



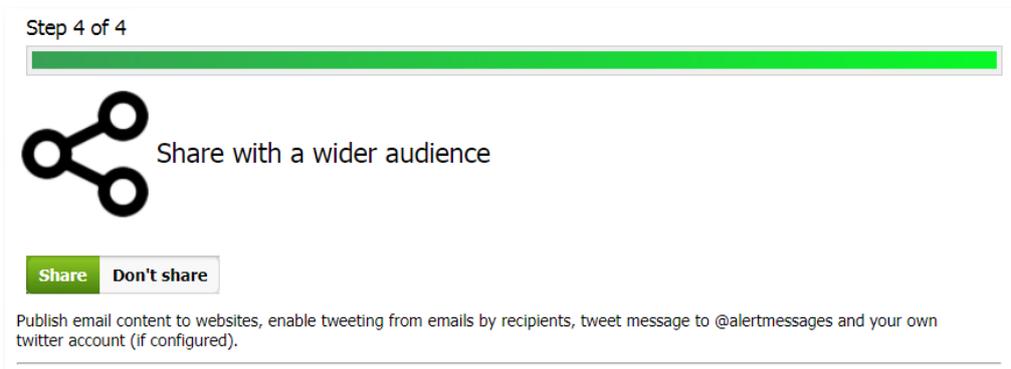
NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 37: MESSAGE SHARING DEFAULT

Date: 30TH October 2018

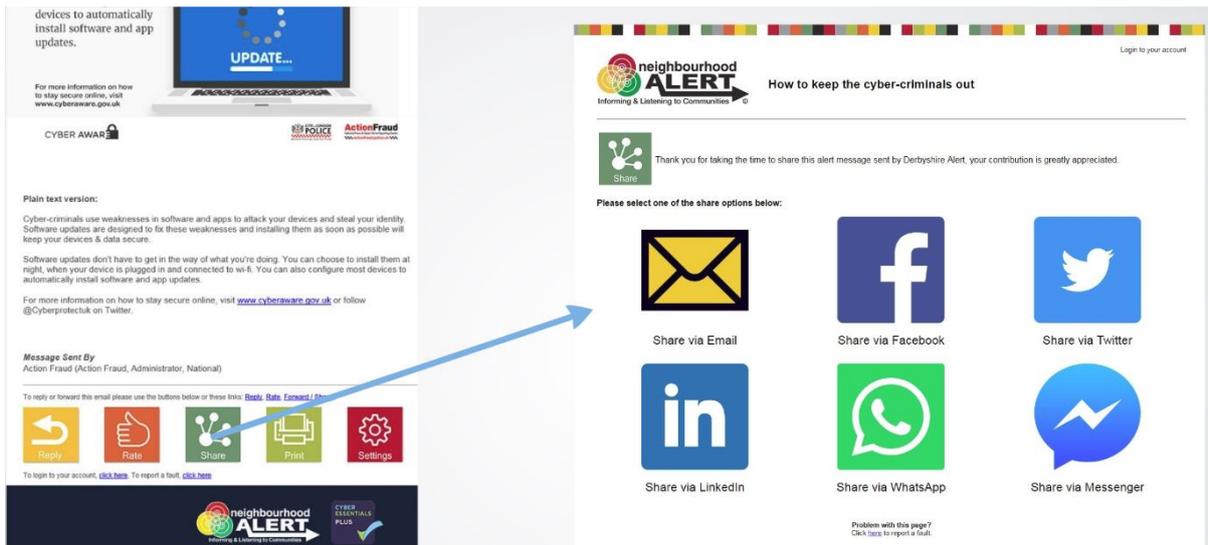
Happy Halloween to all of you, I hope you had an event-free peaceful week without too many headaches (of any kind). I have crammed three main points into this update for you.

- 1) Change to the Sharing Process
- 2) Incommunicados Purge
- 3) Conference feedback & Save the date

It's good to share!



At the October Development Board we raised a proposal that the default position of the "Share" button" on the RAPPOR admin be changed to "Share". It is currently set to "Don't share" when you first arrive on this screen. This means that if officers using Rapport do not have the confidence or understanding to change this simple setting, messages are not enabled to be forwarded by recipients onto their own social media accounts.



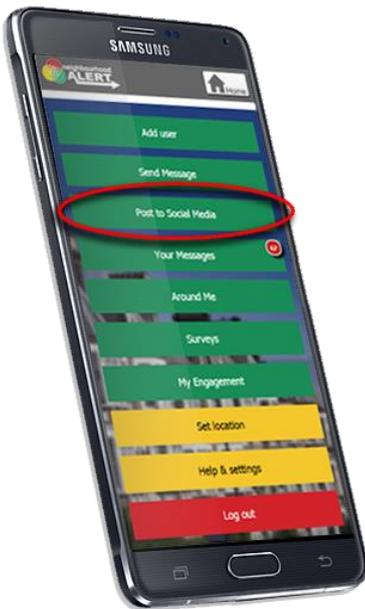
When message recipients receive your Alerts, the Share button enables them to forward and post your Alerts directly into relevant Facebook Groups, Timelines, Pages, Twitter, Whatsapp and more. If those Alerts are not marked as suitable to “Share” then all of the above social media buttons are disabled.

