

West Midlands Police

WMMNOW:

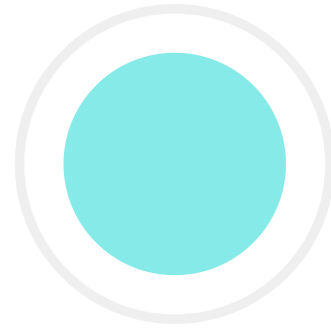
Past

Present

Future

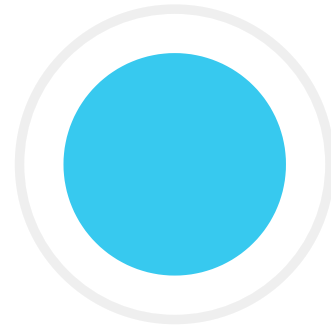
“Community messaging giving you live police updates of what’s going on where you live and work”

This is what we sell as the purpose of WMNow when we ask community members to sign up.



WHERE WE HAVE BEEN

Overview of positives and vulnerabilities of WMNow since its introduction.



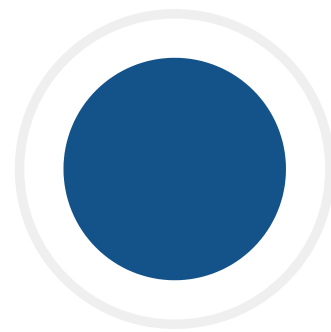
WHERE WE ARE

Our current position with WMNOW.



WHERE WE ARE GOING

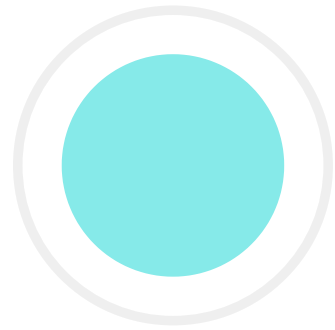
Creating a lasting legacy with our engagement and communication methods.



HOW WE ARE GOING TO GET THERE

How we are creating the legacy.

