



ORANGE COUNTY SHERIFF'S DEPARTMENT



How to Lead Your Organization's Social Media Messaging in a Crisis
ORANGE COUNTY JAIL ESCAPE

Presenters:

Commander Jeff Hallock and Carrie Braun

Orange County Sheriff's Department, County of Orange

@ocsd #PRNews

A man in a green sheriff's uniform stands in the center of the frame, facing forward. To his left, a cameraman in a dark shirt is seen from the side, holding a professional video camera with a blue protective cage. To his right, a man in a light blue striped shirt is seen from the back, holding a microphone towards the man in uniform. The background shows a set of concrete steps leading up to a building with palm trees and a clear sky. The scene is brightly lit, suggesting an outdoor setting during the day.

PUBLIC AFFAIRS OFFICE

Sheriff Sandra Hutchens created the Public Affairs Office in January 2013, consisting of three Executive Aides and one Public Information Officer. In July 2013, the Sheriff transitioned the PIO position from a non-sworn to a sworn (Lieutenant) position.



KABC-TV LOS ANGELES



CENTRAL MEN'S JAIL

550 N. FLOWER STREET, SANTA ANA, CA 92703

OVERVIEW OF THE FACILITY

The Central Men's Jail opened in November of 1968 and is a traditional linear style (cell block and dormitory) facility which houses both sentenced and pre-trial maximum security inmates. The Central Men's Jail has a maximum capacity of 1433 inmates. Inmates have access to television, outdoor recreation, local newspapers, mail, commissary purchases and special programs.

A black and white photograph of a large, modern building with a complex facade of rectangular panels and windows. The building is partially obscured by trees and a clear sky. The text 'ORANGE COUNTY JAIL ESCAPE' is overlaid on the image. 'ORANGE COUNTY' is in yellow, and 'JAIL ESCAPE' is in white. A dotted line and three yellow dots are positioned to the left of the text.

ORANGE COUNTY JAIL ESCAPE

On Friday, January 22, 2016, inmates NAYERI, Hossein, 37, TIEU, Jonathan, 20, and DUONG, Bac, 43, were discovered unaccounted for at the Orange County Central Men's Jail. An immediate search was conducted of the Central Jail Complex and adjacent Civic Center area of Santa Ana; however, all indications were that the inmates escaped the jail and fled the area.

ESCAPEE INFORMATION



ATTEMPT MURDER

Bac Duong
SANTA ANA, CA



MURDER

Jonathan Tieu
FOUNTAIN VALLEY, CA



KIDNAPPING, TORTURE

Hossein Nayeri
NEWPORT BEACH, CA



Immediate & Consistent Communication



Need for Media & Public Assistance



Utilization of Jail Escape Investigation Photos



Social Media (Unfiltered Communication)



Reinforce Sophistication of Escape Plan



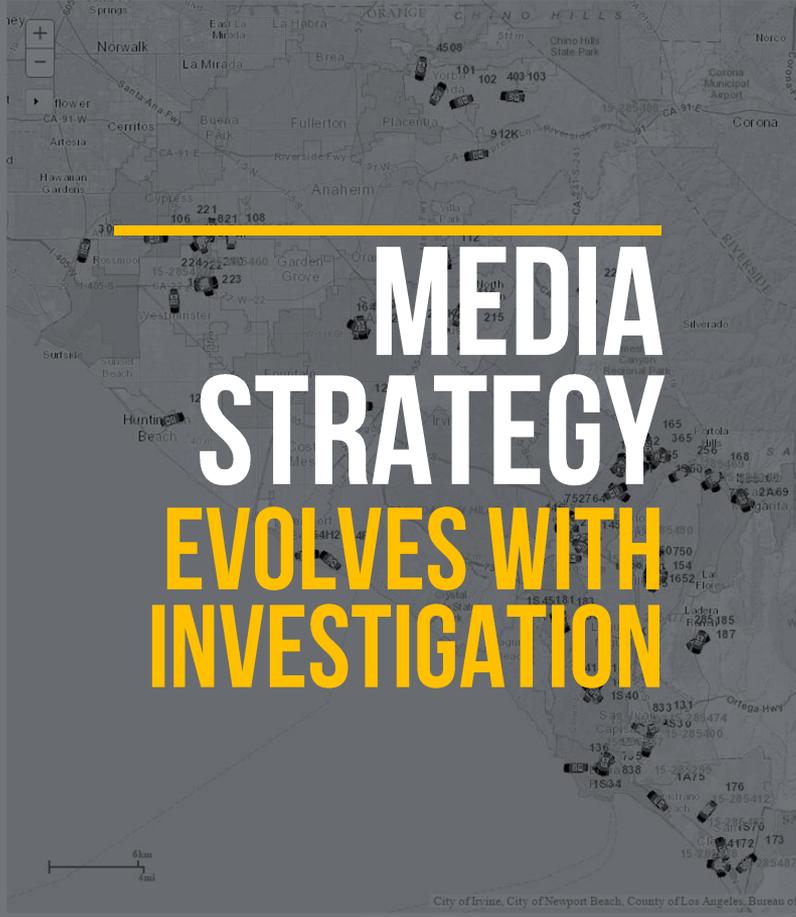
Did Not Release Information Between Scheduled Press Conferences



OCSD APPEALS FOR PUBLIC ASSISTANCE

THE FIRST 48 HOURS

- Utilized pre-existing OCSD social media platforms: Facebook Page, Twitter, Instagram, YouTube Channel, Periscope
- Leveraged social media early on to engage the community and make information easily shareable (wanted posters, reward info, pictures, etc.)



Exclusive Access (OCR / ABC / Local Outlets)



Leverage National Media



Periscope



Sheriff Press Conferences (Emotion)



Release of Suspect Vehicle (Van)



Calculated Release of Information



BY THE NUMBERS

- 16 press conferences over 10 days
- More than 100 social media posts across all platforms
- Reach of more than 1 million across all social media platforms

TIMELINE OF THE CRISIS- WWW.OCJAILESCAPE.COM



LESSONS LEARNED

Orange County Sheriff



Preparation Was Key



Sheriff Address Public Sooner



National vs. Local Media



Real-Time Social Media Monitoring



Communication With IC Team



Pre-Existing Media Relationships



Documentation of Event