

## POLICE USE OF SOCIAL MEDIA AND PUBLIC TRUST IN NAIROBI CITY COUNTY, KENYA

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### ABSTRACT

*This study looked into how the police department uses social media to foster public trust and how that usage affects security operations in Nairobi City County, Kenya. The study looked at a number of objectives including social media platforms, public attitudes and perceptions, the strategies that police use on social media to enhance public trust, the challenges they encounter in gaining public support, and the effects on Nairobi City County's security management. The technological acceptability model and information flow theory directed the investigation. The study being mixed research used explanatory sequential research design. In this type of a mixed research design, quantitative data is collected first, followed by qualitative data. Directorate of Criminal Investigations officers, General Duty Officers, Human Rights Activists, National Police Service Headquarters' Communication Department, Youth Groups, Local Administrative Officers, Independent Policing Oversight Authority, and Senior Ministry of ICT officials were among the study's target population. Questionnaires and interviews were utilized as data gathering tools in the project, which employed simple and purposeful random sampling approaches. Quantitative data was analyzed using the SPSS output for descriptive statistics, while qualitative data was analyzed thematically as per study objectives. The study established that Facebook and Twitter are the most preferred social media platforms for police communication. On the same note, study found out that public perception and attitudes significantly influence public trust on police use of social media. Further the study established that the people of Nairobi are aware of the police's social media strategies and the most common strategies are incident reporting and updating, with moderate use of public relations. Community discussions are less common. The study revealed that police face challenges in using social media to build public trust, with false information, misuse, privacy concerns, technical issues, lack of resources, and inadequate training being the most significant issues. The study recommends that police should expand their use of social media platforms like Facebook, Twitter, WhatsApp, and TikTok, and address concerns about misinformation and privacy. Regular updates and active interaction are crucial for building public trust. Police should be transparent, monitor content, engage the community, and use proven strategies like incident reporting. Overcoming challenges like misinformation, privacy concerns, investing in tools, and initiating public awareness campaigns can further enhance social media efforts.*

**Key Words:** Social Media, Attitude and Perception, Public Trust

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## INTRODUCTION

In an increasingly interconnected world, the emergence and rapid adoption of social media have reshaped various dimensions of societal interaction. Among the domains significantly affected is law enforcement, where police agencies worldwide are harnessing the power of digital platforms to engage with the public, communicate critical information, and bolster transparency. Bullock (2017) underlines the revolutionary shift in security management brought about by security forces as a result of police use of social media. This move, according to Crump (2011), improves communication, real-time information sharing, and community participation by encouraging proactive public interaction, which may create trust and collaboration.

The interaction between police use of social media and public trust has become central to contemporary security management. A deeper understanding of this interaction is essential to inform security management policies effectively. Crump (2011) points out that increased transparency in police operations through social media can enhance accountability and oversight, contributing to improved security management practices.

Germany's approach involves social media campaigns that not only disseminate information but actively engage communities, enhancing their sense of participation and trust (Bullock, 2018). This approach of using social media in policing has been characterized by proactive campaigns aimed at disseminating information and fostering active engagement with communities. The police in Germany have utilized platforms such as Twitter and Facebook to provide real-time updates, share safety tips, and engage in two-way communication with the public. This approach has been particularly effective in enhancing public participation and trust by making law enforcement more approachable and responsive. However, there have been some challenges and issues associated with this use of social media. These include concerns about privacy and data protection, as well as the potential for misinformation to spread rapidly.

Maintaining a consistent and uniform social media presence across multiple regions and police departments in Germany has also proven difficult logistically. The use of social media by German police has resulted in enhanced public trust as a result of increased transparency, responsiveness, and the ability to resolve community complaints quickly. As a result, it has aided in the development of a more cooperative relationship between the police and the general public. Overall, the ramifications for Germany's security landscape have been beneficial. Social media use has strengthened trust and communication, resulting in more efficient crime reporting, faster response to emergencies, and increased community involvement in crime prevention activities. However, research gaps such as the need to analyze the long-term viability of these projects, the impact of social media on crime rates, and the possibility for social media to be used for criminal purposes. More research is needed to fully comprehend the complexities of this growing issue in German policing.