WHERE WE HAVE BEEN



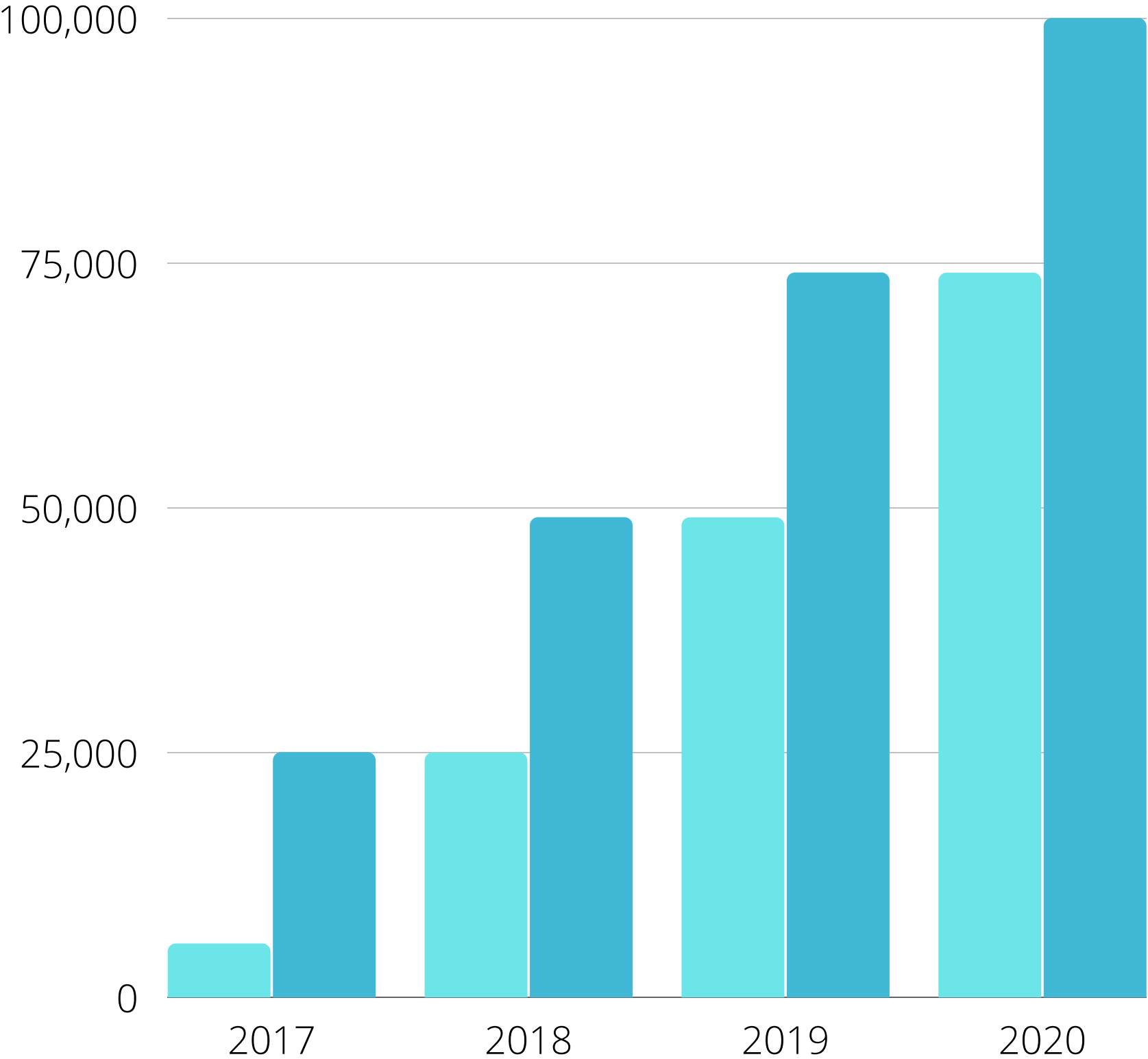
SECTION OVERVIEW

Summary of progress made with developing and using the system.

Discussion over system success.

Acknowledgement of use vulnerabilities.

WHERE WE HAVE BEEN



Annual user growth.

Comparative year-on-year user totals.

POSITIVES

- Year-on-year growth
- Over 100,000 users
- Success during CoVID; volunteer recruitment and community engagement
- Embedded into "BAU" across Neighbourhood Policing Teams
- Used more frequently than other forms of Social Media
- High user satisfaction scores

WHERE WE HAVE BEEN

VULNERABILITIES

- Nearly 1800 WMP admin; too many 'voices'
- Message echo chamber; raising community concern?
- Over saturation; 6,567,977 emails sent in 2020
- Message engagement; we're sending messages, but what content is being engaged with?
- User un-subscription rates - 474 in 90 days; but who and why?
- Unverified accounts & sign-up verification process

