



Heddlu Police

DYFED-POWYS

SUCCESS STORY

Perfecting a police presence on social media



Dyfed-Powys Police are tasked with safeguarding people living, working and visiting the Counties of Carmarthenshire, Ceredigion, Pembrokeshire and Powys.

With different social accounts being managed by different teams, in different locations, Orlo provides a single platform for both the central and remote teams to work from. And with features designed with police forces in mind, the Orlo platform enables Dyfed-Powys Police to comply with the **European Electronic Communications Code**, meet citizen expectations around being able to report crimes and non-emergency incidents via social media, and professionalise their approach to digital comms.

One of the key elements of this new way of working is their dedicated 'Digital Desk' team, which puts them in a great position to monitor their 40 plus social media accounts for contact from their communities 24/7, enabling the team to provide a better level of service for its citizens. This has led to improved engagement - most notably within traditionally harder to reach communities.

Alongside this, features like the Unified Inbox, Content Library and Tamper Check ensuring conversations are admissible in court, sitting alongside access and audit controls, means that the Force has been able to enhance its capabilities and legitimacy in delivering a service for the public.



320 users across the largest police force area in Wales & England



16.5m reach across 44 social media accounts









25k+ comments & messages triaged from Dec 20 - Mar 21



We've had great support right throughout this process from the Orlo team, who really understand the unique challenges we face in policing and the tools we need to overcome these, especially as we take our first steps into a new way of being accessible to our communities.

Ben Cole - Digital Communications Officer

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