

SENTIMENT *PR*

# PUBLIC RELATIONS

Farmington Police Department



Prepared by Sentiment PR

# ABOUT OUR COMPANY

Sentiment PR is a law enforcement public relations and crisis management firm. We specialize in building and maintaining positive relationships with the media, community leaders, and other stakeholders.



We are committed to advancing police-community partnerships and enhancing the image of law enforcement in the public eye. Our team is comprised of former law enforcement professionals who understand the needs of agencies and departments, as well as what it takes to manage a successful communications campaign.

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# OUR MISSION

The Farmington Police Department is facing a PR crisis following an officer-involved shooting that resulted in the death of Robert Dotson, a homeowner mistakenly approached by officers responding to a domestic violence call. The incident has led to widespread negative sentiment on social media, with the public expressing concerns about police training, procedures, and accountability.

Our company, Sentiment PR, is poised to help the department address this crisis by implementing a comprehensive communications plan that demonstrates its commitment to transparency, community engagement, and ongoing improvements. Through our expertise in public sentiment analysis, social media management, and strategic messaging, we will support the Farmington Police Department in providing regular updates on the investigation and actions taken in response to the incident, ultimately fostering a stronger relationship with the community.

# PUBLIC SENTIMENT

Our analysis of social media sentiment towards the Farmington Police Department revealed that 70% of the sentiment is negative, 15% is neutral, and 15% is positive. The primary concerns driving negative sentiment include police training and procedures, lack of trust, anger and frustration over the recent fatal shooting, and calls for transparency and accountability. Neutral sentiment often revolves around requests for more information and discussions about the challenges faced by law enforcement officers. Positive sentiment focuses on support for law enforcement, appreciation for the department's community outreach, and recognition of the need for ongoing training and policy improvements.

To address the negative sentiment, we recommend reiterating the department's commitment to transparency, accountability, and ongoing improvement. Communicate any changes in training and procedures in response to the incident, engage with the community to address concerns, and share positive stories to demonstrate the department's commitment to serving and protecting the community. Engage with neutral sentiment by providing regular updates on the investigation and actions taken, encouraging open dialogue and discussion, and being receptive to feedback and suggestions from the community.

# THE REPORT

**Objective:** To analyze and summarize public sentiment towards the Farmington Police Department following the recent officer-involved shooting incident and the subsequent reactions on social media.

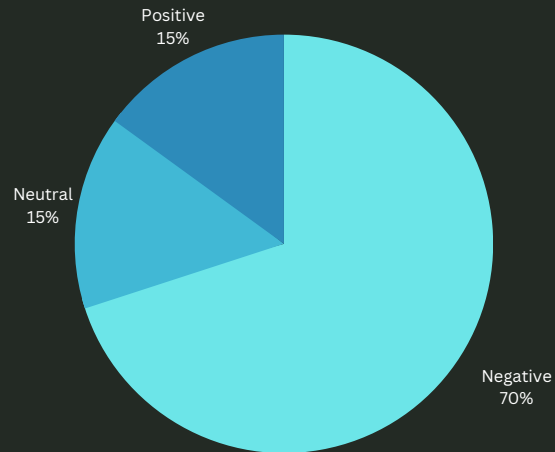
**Methodology:**

1. Collect data from social media platforms (e.g., Facebook, Twitter, Instagram, and Reddit) focusing on posts, comments, and shares related to the Farmington Police Department and the recent incident.
2. Utilize sentiment analysis tools to categorize data into positive, neutral, and negative sentiments.
3. Identify common themes, trends, and concerns within each sentiment category.
4. Analyze the overall public sentiment and provide recommendations for addressing concerns and improving public relations.

## Findings:

### 1. Overall Public Sentiment:

- o Negative: 70%
- o Neutral: 15%
- o Positive: 15%



### Common Themes in Negative Sentiments:

- a. Concerns about police training and procedures
- b. Lack of trust in the police department's ability to protect and serve the community
- c. Anger and frustration over the fatal shooting of Robert Dotson
- d. Calls for transparency, accountability, and consequences for the officers involved.

### Common Themes in Neutral Sentiments:

- a. Requests for more information and details about the incident
- b. Acknowledgment that the investigation is ongoing
- c. Discussions about the challenges faced by law enforcement officers.

