

NETTI POLIISI

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www.poliisi.fi/nettipoliisi

Republic of Finland

Suomen tasavalta (Finnish)

Republiken Finland (Swedish)



Flag



Coat of arms

Anthem:

Maamme (Finnish)

Vårt land (Swedish)

Our Land



Location of Finland (dark green)

— in Europe (green & dark grey)

— in the European Union (green) — [Legend]

Capital
and largest city

Helsinki

60°10'N 024°58'E

-The land of a thousand lakes

-We don't have polar bears

-Sauna and Santa Claus are from Finland

Area

- Total	338,424 km ² (64th) 130,596 sq mi
- Water (%)	10

Population

- 2012 estimate	5,421,827 ^[2] (112th)
- 2000 census	5,180,000
- Density	16/km ² (201st) 41/sq mi





Police Reports and Social Media

	2010	2011	2012	2013
○ Facebook	1992	3068	4096	5695
○ Suomi24	1254	1347	1735	1976
○ YouTube	71	105	161	195
○ Kuvake.net	61	56	157	117
○ Ylilauta	0	39	65	92
○ Whatsapp	-	-	12	79
○ Ask.fm	-	-	0	76
○ Kik Messenger	-	0	6	65
○ Instagram	-	-	8	62
○ Twitter	6	11	27	59
○ IRC-Galleria	222	173	78	58

Finnish Police in Social Media

- Three visible police officers working fulltime at Helsinki Police Department (works on national level)
- Over 30 visible police officers use profiles in their work (local)
- National Police Board and almost all of the Police Departments have their own pages in Facebook (communications)
 - Finnish Police FB-fanpage has over 200K fans



National Bureau of Investigation (NBI)

- www.poliisi.fi/nettivinkki



Why Police is Visibly Online?

- **Lowers the level to contact the police and talk about personal things**
- **Preventive police work:** Inform about police related issues and answers to questions
- **Creates a feel of security on internet**
- Profiles are not there to limit the freedom of speech or to moderate the sites but profiles have the **possibility to get involved with the problems and crimes immediately in social media** (sexual crimes, bullying etc.)

The key for successful work is bilateral and confidential low threshold communication

My Police Profile in Facebook



- 5000 Friends (Full)
- 24 500 Followers

Police Profiles ("sideline job")

- Use social media to make their main job more effective
- Different type of police officers
 - Investigators
 - Community police officers
 - Uniformed police officers (patrol)

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Police Profiles ("full time")

- Help people in social media
- Policing is the main thing
- "Social media professionals"



Why personal profiles on Facebook?

- Possibility to contact other profiles with private messages
- Possibility to ask for friend (also criminals)
- Possibility to join groups for discussion (or to calm the situation)

Police profiles method to intervene to bullying

- Police profile is informed about bullying -> "virtual warning"
- Acute intervening reduces the need for pre-trial investigation
- Visible police profiles decrease the amount of cyberbullying in general
- Over half of the cases concern adults!