WHERE ARE WE



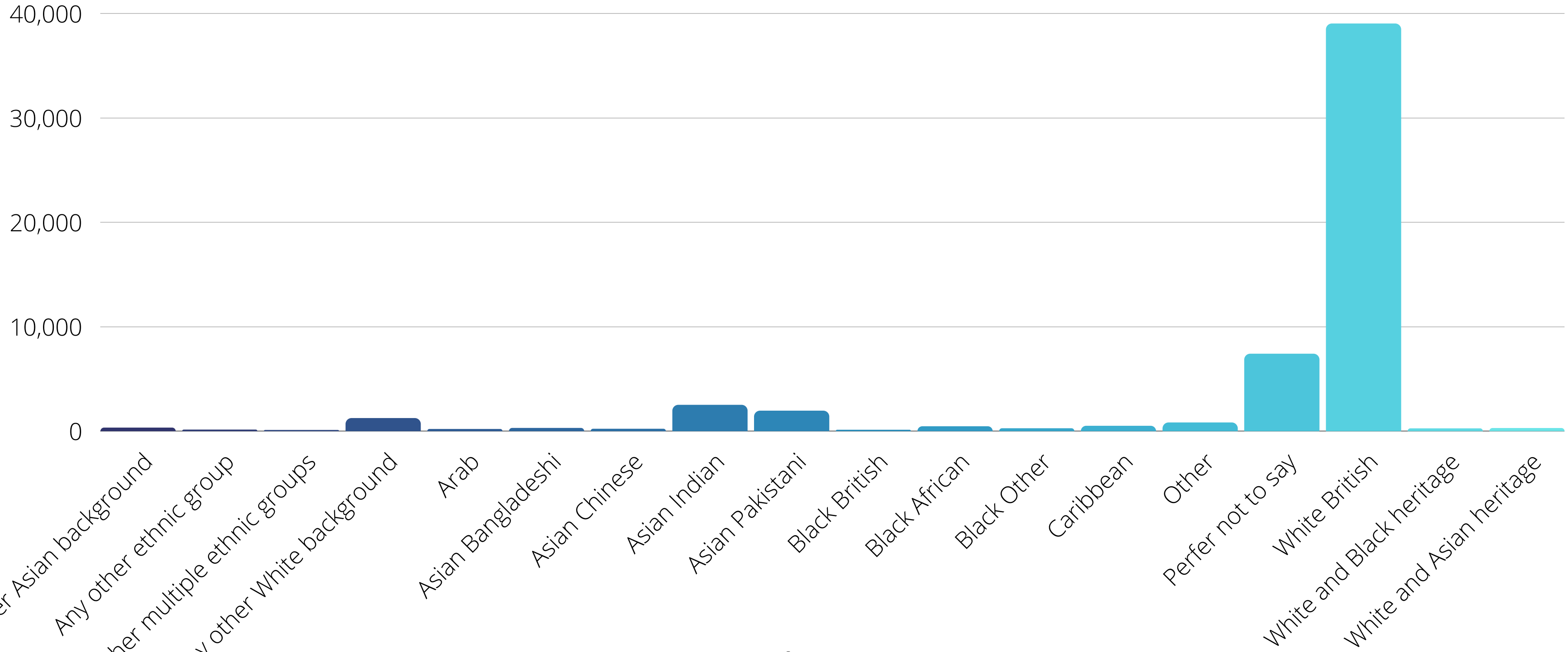
SECTION OVERVIEW

Summary of current position with WMNow and data snapshots.

Discussion over community representation, messaging profiles, engagement and satisfaction.

