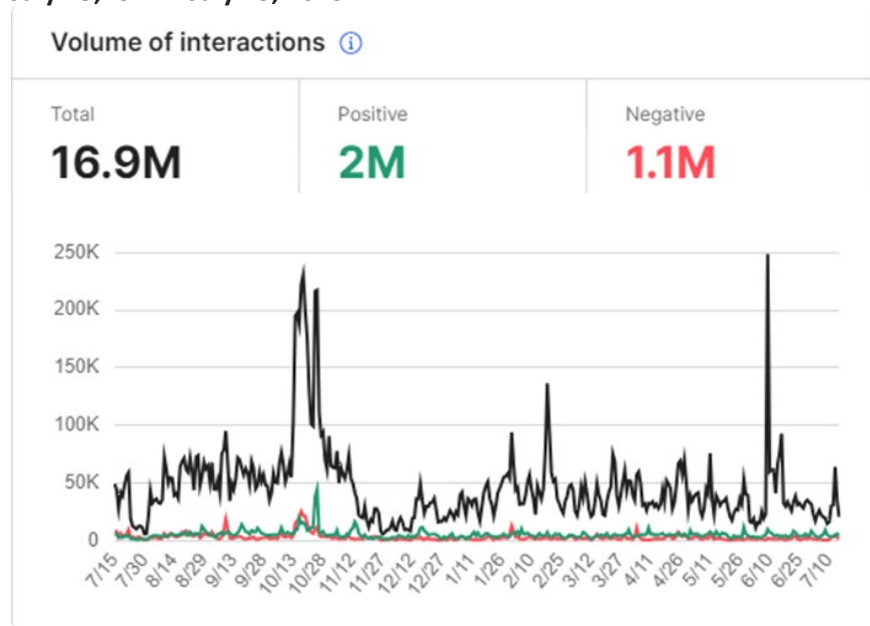


DOCUMENT 10: SOCIAL MEDIA ANALYSIS

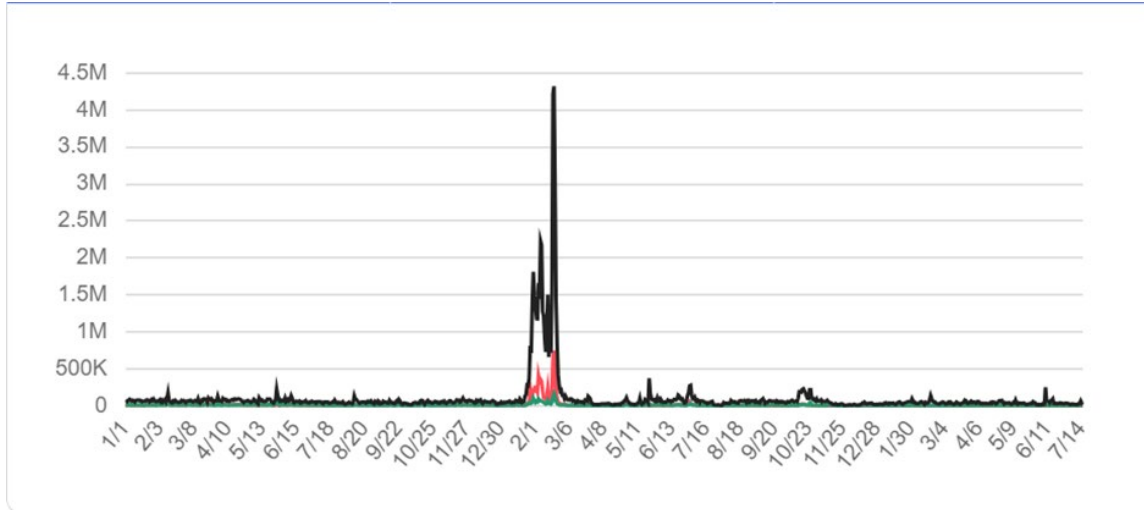
Social media continues to be a key communication tool for the Ottawa Police. Content is a mix of proactive and reactive public safety messaging, news releases, major event communications, enforcement results and good news. Corporate Communications and Media Relations work together to regularly provide a balance to any negative narratives seen in the media. We promote the incredible work that our members do every day, celebrate the onboarding of our new recruits, and use the platform to help tell the stories of the many positive interactions that police have with the community.