School Threats

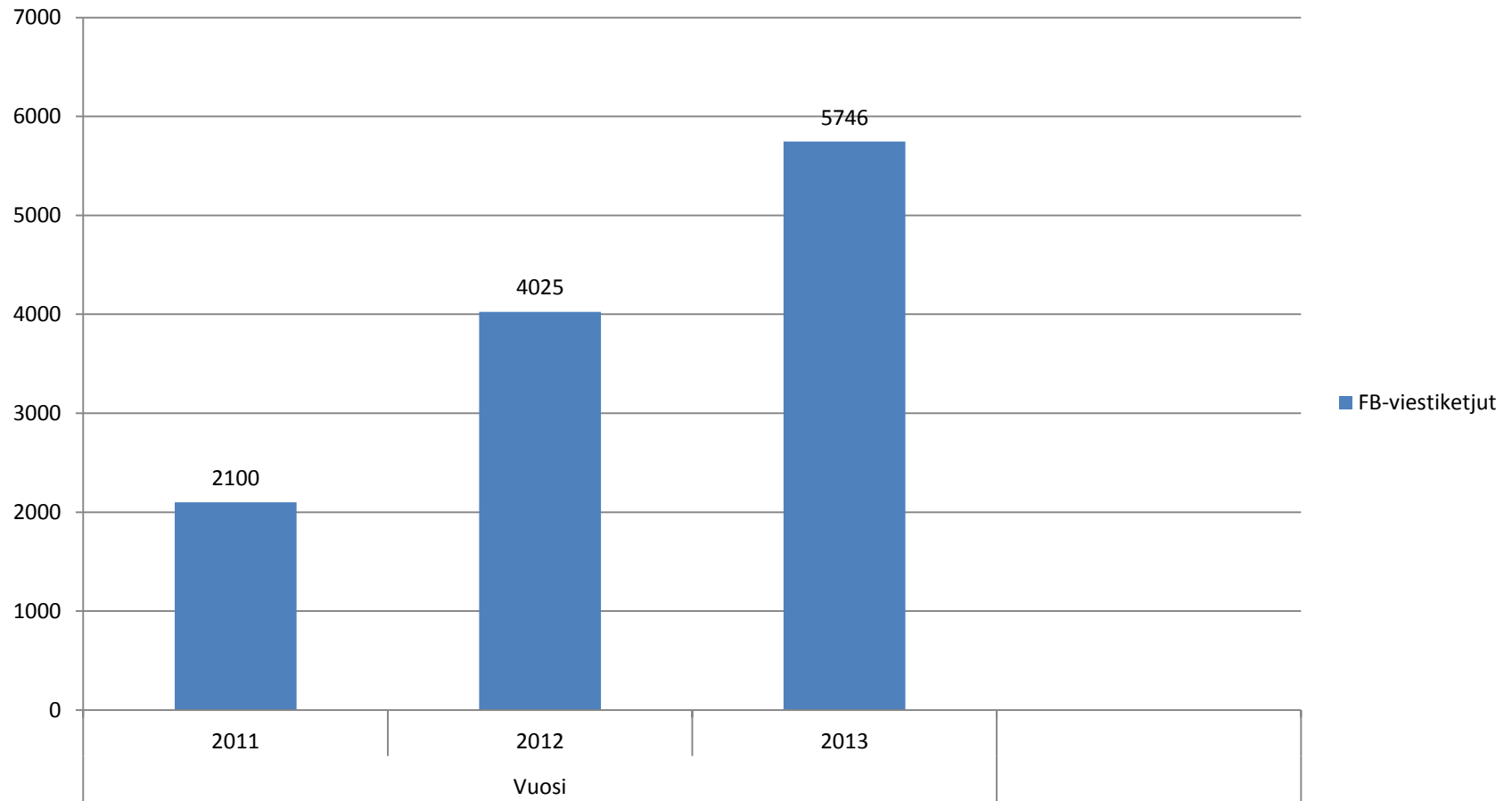
- School threats in Finland
 - 2010: 88 persons, 2011: 63 persons and 2012: 42 persons
- Motive: joke, cry for help or a real threat
- Most of them are 15 to 19 year old boys
- Risk factors: problems at school, mental health problems, bullying etc

School shooters are usually the ones who have been bullied, not those who bully!

