



**San Francisco Police Department
Professional Standards & Principled Policing Bureau
Department of Justice Compliance**

<p>Individual Recommendation Report</p> <p>Rec. Number: 82.1</p> <p>Assigned To Project Manager: Captain Richard Struckman #1769</p> <p>Prepared by: Sergeant Christina Serrano #1234</p> <p>Priority: Medium</p>	<p>Reserved For PSPPB Only</p> <p><input type="checkbox"/> President's Task Force</p> <p><input type="checkbox"/> Blue Ribbon Panel</p> <p><input type="checkbox"/> CJTF SF Bar Association</p> <p><input type="checkbox"/> Department of Police Accountability</p> <p><input type="checkbox"/> Civil Grand Jury:</p>
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DOJ Recommendation #: 82.1

The SFPD should develop an active social media presence and website presence to entice qualified candidates and keep them engaged throughout the application process.

DOJ Objective: Recruitment, Hiring Personnel Practices

Executive Summary:

The SFPD Recruitment Unit created and currently utilizes www.sfpdcareers.com. This domain name is maintained and controlled through the Media Relations Unit in collaboration with the Recruitment Unit. This domain name links candidates directly to SFPD's Career Opportunities page at <http://sanfranciscopolice.org/career-opportunities>. The Media Relations Unit also maintains and controls that website page.

Social Media: The Recruitment Unit utilizes the following social media accounts:
Recruitment Unit's Facebook account - <https://www.facebook.com/SFPDRecruitment>

- Recruitment Unit's Twitter account - <https://twitter.com/sfpdrecruitment>
- Recruitment Sergeant Christina Serrano's Twitter account - <https://twitter.com/cserrano1234>
- Recruitment Officer Moli Finau's Twitter account - https://twitter.com/Ofc_Mo_2004
- Recruitment Officer Gregory Pak's Twitter account - <https://twitter.com/sfpdrecruiter1>
- Recruitment Officer Gayla Bunton's Twitter account - <https://twitter.com/OfficerGayla>
- Recruitment Officer William Levy's Twitter account - <https://twitter.com/OfficerLevy1333>

- Recruitment Unit's Instagram account - <https://www.instagram.com/joinsfpd/>
- Recruitment Sergeant Christina Serrano's Instagram account - <https://www.instagram.com/1234cserrano/>
- Recruitment Officer Moli Finau's Instagram account - <https://www.instagram.com/molifinau/>
- Recruitment Officer Gregory Pak's Instagram account - <https://www.instagram.com/sfpdrecruiter1/>
- Recruitment Officer Gayla Bunton's Instagram account - <https://www.instagram.com/officergayla/>
- Recruitment Officer William Levy's Instagram account - <https://www.instagram.com/officerlevy1333/>



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All platforms are utilized to promote announcements and events, e.g. hiring workshops, workout sessions, public service announcements, career fairs, & community events. Furthermore, the Recruitment Unit uses social media posts (text, photos and videos) to highlight SFPD's active role in the community and beyond.

Recent restructuring has merged the Recruitment Unit with the Staff Services Division. This movement allows the Recruitment Unit to now work side by side with the Backgrounds Unit to create a more streamlined and cohesive hiring process. This merger has also given the Recruitment Unit to more actively engage the candidates throughout the hiring process.

Purpose:

In direct response to Recommendation 82.1, Staff Services Unit Order 17-04 "Recruiting Event Summary Form" has been established and shall be completed after each recruiting event. This form is a tool to track the: number of events the Recruitment Unit attended, number of prospective candidates contacted, costs for return-on-investment decision making, and documentation of notes, recommendations, and feedback from an event. The Unit Order further directs the Recruiters to obtain photos from the event and upload the images on the Recruitment Units' social media sites.

The use of social media and website announcements serves as a gateway to actively engage current candidates and recruit prospective applicants. This further allows the SFPD to use a modern approach to hiring and keep the Department up-to-date and current with emerging trends.

Recruitment Unit Sergeant Christina Serrano and Officer William Levy attended The Police and Recruitment Summit on May 22nd through the 23rd, 2017 in Coral Gables, FL. The summit revealed that the SFPD was on-par and even exceeded some of the other represented nationwide law enforcement agencies in the use of social media platforms. Recruitment Sergeant Christina Serrano implemented a training course to the Recruitment staff in regards to use of social media and its emerging trends for the purposes of recruiting qualified candidates on May 30th, 2017.

Policy:

Per the attached Staff Services Division Unit Order 17-04 "Recruiting Event Summary Form", a Recruiter participating in any event shall complete the "Recruiting Event Summary Form" form, ensure pictures are taken from the event and uploaded to the SFPD social media pages, submit the completed form for the Recruitment Sergeant's approval, and upload the entire package to the "Staff Services – Recruitment" shared folder in the Active Directory.

Updates will be given from the Recruitment Unit to the Department webmaster as required to provide current candidates and prospective applicants with of the latest information pertaining to SFPD recruitment events and hiring announcements.

Per the attached Staff Services Division Unit Order 17-05 "SFPD/DHR Recruiting and Hiring Committee", the committee will meet quarterly and per Unit Order 17-06 "Recruitment Unit Social Media Visitor Traffic", the committee will review monthly social media account data and generate an analysis report. The monthly social media account data will be compiled and saved in the "Staff Services – Recruitment" shared folder in the Active Directory.



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Audit (if applicable):

The Recruitment Sergeant shall ensure that a Recruiter completes a "Recruiting Event Summary Form" per Staff Services Division's Unit Order 17-04 after participating in an event. The Recruitment Sergeant shall also monitor the social media accounts of the Recruitment Unit and its Recruiters to ensure compliance with the aforementioned Unit Order.

The Recruitment Sergeant shall ensure that the monthly social media account data is completed and uploaded into the "Staff Services – Recruitment" shared folder in the Active Directory. The Recruitment Sergeant will also be responsible for generating an analysis report after each quarterly SFPD/DHR Recruiting and Hiring Committee meeting. These directives are outlined in Staff Services Unit Orders 17-05 and 17-06.

Written Directive: (D.G.O., Dept. Manual, Bureau Orders, Dept. Bulletins, etc.)

Staff Services Division Unit Order 17-04: Recruiting Event Summary Form
Staff Services Division Unit Order 17-05: SFPD/DHR Recruiting and Hiring Committee
Staff Services Division Unit Order 17-06: Recruitment Unit Social Media Visitor Traffic

Supporting Documentation: (Learning Domains, Power points, Lesson Plans, Policies)

Police Recruitment & Retention Summit Syllabus – Financial Research Associates
Police Recruitment & Retention Summit Training Summary – Sergeant Christina Serrano
Recruitment Unit Social Media Accounts and Website Screenshots

Implementation, training & records (How to prove we did what we said?)

The Recruitment Unit complied with Staff Services Division's Unit Order 17-04 on May 16, 2017. A training course was administered on May 30th, 2017 to the Recruitment Unit staff in regards to "The Police and Recruitment Summit" training attended by Sergeant Christina Serrano and Officer William Levy.

The Staff Services Division Leadership Team complied with DOJ Recommendation #84.2 regarding the creation of a hiring committee on June 1st, 2017. Furthermore, Staff Services Division Unit Order 17-05: SFPD/DHR Recruiting and Hiring Committee states that the committee shall meet quarterly to ensure that the SFPD will continue to provide applicants with a streamlined and user-friendly process.

The Recruitment Unit complied with Staff Services Division's Unit Order 17-06 on June 2, 2017 which was when it was approved and implemented.