WHERE ARE WE

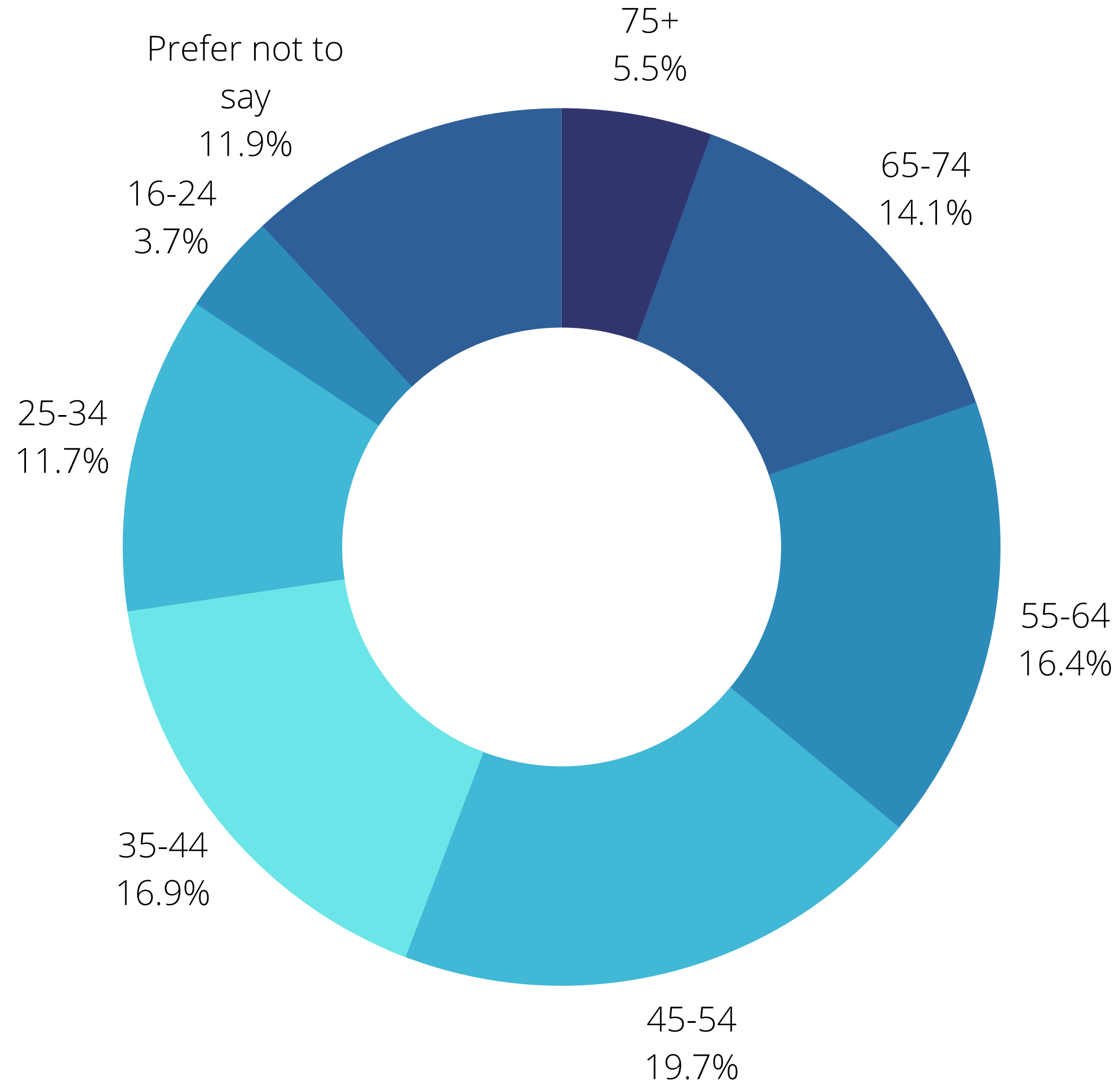
User breakdown 2020



Ethnicity breakdown of WMNow user base

WHERE ARE WE

User breakdown 2020



Age breakdown of WMNow user base

WHERE ARE WE

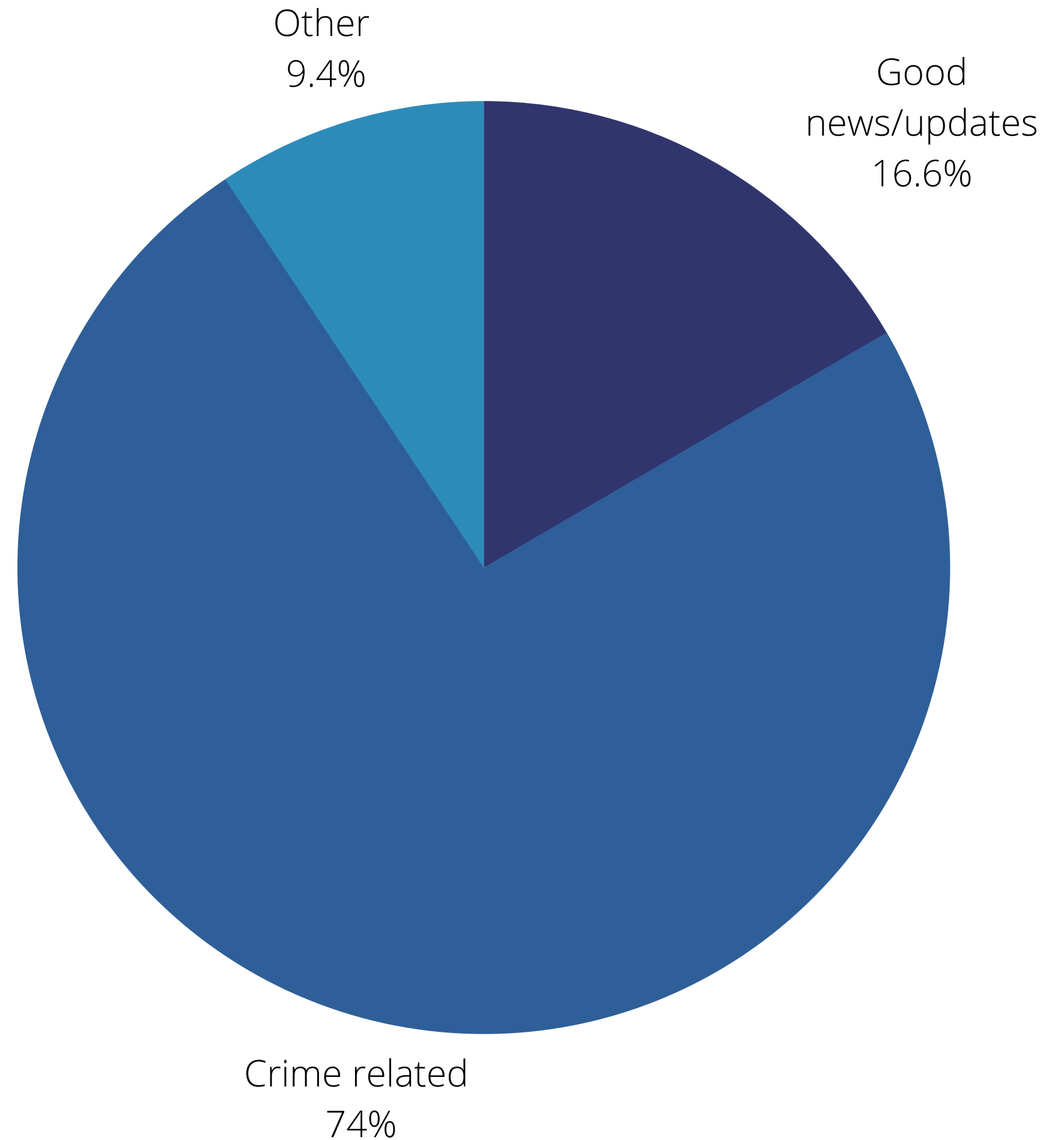
Message sent profile

WMNow message types have been grouped themes:

All acquisitive crime & crime advice
(business, vehicles, residential)

Good news & force updates

Other (weather, participation or recruitment)

