

POLICE



DEPARTMENT

No.D7-153408/2019/PHQ

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Sub : Kerala Police Social media cell- Newly formed Sharechat and Tik Tok in social media platforms-reg

Kerala Police have won the hearts of the citizens on the social media platform, with recent digital engagements. Effectively using the tools of humorous trolls and memes through its official Facebook Page, Kerala Police has become the number one Page, among the State Police Face book pages in the World with 1.2 million followers. It has now set foot on other popular social media platforms like 'Tik Tok' and 'Share Chat' also. The entry to "Tik Tok" and "Share Chat" aims at creating awareness videos, warning and safety lessons etc with an objective of engaging and connecting the members of the public, with policing activities.. The Public has warmly welcomed all the videos posted and shared by Kerala Police on the Tik Tok platform. Lakhs of people have viewed the videos within hours. Kerala Police intends to gain acceptance and popularity among the youth through this medium, so as to ensure their support in law enforcement.

02. Share chat is an Indian Social Media start up and is one of the India's largest home-grown social media networks.This application is used mainly in mobile devices. The official handle of (id) of kerala police share chat is "@keralapoliceofficial".The posts that are being published on the official account are mainly awarness posts which are in the forms of trolls, creative posters , videos and animations. Posts regarding law awareness, flood warnings, flood relief and rehabilitation, Traffic updates and other awareness posts are being published through the share chat account. More subjects can be added.

03. A share chat post can be quickly shared to whatsapp by clicking the share button. This will automatically generate the share chat post like a poster with kerala police logo on the top left side and the share chat logo on the top right side. A share chat post has got 3 buttons for the followers ie a like button, whatsapp share button and a favourite button. The share chat company has also provided a dash board access to kerala police department, to upload posts via desktop computer and they have verified the sharechat account with a blue tick.



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04. Tik Tok is an iOS and android social media video app for creating and sharing short lip-sync, comedy and talent videos. Tik Tok allows the viewers to do a duet of the published Tik Tok videos and widely recreated as duets by many followers. The official handle name is @keralapolice.

05. All officers are hence directed to contribute, participate and work for making these social media handles, more popular and effective. Contributions can be in the form of posts, videos, memes, trolls, awareness clips, good work done by the Police and any other innovative idea, that can assist the Police, in engaging the citizens and to make these social media platforms as an effective medium of enlisting the support of the citizens in law enforcement.



Loknath Behera IPS
State Police Chief

To : 1. All SHOs, including Crime branch for information & n/a.
2. All Officers in List B for information n/a.
3. All officers in PHQ,
4. DD, SPMC, PHQ to give publicity.

Copy : Circular Register, Kerala Police Website.
To