Across Africa, the integration of social media into policing strategies reflects shared aspirations to improve public perceptions. In South Africa, the police service has embraced Twitter as a platform to provide updates, respond to queries, and, crucially, bridge historical divides with citizens (Clark, et al., 2017). The use of social media by the police service, particularly Twitter, has been characterized by efforts to improve public perceptions and bridge historical divides between law enforcement agencies and citizens of South Africa. This use of social media has involved several key characteristics and issues such as; Real-Time Updates and Communication of various incidents, road closures, and safety advisories. This has allowed for immediate dissemination of important information to the public.

Turning to East Africa, countries such as Uganda and Tanzania highlight the regional traction of police engagement on social media. Through their active presence on platforms like Facebook and Twitter, these nations are cultivating a sense of shared responsibility and collaboration with citizens, reimagining policing as a collective effort (Sigsworth, 2019). This has been characterized by the dissemination of real-time information, responsiveness to public inquiries, and the promotion of community involvement in policing efforts. However, challenges have arisen, including the potential for the spread of misinformation. Despite the

challenge, the use of social media has generally contributed to improved public trust in law enforcement agencies in both Uganda and Tanzania, driven by enhanced transparency and open communication. The implications for security management in these countries include strengthened community partnerships, more effective reporting of security incidents, and a more engaged populace, all of which can contribute to a safer environment. Nevertheless, there is a need for further research to comprehensively assess the long-term sustainability and specific impacts on various aspects of security management, as well as potential vulnerabilities introduced by increased reliance on social media in policing within the East African context.

Nairobi, Kenya's capital, provides a basis for exploring these dynamics concerning police use of social media and its anticipated public trust. Use of social media in Nairobi County has led to varied interactions with the public, posing questions about their impact on trust. Notable case studies include the examination of Twitter interactions and Facebook campaigns, seeking to unpack their contribution to shaping perceptions of law enforcement (Dwyer, 2020). In Nairobi, Kenya, the National Police Service has actively utilized social media platforms such as Facebook and Twitter as part of their engagement strategy with the public. Notably, the Official Twitter Account for The National Police Service-Kenya has been instrumental in disseminating information related to criminal activities, often featuring photographs of suspects along with their identities and details of the crimes they have committed. These platforms have also been used to promptly inform the public about security incidents, including major events like the Westgate Mall attack and the Garissa University Al-Shabaab attack (Pate, et al., 2015). These interactions have sparked varied reactions from different quarters, with some applauding the transparency and swift communication, while others have raised concerns about privacy, the potential for vigilantism, and the accuracy of information. This study sought to fill gaps in our understanding of the impact of social media use on public trust and security management at the local level, particularly in Nairobi, Kenya, shedding light on the dynamics and implications of these interactions within the Kenyan context.

### **Statement of the Problem**

The use of social media by police agencies arises both opportunities and challenges in the context of evolving law enforcement practices and digital communication. The main issue addressed in this study is the impact of police use of social media on public trust and its implications for security management in Nairobi City County. More specifically, the issue is understanding how police engagement on social media influences public trust in law enforcement.

In a perfect world, social media use boosts public confidence significantly and improve security management. There is a need to look into and offer insights for improving community trust and optimizing security management strategies because it is unclear how different aspects of police use of social media, such as their lack of transparency in communications and their unresponsiveness, may affect public trust and security management in Nairobi City County.

### **Objectives of the Study**

This study was carried out to investigate how public trust is affected by police usage of social media and how it affects Nairobi County's security management. The study was guided by the following specific objectives:

- To analyze the various social media platforms used by the police to build public trust in Nairobi City County.
- To examine attitude and perception of the public towards police use of social media and its implication in security management in Nairobi City County.
- To analyze the strategies employed to enhance public trust in the police through social media.
- To determine the impact of the challenges in using social media platforms to gain public trust in Nairobi City County, Kenya.

## LITERATURE REVIEW

### Empirical Review

#### **Social media platforms used by police for building public trust.**

In the modern security management, social media use by law enforcement agencies to establish and preserve public trust has gained significant attention. This literature review explores this phenomenon across different geographical scopes. The primary research interest lies in understanding the comparative analysis of various social media platforms employed by police and their effectiveness in enhancing public trust, with a specific focus on Nairobi City County, Kenya.