We know from lots of feedback to our support desk that not marking messages as suitable for sharing (when they clearly are) is extremely frustrating for users who want to help by getting the word spread. We also know that those partners that do send “shared” messages are doing a fantastic job of reaching the wider, social media audience as these two stats testify:

309,431,864
Twitter followers sent Alert messages in the last 6 months

95,575,709
Views of Alerts from Facebook and Twitter shares by end users in the last 6 months

The Development Board unanimously agreed that we could make this change and have the Share option the default position (rather than “Don’t share”). Please take note that this will **take effect from Monday 12th November**. You may wish to advise your administrators regarding this small change in process.



Note for the near future (and the app)

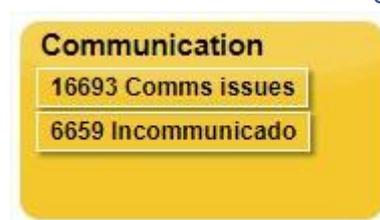
We are running trials of a much simpler way to generate a tweet and Facebook post to authorised accounts during the standard message sending process. This will give you the ability to control which accounts your administrators post to (if any) and enable a lot of confusion and duplicated process to be removed.

It's a free, new facility built into Rapport that is one of a few measures we have to encourage the use of social media by your front line officers but within a framework that you control. The tweets and Facebook posts are created in the same messaging process but will have their own content, the benefit is that they will link to your Alert post and (where applicable) your force site. You can also create a tweet or Facebook post without creating an "Alert" where necessary.

The new process will enable messages to be posted to selected Twitter and Facebook accounts rather than simply to @alertmessages or other standard accounts. This will not interfere with your Social Media monitoring facility (whichever one you use) but it will give you much more flexible control over who can tweet and share and to what accounts.

All you will need to do is use a simple Alert admin to authorise your accounts and decide which admins have access to each. Please contact me to discuss how you would like your system for Social Media broadcast setting up.

Incommunicados Purge



Further to our notification six months ago, we are about to **remove the following data** from the national database:

Any user that has been incommunicado for over three months and who are not Neighbourhood Watch Coordinators or Deputies

This equates to just over six thousand people **nationally** so will remove some dead data from everyone's datasets. Neighbourhood Watch asked us to hold off from doing this earlier this year as we intended to purge them in May in line with our GDPR processes. MSAs have been working hard to update the incommunicados and the data loss is greatly reduced thanks to their work. This purge will take place next week on: **Friday 9th November 2018**

Thank you for your Conference feedback.

A final great big thank you to everyone that attended the Development Board and Conference this month and to those that completed the feedback survey, I wanted to give you a brief overview of the results:

Development Board Meeting

Most respondents felt that the Dev Board Meeting was definitely worth attending but a few stated that it was a bit rushed towards the end and suggested that perhaps we could allocate MORE time next year. This is great to know as we gave it half a day and more time can easily be accommodated. Most thought that the topics covered were good, as were the answers given to questions. We agree that it seemed to work better to have the Dev Board and Conference on separate days.

Neighbourhood Alert Conference

Most replies indicated that attendees found the overall conference to be really useful and interesting, the comments made were very complimentary, thank you, although you weren't quite as enthusiastic about the group photo! We hope that you will bear with us with regards to the picture, as it's a great memento for the day.

The presentations were very well received, and delegates particularly seemed to enjoy hearing about the Rapport App and the survey and target list projects. You appreciated the slower pace of the day and the opportunity for people to ask questions without rushing.

We have received lots of requests for the conference videos from those that attended, some that had to leave and from many who could not attend. I am working on these and hope to have them uploaded on <https://www.neighbourhoodalert.co.uk/conference> by next week.

We have also received requests from Police contacts for a delegate contact list. If it is a police – police or F&R – F&R request we are providing contact details as I am sure this is what you would want. If you don't want us to do that, **please let me know**.

I am absolutely delighted that pretty much everyone agreed that the conference was a good use of their time and beneficial. We are already aware of things we need to improve on, have fed back some constructive comments regarding food and accommodation and I am very excited about the opportunities for next years conference. Please pencil in **16th & 17th October 2019**, we will fully confirm this later in the year.

Thanks again and have a great weekend

Mike Douglas

Founder, Owner and Product Director: Neighbourhood Alert