During the reporting period, there have been 16.9 million social media interactions with the OPS. Since July 15th, 2022, the overall percentage of conversations involving the OPS has been classified mostly as neutral (82%) with some positive (12%) and some negative (6%). It is important to note the volume of interactions means that 12% represents two million positive interactions. Peaks in the graph represents major events like the Public Order Emergency Commission's public hearings, where OPS members were testifying about the Freedom Convoy, the derecho storm, Canada Day demonstrations, shootings, a fatal collision, and in early June 2023, where there was a demonstration outside of an Ottawa school concerning Transgender rights.

July 15, 2022 – July 15, 2023



Compare visual to January 1, 2021 – July 15, 2023



Top Good News Stories



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ottawapolice Women's History Month: Cst. Shelley Dang was inspired by a visit from an OPS officer to her grade four class for career day.

With her degree in Forensic Science and Psychology, Cst. Dang is a Scenes of Crime Officer and she hopes to inspire other youth to consider policing as a career.

Mois de l'histoire des femmes: Shelley Dang fut inspirée par la visite d'un agent du SPO à sa classe de quatrième année lors d'une journée d'orientation.

Diplômée en sciences judiciaires et en psychologie, Shelley est agente de police technique et espère qu'elle saura inspirer d'autres jeunes à envisager de faire carrière dans la police.

Edited · 37w See translation

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OCTOBER 28, 2022



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This is Brandon Peacock. In June 2020, Brandon was going to get a haircut. Upon entering his barbershop, Brandon was hit by three stray bullets from a drive-by shooting.

Constable Yanick Charron responded to the shooting and found Brandon lying on the floor with multiple gunshot wounds. Cst. Charron began administering first aid and applied a tourniquet to Brandon's leg.

While keeping everyone calm, Cst. Charron was also able to get assistance from witnesses on the scene.

What wasn't known at the time was that the bullet in Brandon's leg had perforated his femoral artery. At the hospital, Brandon underwent an eight-hour operation. His chances of survival were 50/50.

Fortunately, Brandon pulled through the surgery and began a long road to recovery. A close friend helped him access physiotherapy 7-days a week immediately after being shot. As a result, Brandon saw how resilient the human body could be with proper care. Despite being unsure if he would walk properly again, the quality of care he received propelled him to run his first full marathon a year later.

Flash forward to 2022: Brandon has used his experience to help others. Brandon founded Hit the Ground Running (@htgrcanada), a registered charity fostering an environment where trauma victims can address their barriers to recovery and thrive moving forward.

Cst. Charron received a commendation for his quick and decisive

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JANUARY 12

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"I was born and raised in Brazil and immigrated to Canada in 2019.

I was previously an engineer and have a bachelor's and a master's degree in Electrical Engineering. When I decided to change careers, policing was the first thing that came to mind. The opportunity to help others and make a difference in someone's life drew me to this profession.

I am passionate about learning languages. I speak English, French, Spanish, and Portuguese. Ottawa is a very diverse city, and knowing multiple languages can help me better understand and relate to different cultures.

In Brazil, I was the coordinator of a community project called "Liter of Light," designed to install lighting systems in local communities and provide affordable and sustainable solar light to people with limited or no access to electricity. I am an active volunteer; I have distributed food at Aylmer's food bank and am a member of the Brazil-Canada Community Association (BRINCA). I have also worked as a front desk agent at the Poste de Police Communautaire des Promenades (Gatineau Police).

I hope to be an effective community police officer and build positive relationships and trust with the community. Being a police officer is a noble and challenging career, and I am honoured to be a part of it."

Constable Lucas Santos de Melo was officially welcomed to the Ottawa Police Service at a recent Recruit Badge Ceremony. He was hired in August 2022.

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FEBRUARY 3

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