In a study done in the United Arab Emirates Albaloushi (2019), examined how well social media is used for both crime prevention and detection. The United Arab Emirates republic's approach to managing crime was the main focus of this investigation. The researchers examined how police departments in big cities used Instagram, Facebook, and Twitter. According to the survey, Twitter is the primary platform used by UAE police forces for community involvement and real-time updates. A significant gap in the literature, nevertheless, is the absence of a thorough comparison analysis covering several platforms, which begs for additional research. The many social media sites used by the UAE police force were not compared in this study. There are critics that the research was only bound in a small section of Abu Dhabi whereas UAE republic has major cities that could give a different opinion. At the same time, the research centered on Twitter, Facebook and Instagram. There are other omitted social media platforms like WhatsApp, LinkedIn and TikTok where police also interact with the public.

A study by Mussa (2019), in Tanzania looked into how police use social media for community involvement and crime control. "The assessment of community policing using social media as a crime reduction strategy by the police force in Tanzania" was the research's central issue. This study's analysis of Facebook and Twitter usage revealed a heavy reliance on these social media sites for community engagement and information sharing. However, a critical gap in the literature emerged—the study lacked a comprehensive comparative analysis of the platforms adopted for the research study. Just like many other studies, geographical representation was another limitation, as the study concentrated on Zanzibar, potentially neglecting variations in social media use in different countries and urban versus rural settings. This limitation raises questions about the broader applicability of the findings to the entire Tanzania. Despite the flaw identified in this research, the study is insightful of the current practices of Tanzanian police in using social media. However, future research should address the identified gaps by conducting a comprehensive analysis of the various social media platforms.

In a localized study by Mutune (2019) conducted in Lanet Umoja, Nakuru County, the use of Twitter as a tool to support community policing was the main topic of discussion. The primary theme of this research revolved around the unique dynamics of utilizing Twitter for community policing in a specific Kenyan locality. Mutune sought to investigate whether Twitter serves as an effective medium for engaging the local community in crime prevention and law enforcement activities.

#### **Public perceptions and attitude on the social media usage for building public trust by the police service**

Researchers like Intravia et al., (2018) conducted a thorough study in Germany with the goal of understanding the public's attitude and perception regarding police use of social media. They dove into the dynamics of police use of social media and its impact on public attitudes and perceptions. The research, "Investigating the effects of media consumption on attitudes toward police legitimacy," looks at how social media use by the police can have a good impact on public opinion.

The focus of the study emphasizes the potential benefits of social media in humanizing law enforcement agencies, providing behind-the-scenes glimpses of officers' lives, and engaging with the community in non-confrontational contexts. However, a central debate emerges regarding whether the positivity generated on

social media truly reflects genuine public attitudes. Critics argue that social media interactions can be performative and may not always translate into authentic public sentiments. The research overlooks the implications of social media strategies on security management as a turnaround strategy in community policing. This identified gap highlights the necessity for more robust research that provides a balanced view of both positive and negative outcomes, addressing concerns about authenticity and exploring the broader impact on security management.

In keeping with the goal of comprehending public opinions regarding the police's use of social media, an Egyptian study that was posted on a Zencity website in 2023 looks into the influence of police social media on public attitudes and views. The "Impact of Police Social Media on Public Attitudes" study recognizes the potential of police social media to improve public perceptions by openness and community involvement, but it also emphasizes the possibility that, if used improperly, it could exacerbate unfavorable feelings. The study engages in a debate regarding the delicate balance between fostering positive public attitudes and unintentionally amplifying negative sentiments. Concerns about selective engagement, where police agencies may respond only to favorable comments, are also discussed. The study falls short in providing practical insights for optimizing public attitudes and perceptions while mitigating risks. Moreover, it doesn't explicitly connect the findings to subsequent security management implications. This gap underscores the need for research that not only recognizes the dual nature of police social media use but also provides actionable recommendations for law enforcement agencies to navigate this terrain effectively, ensuring both positive public attitudes and enhanced security management.