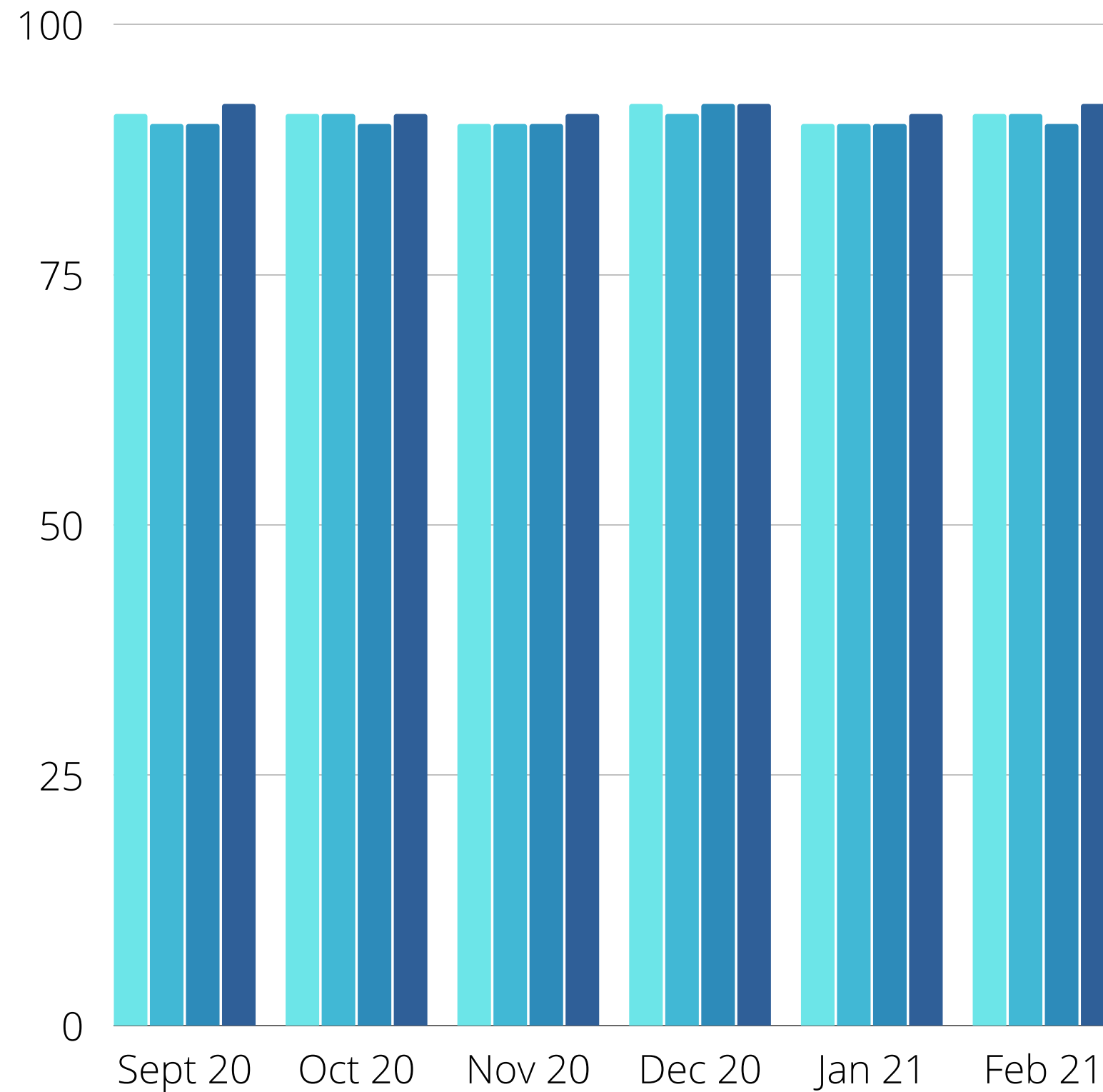


WHERE ARE WE

Message satisfaction

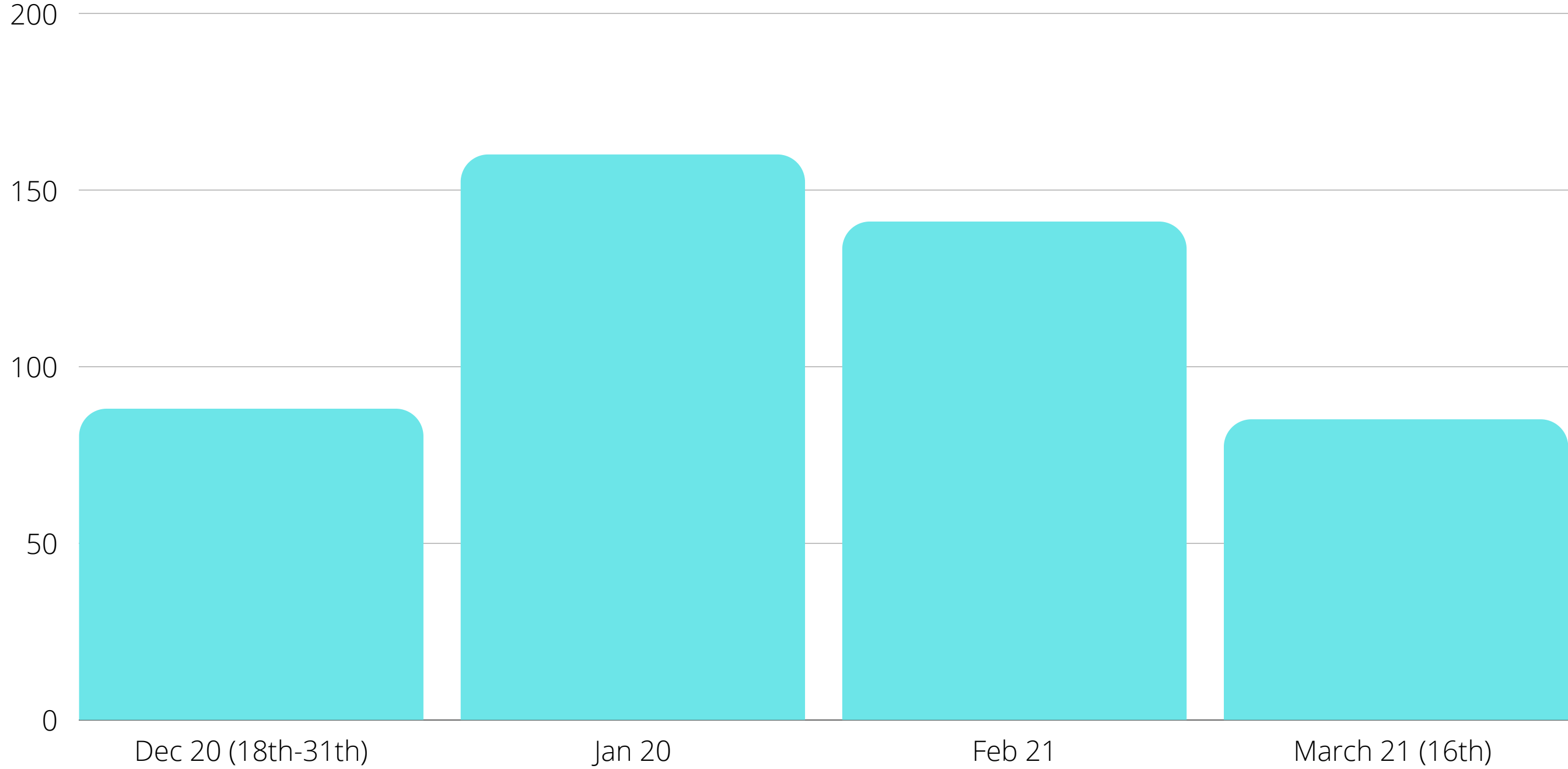


Consistently high in user satisfaction ratings - never dropping below 90 in past 6 months



