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
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
PEOPLE WHO DON’T UNDERSTAND

@kcpolice apparently has no idea what a public record means #pissed

Kansas City Police @kcpolice - 14 Sep 2015
@kcpolice What are you trying to get?

@kcpolice an incident report

Kansas City Police @kcpolice - 14 Sep 2015
@kcpolice What kind of problems are you having?

Kansas City Police @kcpolice - 14 Sep 2015
@kcpolice south patrol division wouldn't let another party pick up the report

Kansas City Police @kcpolice
@kcpolice Sorry, nothing we can do on that. It’s to protect your privacy. If it’s crash report you can order online reportsonline.docview.us.com/citizen/Agency ...

3:17 PM - 14 Sep 2015

Since when is it acceptable for the police to show up 2.5 HOURS after a burglar alarm goes off??? sad excuse of a pd @kcpolice @ChiefForte

Kansas City Police @kcpolice
@ChiefForte When there are other calls where life & safety are threatened. Call prioritization info: kcpdchief.blogspot.com/2015/10/a-refr ...

9:47 AM - 2 Mar 2016

Reply to @JohnnaPhythian @ChiefForte

@kcpolice but how do/did you know that I wasn’t at home and someone broke in and my life and safety could have been threatened? assumptions..

Kansas City Police @kcpolice - 2 Mar 2016
@kcpolice Res. alarm calls classified as potential burglaries, so are Priority 40 calls. We’d expect 911 call or text if you’re inside
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
**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

<table>
<thead>
<tr>
<th>ENTERTAINMENT DISTRICTS</th>
<th>9 P.M.</th>
<th>Minors must be with a parent at the Country Club Plaza, Westport, downtown’s Central Business District, 18th and Vine and Zona Rosa.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITYWIDE</td>
<td>10 P.M.</td>
<td>Ages 15 &amp; under.</td>
</tr>
<tr>
<td></td>
<td>11 P.M.</td>
<td>Ages 16 &amp; 17.</td>
</tr>
<tr>
<td>ATTENDING CLUB KC?</td>
<td></td>
<td>Must go directly home after Club KC events or work.</td>
</tr>
<tr>
<td>VIOLATIONS</td>
<td></td>
<td>Youth will be detained and parents can be fined up to $500.</td>
</tr>
</tbody>
</table>

Call prioritization blog
“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 that 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?”

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/...
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
I found this post that is alarming on Reddit. The screen name "BigSkinny13!" 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/5jd83/murder_or_suicide_shoul_d_i_just_kill_myself_or_m/
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 Realty, 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.
MISoken IDENTIFY

• 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
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.

• 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 Gorgan, 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