#### **Ways/strategies police use social media to gain public trust.**

A study conducted in the United States by Dai et al., (2017), explored the various ways police use social media to gain public trust. The research focused on the strategies employed by U.S. law enforcement agencies on platforms such as Twitter, Facebook, and Instagram. The study was centered on several themes, including real-time updates on crime incidents, community engagement through virtual town halls, and humanizing law enforcement officers by sharing personal stories and achievements. The research revealed that these strategies positively contributed to building public trust by fostering transparency and creating a sense of connection between the police and the community.

Mbithi (2022) conducted research on the impact of social media on national security in Kenya. The study examined the various ways police use social media to gain public trust. The research, centered on Twitter and Facebook platforms, explored strategies employed by Kenyan law enforcement agencies. The themes examined in the study were; community policing initiatives, sharing crime prevention tips, and utilizing social media for public education on legal matters. These strategies were found to positively impact public trust by fostering community engagement and increasing the visibility of police activities.

#### **Challenges of police use of social media for public trust-building**

There are many reviews that shed light on the challenges faced by law enforcement in using social media for community trust-building efforts. According to Lev-On & Yavetz (2021), there are issues related to negative public feedback, misinformation, and the difficulty of managing online interactions effectively by police in Russia. This research has entirely not captured security management as an implication. Besides, the work can be criticized on whether the benefits of police engagement on social media outweigh the challenges. Critics argue that while social media can enhance transparency and community engagement, it also exposes law enforcement to potential risks, such as public backlash and misinformation. The study provides valuable insights into the challenges, it does not extensively explore the direct impact of these challenges on security management outcomes. Hence, there's need for more robust research that captures trust and security management as a policy guideline.

In another review Kimutai (2014), investigates social media and its national security threats to the Kenya Police. In this work, he identifies various challenges encountered by the Kenyan police when using social

media. These challenges encompass issues like misinformation, negative feedback, and privacy concerns. The study lacks interactive information about police and the public and is heavily focused on the security risks that social media may present. The study's noted shortcomings do not address the ensuing use of social media by law enforcement, and it also leaves out a large portion of the ramifications for security management. In this work, there is a dispute about how the police should handle false information on social media. To fully grasp how police usage of social media may undermine public confidence and the consequences this has for security management, more research must be done.

## **Theoretical framework**

### **Information Flow Theory**

The hypothesis was first brought forward by Everett Rogers in his book, "diffusion of innovation" 1962. This is a sociological theory that attempts to explain how information spread through a social system. Rogers had views that the spread of information is a social process that is influenced by a number of factors including the characteristics of information itself, the characteristic of individuals who are exposed to the information and the social context in which the information is communicated. This theoretical framework posits that effective information dissemination is fundamental to fostering communication and trust between parties. In essence, the theory emphasizes that the manner in which information flows between the police and the public on social media channels significantly influences the level of trust that the community places in law enforcement agencies.

Within the context of this research, Information flow theory underscores several key aspects related to the flow of information on social media which include; frequency of Posts. The theory suggests that the regularity and timeliness of posts made by the police on social media platforms are instrumental in keeping the public informed. Frequent updates ensure that the community receives accurate and up-to-date information, which, in turn, contributes to a more informed and engaged citizenry. Another aspect is content type, where nature of the content shared by the police on social media platforms is critical. Information that is relevant, clear, and addresses community concerns fosters trust. The theory highlights the importance of crafting content that resonates with the public's interests and needs. Engagement level is also another aspect related to information flow, where the theory recognizes the significance of engagement between the police and the public on social media. Active interaction, prompt responses to queries or comments, and the provision of additional information enhance the overall communication experience and can contribute to building trust. The last aspect which is related to information flow according to the theory is transparency in communication, where according to the theory, transparency in the communication process is a central tenet of Information Flow Theory. Open and honest communication by the police fosters trust. When law enforcement agencies are transparent in their social media interactions, it helps create a perception of accountability and reliability. According to Billo (2023), the model is criticized for its simplistic, linear and source dominate nature. Further, it fails to consider utility or value of the information for receivers. Hence there is need to come up with another theory nuanced to this research study.