WHERE ARE WE

User engagement -
un-subscription

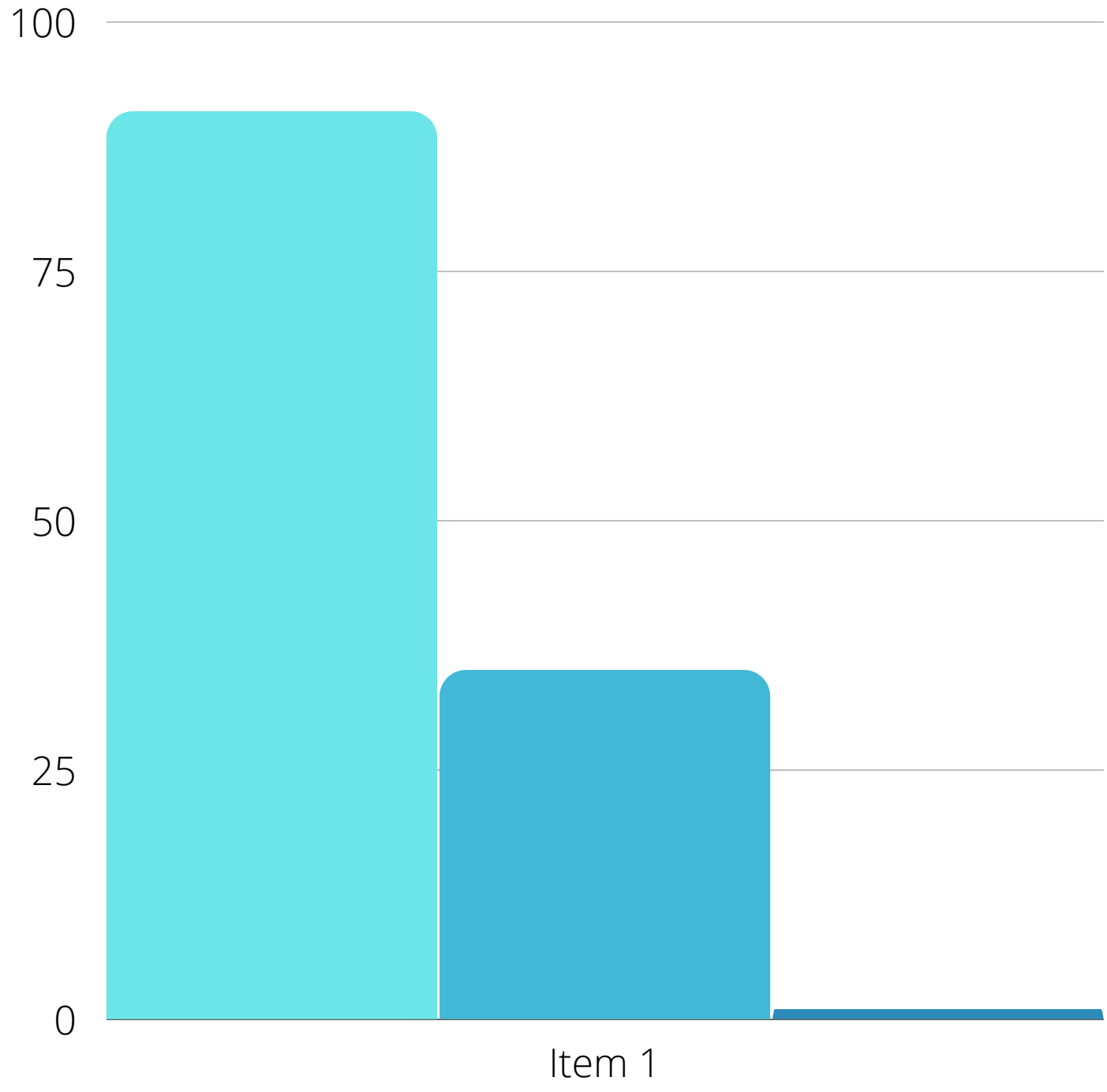


Total -474

90 day un-subscription or user changed settings

WHERE ARE WE

User engagement -
read receipts

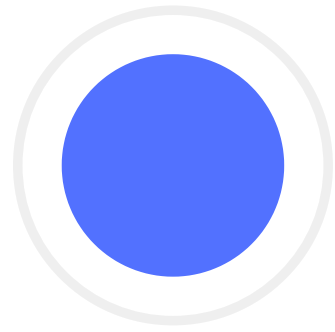


91 emails sent to/received by user in 6 months.
35 messages read by user in 6 months.
0.35 messages forwarded by user in 6 month.

The data caveat is that is:

- People may not have downloaded the tracking image for their 'read' tally
- People may not be sharing using the inbuilt feature. A lot of the messages I see are screen shots of the message then shared on FB

WHERE WE ARE GOING



SECTION OVERVIEW

Over why we are creating a change.

WHERE WE ARE GOING

CREATING POLICE VISIBILITY IN A DIGITAL SPACE

WMNow is a fantastic tool, but we need to ensure it is being used to its full potential.

This is why we need to take stock of current working practices and press pause while review the use, understanding and access of the system.

This has led to the development of a bespoke work stream to design a strategy for WMNow in line with the Forces.

The team working on this have identified three key areas which will be developed:

Consistency

Governance

Evolve

WHERE WE ARE GOING

CONSISTENCY

- Consistency in our approach to internal admin training.
- Consistency in use; when, why and how we send messages.
- Consistency with our tone, voice and style of messages.

WHERE WE ARE GOING

GOVERNANCE

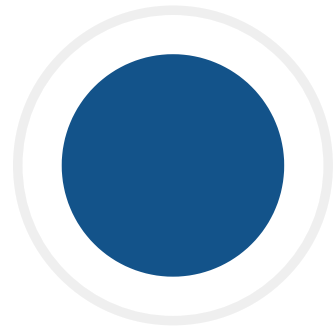
- Internally, review who has access to the system and why.
- Review of the unverified users, suspended users and the registration process.
- Ensuring the Force strategy regarding tone, voice and style is embedded within WMNow use.

WHERE WE ARE GOING

EVOLVE

- We will listen to the needs of our communities.
- We will continue to evaluate and adjust where needed.
- We will ensure the strategy and direction of the service is in light with Organisational Objectives.

HOW WE ARE GOING TO GET THERE



SECTION OVERVIEW

Steps we are taking to unlock the potential of this community messaging system.

HOW WE ARE GOING TO GET THERE

Currently, we are conducting an audit of WMNow.

We are surveying our administrators to evaluate and direct our approach moving forward.

Internally, we will be looking at the following areas:

- Ensuring all users are trained and their confidence with the system
- Who has access to the system and how it is being used
- Stakeholder and departmental management; SROs to create culture change
- Use in line with three year strategy, This Work Matters, brand identity, style and tone of voice workstreams
- Embedding WMNow as a BAU tool for external and digital communications

HOW WE ARE GOING TO GET THERE

We are currently conducting an audit of WMNow from an external perspective.

We are surveying our members to evaluate and direct our approach.

We are looking at the following areas:

- Message quality
- Message accessibility
- Frequency and content of messages
- Change of focus - away from sign-ups, and refocusing on understanding our audience, user engagement and user retention

HOW WE ARE GOING TO GET THERE

Audit
and
evaluate

- Survey WMNow audience
- Survey WMNow admins
- Understand audience needs and how they are using the platform
- Identify barriers for growth

Plan

- Write plan for growth
- Set KPIs
- Identify stakeholders
- Plan scheduled content

Agree
expectations
with WMP

- Create SLAs with stakeholders
- Comms the direction and expectations of WMNow to the organisation.
- Ensure shared objectives

Train

- Develop training scheme for WMNow admins

Grow

- Promotion of platform
- Evaluate performance

THANK YOU



ANY QUESTIONS?

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