

Memorandum

Date: September 20, 2019
To: Lt. Juan Camarena
From: Dep Justin Schroeder
Subject: CRD Social Media Intern
CC:



Proposed Position:

The Isla Vista Community Resource Deputy social media intern would be a UCSB or SBCC student supervised directly by the CRD. They would be an extra-help employee and work approximately 15-20 hours per week.

Introduction:

The influence of social media continues to play a role in the actions and recommendations of community members, and that influence only continues to rise. While differences in the level of influence were found across different industries and age groups, social media has been deemed influential in making decisions and seeking advice, especially in younger generations. In fact, the younger the age group, the more likely they will say that social media, including the sources and channels, were influential in their lives.

While the Sheriff's Department is somewhat active on various social media platforms, we are not nearly as active or influential as many civilian or government agencies. This is especially true in Isla Vista, where the majority of residents are students who fall into the younger age categories and would be more influenced by our social media presence.

Position Duties:

Website Redesign- Currently the Isla Vista Foot Patrol website contains many photographs of deputies and officers that no longer work at the station. It also has out of date information on programs and contact information. The person selected for the position would modernize and update the website.

Monitoring and posting blogs- The Isla Vista Foot Patrol engages in many positive activities on a daily basis. However, the community is not aware of these activities because we do not tell them. The social media intern would be responsible for blogging and letting the community know what a positive influence we are.

Engaging in online forums- Currently there are many forums and discussions online about negative police activity in Isla Vista. The social media intern would engage in those forums, provide facts, and offer meetings with the CRD to clarify any issues that the community has.

Participate in online outreach and promotion- In the past year, the Isla Vista Foot Patrol has implemented many new community programs including: Party registration program, volunteer team, restorative justice program, citizen's academy, neighborhood watch, police collaborative board etc. Currently we only advertise using basic press releases, word of mouth, and old fashion paper bulletins. Having online outreach and promotion would increase the participation in these great programs.

Plan Campaigns- Campaigns would include things like sexual assault awareness, underage drinking, drinking and driving, party safety, drug awareness etc. The campaigns would likely follow monthly programs already in place like sexual assault awareness month.

Create Content Calendars- Content calendars would allow residents to view events and plan accordingly. Currently, the word of mouth and paper calendars are falling short and students are forgetting about these events because they are not on a digital calendar.

Community Management- Monitoring trends in social media, tracking community events, viewing web postings and staying ahead of trending news.

Reporting/Statistics Management- Many of the new programs implemented in Isla Vista are making a huge impact in the community. However, there is currently no way to track and monitor this progress. The person selected for this position would create ways to track these stats and report them to the station lieutenant.

Provide support at events and assist the PIO with content for press releases and media alerts- Usually the CRD is actively participating in events and cannot take photos and provide good information for a press release. The social media intern would be responsible for these duties.

Cost of Program:

The total yearly cost of the program would be \$12,492.93

Cost breakdown:

\$10,284.32 Salary for 17 hours per week/38 weeks per year (summer/winter/spring break off)

\$308.53 3% of salary employer covers for Medicare/social security

\$382.08 24 hours of sick time (minimum sick time for a part time employee)

\$408.00 \$34 per month for a department cell phone. This would be used to manage social media and also take photos at various events.

\$1,000 Social media advertising budget. Help target certain audiences and advertise our social media posts.

\$110 Two Polo shirts with community outreach logo.

Other local agencies including the IV Community Services District and UCPD currently pay their interns/social media coordinators \$15-\$18 per hour.

Conclusion:

Isla Vista is a densely populated area of the county in close proximity to UCSB that requires a unique policing strategy due to the diverse population and relatively high crime rate. Many Isla Vista residents are young students who increasingly rely on social media for their news and information. They also use those social media platforms to spread information (some truthful and some not), further their agendas and coordinate events. Having a social media outreach intern would help the Isla Vista Foot Patrol spread positive information, advertise events, track trends, publish safety information, monitor posts and connect with the community. These social media posts would also create an open line of communication between the community and law enforcement, show transparency and cooperation, and encourage future partnerships.