### **Technology Acceptance Model (TAM)**

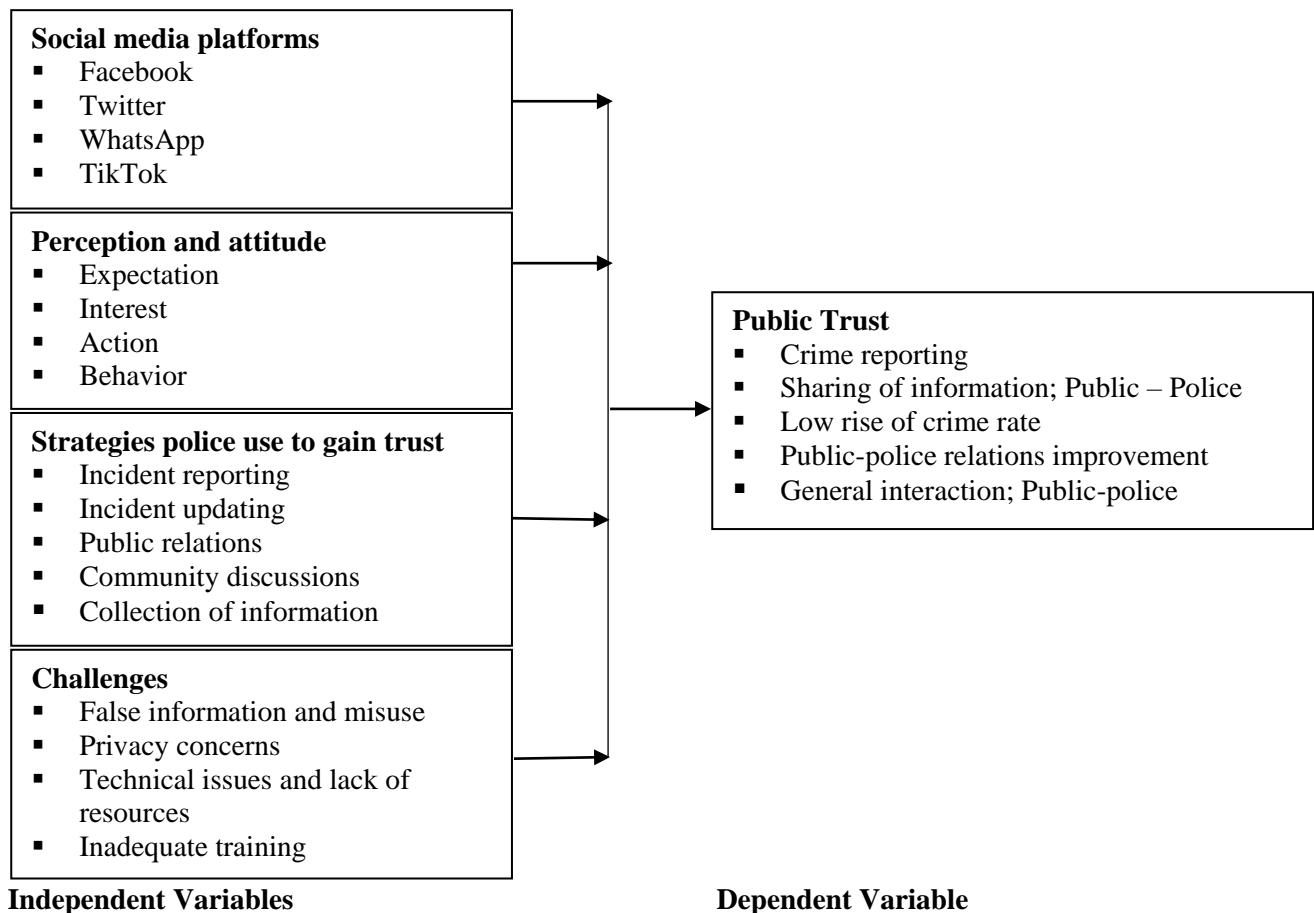
Fred Davis developed this hypothesis in 1989. A fundamental theoretical framework known as the Technology Acceptance Model (TAM) provides insights into how people see and use new technologies, including social media platforms (Marikyan & Papagiannidis, 2023). Perceived utility and simplicity of use are the two main pillars of TAM. TAM, as it relates to this study, asserts that public trust in law enforcement communication via digital channels is greatly influenced by the public's impression of police social media as helpful and user-friendly.

