

From: [Joe Smyth](#)
To: "
Subject: Fw: social media
Date: Thursday, February 05, 2015 4:49:04 PM

pretty generic stuff, but keeps it simple

From: RNCMediaRelations
Sent: Thursday, February 05, 2015 12:01 PM Newfoundland Standard Time
To: Joe Smyth
Subject: RE: social media

Hey Joe;

Chief has reviewed and approved your notes. I was speaking with Pam regarding the interview and she is suggesting early next week. I advised I would pass on her number and have you contact her to arrange a time that fits with your schedule. It is Pam Frampton and she can be reached at [REDACTED] 323. Let me know if you require anything else for this.

Thanks

Steve

Cst. Steven Curnew #754
Media Relations Officer
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From: Joe Smyth
Sent: Wednesday, February 04, 2015 2:04 PM
To: RNCMediaRelations; Paul Woodruff; Joe Boland
Subject: RE: social media

See below some speaking notes for your review:

- The RNC utilizes various social media platforms to further its mandate – which is creating safer communities. While solving crime is a vital aspect of achieving this, it is but one element. Social Media provides unfiltered access to the people we serve, and permits us a unique opportunity to engage with our communities.
- We want to build relationships with our stakeholders and ensure that the people of Newfoundland and Labrador have confidence in their police service. Social Media gives citizens access to not only our daily activities, but also our capabilities. When communities have confidence in their police service, they are more apt and empowered to play an active role in creating a safer place to live, work and play.
- Social media is an invaluable tool in solving crime and reaching our communities. We are

able to disseminate information, requests for assistance, and emergency messaging in an effective and efficient manner. It is another mechanism that allows us to deliver the best quality service, in the most efficient means possible.

- When managed and monitored properly, there are few negatives associated with Police having a social media presence. We want users to speak freely, and while we will not tolerate hate speech and defamatory language, we absolutely encourage openness.
- It can be very challenging at times to continually monitor ongoing discussion and proficiently answer questions posed by users; it is however a challenge that the RNC is up to. We continue to evaluate our own procedures and resource allocation, and will always work diligently to ensure we provide the best possible police services.

From: RNCMediaRelations
Sent: Wednesday, February 04, 2015 12:20 PM
To: Joe Smyth; Paul Woodruff; Joe Boland
Subject: social media

Gentlemen please see attached email for interview regarding social media

Steve

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From: Frampton, Pam [[mailto:pframpton@\[REDACTED\]](mailto:pframpton@[REDACTED])]
Sent: Tuesday, February 03, 2015 5:42 PM
To: RNCMediaRelations
Subject: Re: CFSEU-NL ICE Investigation Ends with Arrest in Ontario

Steve,
Something to the effect of:

How does the RNC hope to capitalize on social media in aspects of police work?

What are some of the pros and cons of social media use? (.i.e., one pro I mentioned in my email is it is an easy way for sought-after people or people of interest to get in touch with the RNC, or, conceivably, for the RNC to distribute information and receive tips. One con I mentioned would be that once people start posting messages to RNC social media sites, then the RNC has to worry about someone posting something defamatory. For example, if the RNC Facebook site contained a post from some member of the public that defamed someone, the RNC could be held liable for "publishing" the defamation, the same way that The Telegram could through its website.)

Pam