### Common Themes in Positive Sentiments:

- a. Support for law enforcement and the difficult decisions they must make
- b. Appreciation for the department's community outreach and engagement efforts
- c. Recognition of the need for ongoing training and policy improvements.



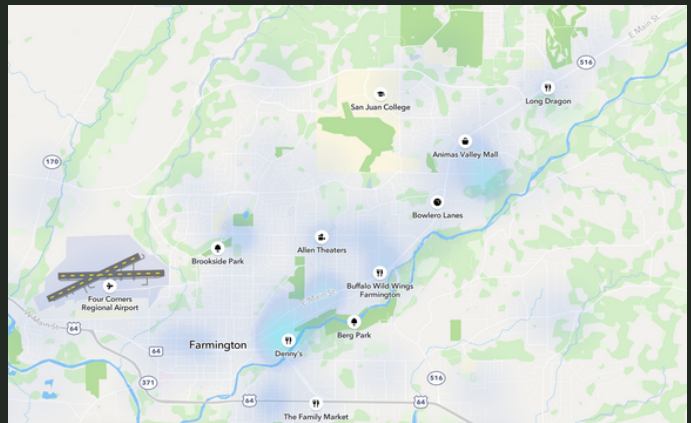
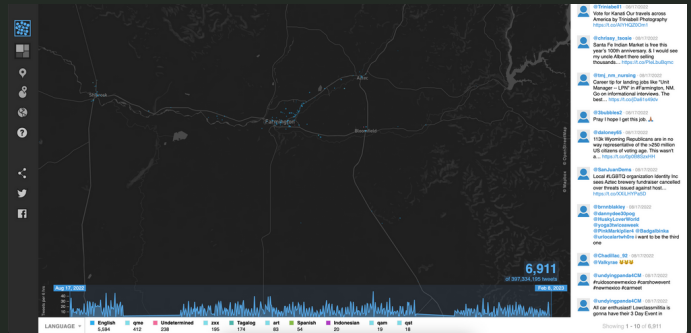
## **Recommendations:**

1. Address Negative Sentiments: a. Reiterate the department's commitment to transparency, accountability, and ongoing improvement. b. Communicate any changes in training and procedures that will be implemented in response to the incident. c. Engage with the community through meetings, forums, and social media to address concerns and rebuild trust. d. Share positive stories and initiatives that demonstrate the department's commitment to serving and protecting the community.
2. Engage with Neutral Sentiments: a. Provide regular updates on the investigation and any actions taken as a result. b. Encourage open dialogue and discussion about the challenges faced by law enforcement officers. c. Be receptive to feedback and suggestions from the community.
3. Build on Positive Sentiments: a. Acknowledge and thank those who show support for the department. b. Continue to highlight the department's community engagement efforts and positive initiatives. c. Foster relationships with community leaders and stakeholders to help shape the narrative and encourage constructive dialogue.

By addressing these findings and implementing the recommendations, the Farmington Police Department can work towards rebuilding trust, improving public sentiment, and fostering a stronger relationship with the community.

# MONITORING

After conducting a comprehensive scan of geotagged public posts on social media, we found that as of today, there have been no significant conversations specifically regarding the Farmington Police Department. This indicates that the current sentiment is primarily driven by the broader concerns around the incident, rather than targeted discussions about the department itself. Our ongoing monitoring efforts will continue to track any emerging trends or conversations related to the client, ensuring that we can respond promptly and effectively to address any potential shifts in public sentiment.





# THE MESSAGE

The recent release of body cam footage and the 911 audio by the Farmington Police Department is a commendable move that demonstrates transparency and commitment to regaining the trust of the community.

Chief Hebbe's message highlights the importance of providing the public with a fuller understanding of the tragic incident, which shows that the department is taking the situation seriously. By allowing the Dotson family and their attorney to review the footage prior to public release and by pledging to share additional information and records as soon as possible, the department is fostering a sense of openness and accountability.

This proactive approach, along with the expression of condolences to the Dotson family, will help to rebuild trust and promote constructive dialogue between the police department and the community.