Within the context of this research, TAM introduces two critical dimensions;

Perceived Ease of Use: TAM suggests that if individuals find police social media content easy to understand, navigate, and engage with, they are more likely to perceive social media as an accessible and user-friendly channel for communication. This perception can positively impact trust in law enforcement's digital engagement. Perceived Usefulness: TAM also underscores the importance of individuals perceiving police social media as a valuable and relevant source of information. If the public finds the content shared by the police on social media platforms useful for staying informed, addressing concerns, or interacting with law enforcement, their trust in these digital communication channels is likely to increase.

This research aligns with TAM by seeking to unravel the nuances of technology acceptance within the context of police-community trust on social media platforms. By investigating how the public perceives the ease of use and usefulness of police social media content, the study aimed to explain the role of technology acceptance in shaping trust dynamics.

**Conceptual Framework**



**Figure 1: Conceptual Framework**

**METHODOLOGY**

The study being mixed research used explanatory sequential research design. Nairobi City County was chosen as the study site due to its technological advancements, digital connectivity, diverse population, economic and political significance, research accessibility, and its relevance as a representative case for broader urban contexts.

The target population for this research encompasses two distinct groups: the national police service as the users of social media and the public members residing in Nairobi City County, Kenya as the consumers of the social media content. The target population for this research comprises a diverse range of stakeholders in Nairobi City County, Kenya, with a total population estimated to be 9,350 individuals. These individuals

encompass various sectors within the law enforcement and community engagement landscape. The population includes 700 Directorate of Criminal Investigations (D.C.I) Officers responsible for criminal investigations, 7,200 General Duty Officers actively interacting with the public, 150 Human Rights Activists advocating for human rights and justice, 100 members of the Communication department at the National Police Service headquarters, 300 Youth Groups, 500 Local Administrative Officers playing a vital role in local governance, 300 IPOA representatives involved in community policing, and 100 senior officials from the Ministry of ICT involved in policy formulation.

Purposive sampling was used in this study since the participants met certain requirements in terms of skill and characteristics. Adoption of stratified (simple random) sampling methods led to the use of Slovin's formula;

$$n = \frac{N}{1 + (Ne^2)}$$

(Slovin, 2023)

*n* is the required sample size. (Rounded to the nearest whole number)

*N* is the population size.

*e* is the margin of error given confidence level.

In our case;

$$n = \frac{9350}{1 + (9350 * 0.05^2)}$$

$$n = 384$$

Questionnaires were the primary data collection instrument for this research. Both qualitative and quantitative data were gathered. Interpretation and conclusion-making were aided by the use of a descriptive statistical program (SPSS version 21). Descriptive statistics, such as percentages, means, and standard deviations, were used in the data analysis process. The results were displayed in tables and bar charts to provide a clear image of the research findings.

## **DATA PRESENTATION ANALYSIS**

### **Response rate**

The response rate is a critical measure of the reliability and validity of the data collected. It reflects the percentage of respondents who completed the survey out of the total number of participants targeted.

The research targeted 384 individuals to participate in the interview and filling of questionnaires. A response rate of 82.55% which is 317 from 384 respondents was achieved. Questionnaires yielded 83.73% which is 278 out of the 332 participants, while 75% which is 39 out of 52 respondents were interviewed.

### **Analysis of the various social media platforms used by the police to build public trust**

#### **Preference of social media platforms**

Respondents were asked about their preferred social media platforms that they use when engaging with the public/police. They showed various interests on the different types of social media that they use to build public trust.



**Table 1: Preference of social media platforms**

**Social media platforms preference**

	Frequency	Percent	C. percent
Facebook (meta)	127	45.68	45.68
TikTok	4	1.44	47.12
Twitter	124	44.61	91.73
WhatsApp	23	8.27	100
Total	278	100	

(Researcher, 2024)

45.68% (127) of the respondents preferred Facebook as their social media platforms. This shows that it is most preferred amongst the respondents. It showed that the people of Nairobi County have adopted Facebook as the most widely used means to communicate. The preference for Facebook is supported by a key informant who stated,

"Facebook is preferred for its ease of use and coverage. In many cases when want to cover a touching story or unveil a certain crime trend, Facebook is our favorite media channel" (KII-III)

Twitter is slightly lower with an almost a similar percentage of 44.61 % (124). This shows the strength of twitter amongst the people of Nairobi as a means to pass messages and general policing matters. Besides in an interview, one of the respondents noted that;

"Police and especially from the DCI are frequent users on twitter where they barricade key criminals. Besides, they post issues of concern to public. I believe they're aware of the impact it creates to the public. (KII-XII)

23 participants which is 8.27% preferred WhatsApp as a means to communicate. This shows that WhatsApp is not widely used to engage the public especially on policing issues.

