Police Forces and Facebook
A Snapshot of England & Wales

Two of the questions I am often asked are "How many Facebook contacts should my page aim to have?" along with "Who should we look to for examples?" This Snapshot report is intended to help answer these sorts of questions.

This Snapshot is not a piece of analysis; it is a quick listing of those police forces in England and Wales whose Facebook page I could find, showing the addresses of their home page, their Facebook address, and the number of connections (people who had ticked they 'Like' them) on 25th July 2010.

I am sure there will be a few errors, because in some cases it is actually quite hard to determine whether a Facebook page is official or not. I have not listed the police forces for whom I have not found a Facebook page as I cannot be sure whether it is because I have not found it or because they do not have one.

Please do let me have any updates and corrections and I will publish a revised snapshot later in the year, along with Snapshots for Twitter and other public sector organisations, such as Fire services.

We should also keep in mind that public engagement is not a race and the site with the largest number of connections is not necessarily the 'best' (whatever best might mean). Sites with very few members may have just started, or may simply be experimenting with the medium.

Name	Main Website	Main Facebook Location	#
West Yorkshire Police	http://www.westyorkshire.police.uk/	http://www.facebook.com/westyorkshirepolice	4477
West Midlands Police	http://www.west-midlands.police.uk/	http://www.facebook.com/westmidlandspolice#!/westmidlandspolice	4284
Bedfordshire Police	http://www.bedfordshire.police.uk/	http://www.facebook.com/pages/Bedfordshire-Police/198708031310	3149
Thames Valley Police	http://www.thamesvalley.police.uk/	http://www.facebook.com/pages/Thames-Valley-Police/138503923654	2641
Hertfordshire Constabulary	http://www.herts.police.uk/	http://www.facebook.com/hertspolice	2109
Cumbria Constabulary	http://www.cumbria.police.uk/	http://www.facebook.com/cumbriapolice	1672
Northumbria Police	http://www.northumbria.police.uk/	http://www.facebook.com/northumbriapolice	1294
Avon & Somerset Constabulary	http://www.avonandsomerset.police.uk/	http://www.facebook.com/avonandsomersetpolice	1267
South Yorkshire Police	http://www.southyorks.police.uk/	http://www.facebook.com/southyorkshirepolice	1203
Northamptonshire Police	http://www.northants.police.uk/	http://www.facebook.com/northantspolice#!/northantspolice	1120
Hampshire Constabulary	http://www.hampshire.police.uk/	http://www.facebook.com/pages/Hampshire-Constabulary/22018596340	1040
North Wales Police	http://www.north-wales.police.uk/	http://www.facebook.com/pages/Colwyn-Bay-United-Kingdom/North-Wales-Police/45660601954	974
Cleveland Police	http://www.cleveland.police.uk/	http://www.facebook.com/clevelandpolice#!/clevelandpolice	867
Suffolk Constabulary	http://www.suffolk.police.uk/	http://www.facebook.com/pages/Ipswich-United-Kingdom/Suffolk-Constabulary-Official-Page/349453451564	841

Name	Main Website	Main Facebook Location	#
Staffordshire Police	http://www.staffordshire.police.uk/	http://www.facebook.com/staffordshirepolice	820
Lincolnshire Police	http://www.lincs.police.uk/	http://www.facebook.com/pages/Nettleham-United-Kingdom/Lincolnshire-Police/172756724766	758
Kent Police	http://www.kent.police.uk/	http://www.facebook.com/pages/Maidstone-United-Kingdom/Kent-Police/213289350160	715
Gloucestershire Constabulary	http://www.gloucestershire.police.uk/	http://www.facebook.com/pages/Gloucester-United-Kingdom/Gloucestershire-Constabulary/129004250495	645
West Mercia Constabulary	http://www.westmercia.police.uk/	http://www.facebook.com/pages/Worcester-United-Kingdom/West-Mercia-Police/105765448167	643
Leicestershire Constabulary	http://www.leics.police.uk/	http://www.facebook.com/leicspolice?ref=ts#!/leicspolice	605
Norfolk Constabulary	http://www.norfolk.police.uk/	http://www.facebook.com/norfolkpolice	588
Wiltshire Constabulary	http://www.wiltshire.police.uk/	http://www.facebook.com/pages/Devizes-United-Kingdom/Wiltshire-Police/117342423092	444
Derbyshire Constabulary	http://www.derbyshire.police.uk/	http://www.facebook.com/derbyshireconstabulary	414
Devon & Cornwall Police	http://www.devon-cornwall.police.uk	http://www.facebook.com/pages/Exeter-United-Kingdom/Devon-Cornwall-Police/151265442987	402
North Yorkshire Police	http://www.northyorkshire.police.uk/	http://www.facebook.com/NorthYorkshirePolice	374
Gwent Police	http://www.gwent.police.uk/	http://www.facebook.com/gwentpolice	163
City of London Police	http://www.cityoflondon.police.uk/	http://www.facebook.com/pages/City-of-London-Police-Official-City-Community-Cop/131408110227128	18

The # column indicated the number of people 'liking' the page on 25 July 2010

The pages vary in style, from those which are currently restricted to presenting news that is also being posted via press releases, emails, and Twitter (for example Devon & Cornwall), through to sites where the public are taking part in conversations and posting a variety of views (for example, the Bedfordshire page).

In addition to these Facebook sites from police forces there are a very large number of pages from teams and units, such as the Launceston policing team (http://www.facebook.com/#!/pages/Launceston-United-Kingdom/Launceston-Police/168166779635) and the Peterlee Neighbourhood Team (http://www.facebook.com/#!/pages/Durham-United-Kingdom/Peterlee-Neighbourhood-Police-Team/340403282757).

Future Snapshot reports from The Future Place will cover Twitter, along with reports on Police Authorities and Fire Services.

The Future Place

The Future Place is a UK-based thought leadership consultancy run by Ray Poynter. You can find out more about Ray and The Future Place by following Ray's blog http://thefutureplace.typepad.com/, by following Ray's Tweets http://twitter.com/raypoynter, or by visiting our Public Sector Engagement page on Facebook http://www.facebook.com/PublicSector.

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