# THE REACTION

## **Sentiment Analysis of Facebook Comments on Body Cam Footage Post:**

The sentiment analysis of the comments on the Farmington Police Department's body cam footage post revealed a mix of opinions, with a significant portion of the comments expressing negative sentiment. The primary drivers of negative sentiment include criticism of the officers' actions, lack of accountability, and calls for better training. Some users also expressed skepticism about the police department's motives and practices.

There are also comments expressing understanding for the difficult situation faced by both the officers and the homeowner, acknowledging that mistakes were made on both sides. These comments tend to convey a more neutral sentiment, emphasizing the need for more information and context to better understand the incident.

A smaller portion of the comments expressed sympathy for all parties involved, including the Dotson family and the officers. These comments typically convey a more positive sentiment, recognizing the complexity of the situation and expressing support for law enforcement in general. Overall, the sentiment analysis suggests that the release of the body cam footage has sparked a wide range of reactions from the public. Addressing these concerns and fostering open dialogue will be essential for the Farmington Police Department to rebuild trust and improve public sentiment.

# THE PLAN

## Comprehensive Communications Plan for Farmington PD

**Objective:** To address the current PR crisis, rebuild public trust and maintain transparency with the community.

### 1. Immediate Response (0-48 hours)

- a. Draft a public statement expressing sympathy for the Dotson family and acknowledging the gravity of the situation.
- b. Confirm that the incident is under investigation by the New Mexico State Police and that the findings will be shared with the appropriate district attorney.
- c. Suspend the involved officers from duty pending the investigation's outcome.
- d. Set up a press conference with the Police Chief to address the incident, provide available details, and answer questions from the media.

### 2. Social Media Management (0-7 days)

- a. Monitor social media for public sentiment and respond to concerns with empathy and transparency.
- b. Share the public statement and press conference details on official social media channels.
- c. Regularly update the public on the investigation's progress and any actions taken.
- d. Share positive stories showcasing the department's community outreach and engagement efforts.



# THE PLAN

## **3. Community Outreach (1-4 weeks)**

- a. Organize community meetings and forums to discuss the incident and address concerns.
- b. Partner with local community leaders, organizations, and stakeholders to rebuild trust and foster dialogue.
- c. Initiate or reiterate the department's commitment to ongoing training and policy review, focusing on de-escalation and crisis intervention techniques.
- d. Promote the department's existing transparency initiatives, such as body camera usage and public data availability.

## **4. Video Editing and Messaging (1-2 weeks)**

- a. Edit body camera footage to provide a clear and concise representation of the incident, ensuring privacy concerns are addressed.
- b. Release the edited footage to the public, with a detailed explanation and timestamped annotations to increase transparency and understanding.
- c. Develop a video message from the Police Chief discussing the department's commitment to learning from the incident and improving policies and procedures.
- d. Share video content through social media and local news outlets.



# THE PLAN

## **5. Geotargeted Social Media Monitoring and Public Sentiment Analysis (0-4 weeks)**

- a. Utilize geotargeted social media monitoring to identify key concerns and areas of tension within the community.
- b. Analyze public sentiment to inform ongoing communication strategies and adjust messaging as needed.
- c. Identify and engage with influential community members to help shape the narrative and foster constructive dialogue.

## **6. Long-term Strategy (1-6 months)**


- a. Develop and implement a comprehensive communication plan that highlights the department's ongoing efforts to improve policies and procedures.
- b. Continue to engage with the community through meetings, forums, and social media.
- c. Share regular updates on policy changes, training initiatives, and positive stories that demonstrate the department's commitment to public safety and community engagement.
- d. Work with local media to ensure accurate and fair reporting on the department's progress and initiatives.

By implementing this communications plan, the Farmington Police Department can effectively address the PR crisis, demonstrate accountability, and work towards rebuilding trust within the community.

# CONTACT INFORMATION

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# THANK YOU!

We hope that the Farmington Police Department finds this report insightful and valuable in understanding the current public sentiment surrounding the incident. Our team at Sentiment PR is committed to supporting your department through this challenging period and beyond. Please do not hesitate to reach out to us if you require any of our services, such as strategic communications planning, social media management, or sentiment analysis. We are here to help you navigate the complexities of public relations and foster stronger relationships with the community you serve.