On the other hand, 4 respondent which is 1.44% had Tik-Tok as their preferred means of communication to the public. This channel is not as common and not so many people in Nairobi have adopted it especially for use in policing (communicating between police and the public). It is worth noting that TikTok and WhatsApp are the least used social media platforms. WhatsApp specifically is designed for personal use. In an interview, one of the respondents confirmed that;

"Police use WhatsApp amongst themselves. Others have joined WhatsApp groups from where they can interact with the public. Not quite often will the platform be used to instigate a formal complaint. (KII-XXI)

The qualitative data aligns with the quantitative findings, emphasizing Facebook's ease of use and broad coverage. On the same note, previous studies have highlighted Facebook's popularity in organizational communication due to its widespread use globally. Facebook interactions are perceptible and provide a larger coverage with its backing on their subscribers which has hit 2.9 billion people (Bullock, 2020). Also, other different studies supported the current findings, demonstrating that twitter is also a preferred platform for the police to engage with the public effectively. According to Bearak (2021), Kenyan police are using Twitter to become known as crime fighters, not killers. As such they post information revealing crimes and their subsequent actions towards them.

In conclusion, the preference for Facebook and Twitter among both the NPS and the public suggests that these platforms play a vital role in communication strategies. The insights from the qualitative data reinforce

the importance of these platforms while also highlighting areas for improvement in their use to build public trust.

### Attitude and perception of the public towards police use of social media

This section presents the findings, analysis, and discussion of data related to the second objective of the study: examining the attitude and perception of the public towards the police use of social media. It explores the impact of Attitude and Perception held by members of the public towards police use of social media and the extent of that impact.

### Impact of Attitude and Perception held by members of the public towards police use of social media

The participants were asked to rate their attitude and perception towards police use of social media and its impact on public trust. The responses were recorded on a 5-point Likert scale where 5 = Strongly Agree (SA), 4 = Agree (A), 3 = Neutral (N), 2 = Disagree (D), 1 = Strongly Disagree (SD). The results are presented in the table below;

**Table 2: Assessment of attitude and perception towards police use of social media**

No.	Statement	Level of agreement					Mean	SD
		SD	D	N	A	SA		
1	Attitude and perception held by members of the public towards police use of social media impacts on public trust	13 (4.7%)	20 (7.2%)	47 (16.9%)	103 (37.1%)	95 (34.2%)	2.95	.977
2	Attitude and perception held by members of the public towards police use of social media affects public trust negatively	66 (23.7)	97 (34.9%)	52 (18.7%)	35 (12.6%)	28 (10.1%)	1.85	.425
3	Attitude and perception held by members of the public towards police use of social media affects public trust positively	17 (6.1%)	28 (10.1%)	58 (20.9%)	96 (34.5%)	79 (28.4%)	2.78	.871
4	Attitude and perception held by members of the public towards police use of social media have a neutral impact on public trust	59 (21.2%)	87 (31.3%)	54 (19.4%)	43 (15.5%)	35 (12.6%)		.521

(Researcher, 2024)

From the above analysis, 71.3% agree and strongly agree that public attitude and perception impact trust with a mean of mean of 2.95, and standard deviation of 0.977. This suggests that a significant portion of the respondents believe that public attitudes and perceptions have a strong impact on trust in law enforcement. Besides, one of the respondents in an interview session noted that;

"The attitude of the public towards our social media posts greatly influences how they trust us, especially when we post timely and accurate information." KII-XV.

