter for iPhone



LlyAange @appelman816 @kcpolice This Starbucks is
downtown, not near majority Black neighborhoods. & without
transportation it's not accessible
19 Aug from Twitter for iPhone retweeted by 1strugglekc

- You just gotta' shake, shake, shake, shake it off,
shake it off.
- If you must respond, wait an hour or two

- 
- Sometimes, haters can be converted
 - Posts indicate a little education & interaction could sway them.
 - Take the time to respond to them.
 - A real person talks to them
 - They're barraged with all your good news.




- They be hatin, but they still be followin'

TOOLS FOR PREVENTING ONLINE HATE

- A legion of supportive fans (see Troll examples)
- Clever responses! Discretion required.



- 
- Telling stories of the good
 - Transparency
 - Identifying trolls and full-blown haters
 - You'll know not to engage them and get in a losing battle
 - Take-down policies/Terms of Use



LIMITED PUBLIC FORUM

Props: Chief Billy Grogan, Dunwoody, GA, Police Dept.

As defined by case law so far, Facebook is closest to a “limited public forum” – like an organized meeting in a government building.

To restrict certain comments as a governmental entity, you must establish the location where you’re allowing comments as a limited public forum. This can be done by publicly designating the platform a Limited Public Forum and outlining your terms of use.



TERMS OF USE

- Make its [own tab](#) on the front of your Facebook Page – Woodbox is one way to do so.
- Profanity filter – another helpful tool. We had to add some.



WHY TERMS OF USE?

- Set expectations for your followers
- Provide guidance to your administrators
- Reduce your liability



HOW DO YOU HANDLE HATERS?



Sarah Boyd

Kansas City Missouri Police Department

sarah.boyd@kcpd.org

816-889-6133

Facebook.com/kcpolice

Twitter.com/kcpolice

Instagram.com/kcmopolice

Pinterest.com/kcpolice