Police profiles and online child sexual abuse

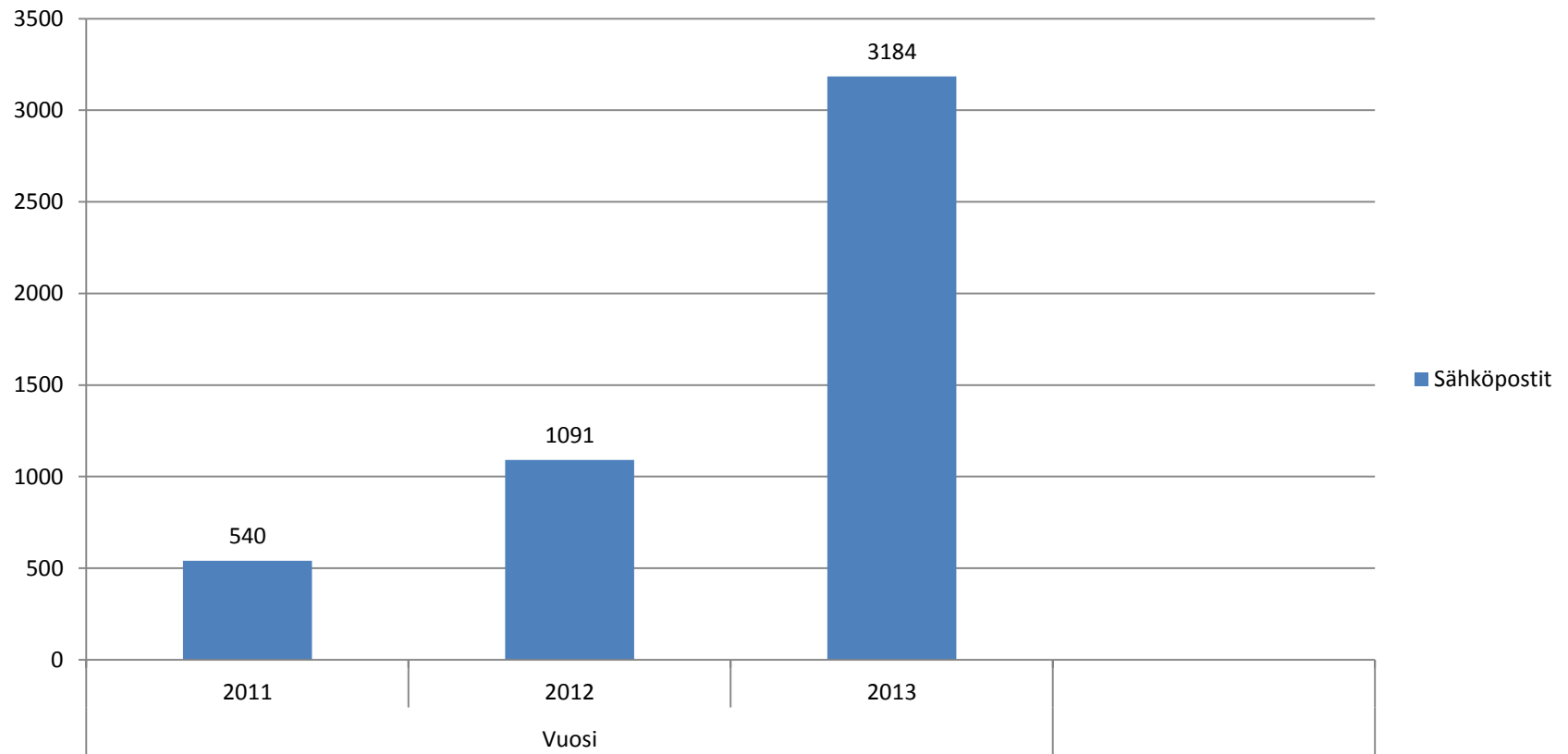
- Police profiles lower the level to inform about sexual crimes
- Possibility to identify victims
- If we don't have enough info to start the pre-trial investigation -> chat with the suspect
- In 2011 about **15-20%** of internet related child sexual abuse cases in whole Finland were reported through Helsinki Police Departments Virtual Community Policing Group
 - Now adults are asking for advice more and more
 - Many networking sites

Private messages on Facebook



Emails

Sähköpostit



Actions

- 2011: 246 actions
- 2012: 314 actions
- 2013: 326 actions
 - 142 "virtual warnings"
 - 77 tips
 - 61 assistance to other police officers
 - 20 Police Reports (11 sexual crimes)
 - 4 reports to child welfare

Next steps

- Virtual community policing can be implemented to other countries (Estonia)
- Network services
 - Reaction time
 - Key words for predators (legislation)
 - Cooperation with authorities
- Sextortion (adults)
- Online sex tourism
- We need global legislation
- Save networking services for kids (UN?)

How to Chat on Internet

If you think that you are talking to an idiot, make sure that the other person doesn't feel the same!

NETTI POLIISI