The responses regarding negative impacts show a mean of 1.85 and a standard deviation of .425. This shows that there is a significant variability regarding the negative impact of attitude and perception, though majority do not support the statement. 58.6% disagreed and strongly disagreed, while 18.7 remained neutral.

22.7 agreed and strongly agreed to the statement which is an indication that the majority do not agree to the statement.

The response regarding the positive impacts shows a mean of 2.78 and a standard deviation of .871 which is indicative of a variability but most people agreed and strongly agreed. Besides the variability, a majority (62.9%) believe that public perception positively impacts trust, reflecting a strong belief in the positive influence of public perception on trust.

Finally, on the last statement, the response to the neutrality of the impact of attitude and perception shows a standard deviation of 0.410 from the mean of 1.84. This is indicative of variability though most people disagreed and strongly disagreed with the statement.

The general analysis dictates that the public largely believes that attitude and perception towards police use of social media do impact trust. This is evident in the high agreement for the first statement and the third statement, where most respondents feel that public perception influences trust, in higher positively perception and a slightly lower negative attitude and perception. This is to mean that while perceptions matter, the public's views on the exact nature of the impact are diverse. On the same note, the results agree with the interviews conducted.

"The public's perception of police actions on social media significantly influences their trust, either positively or negatively, depending on how the information is presented and handled." KII-XXIII

This suggests a clear link between public perception and trust, aligning with the quantitative data. Malone & Dammert (2021) found similar results in his study, which indicated that public trust in law enforcement is heavily influenced by how the public perceives their social media activities.

These results suggest that while both groups recognize the importance of perception, the NPS may be more confident in their social media strategies. This could imply a need for more targeted communication to align public perception with police efforts.

### **The extent of impact of attitude and perception of the public towards the police use of social media**

The public were asked to assess the degree of the extent of the impact of attitude and perception held by the members of the public towards police use of social media in a scale of 1-5 where 5= Very Great Extent (VGE), 4 = Great Extent (GE), 3 = Moderate Extent (ME), 2 = Least Extent, No extent (NE). The results are presented for both the public and the NPS.

**Table 3: Response on the extent of impact of attitude and perception on public trust**

Statement	Extent of the impact					Mean	Standard Deviation
	VGE	GE	ME	LE	NE		
To what extent do attitude and perception held by the members of the public towards police use of social media impact public trust	84 (30.2%)	95 (34.2%)	51 18.3%	31 (11.2%)	17 (6.1%)	2.97	.987
To what extent do attitude and perception held by the members of the public towards police use of social media impact public trust positively	86 (30.9%)	101 (36.3%)	65 (23.4%)	18 (6.5%)	9 (3.2%)	2.61	.560
To what extent do attitude and perception held by the members of the public towards police use of social media impact public trust negatively	24 (8.6%)	37 (13.3%)	92 (33.1%)	78 (28.1%)	47 (16.9%)	1.98	.461
To what extent do attitude and perception held by the members of the public towards police use of social media have a neutral impact on public trust	19 (6.8%)	41 (14.7%)	91 (32.7%)	80 (28.8%)	47 (16.9%)	1.92	.302

(Researcher, 2024)

From the above, the participants responses indicate a slightly stronger perception of positive impact, with a standard deviation that shows variability of responses.

The data shows that 64.4% of respondents believe that attitude and perception toward police use of social media have a very great extent (VGE) and great extent (GE) impact on public trust, while 17.3% believe it has a least extent (LE) impact. With a standard deviation of .987 and a mean of 2.97 suggests that while there is a general acknowledgment of the impact, there is considerable variability in how significant respondents perceive this impact to be.

On the other hand, the extent of the positive impact of attitude and apperception towards public trust shows that 67.2% of respondents believe that the attitude and perception towards police use of social media positively impact public trust to a great extent (GE), and a very great extent (VGE) while 9.7% believe that it impacts to no extent (NE) and Least Extent (LE). A mean of 2.61 shows that most respondents considered the impact to be very great and great or rather above moderate.

Data from the third statement shows that 21.9% of the respondents believe that attitudes and perception towards police use of social media impact public trust negatively in a very great extent (VGE) and great extent (GE). Alternatively, 45% are of the opinion that attitudes and perception affect public trust negatively to a least extent (LE) and no extent (NE) respectively. A standard deviation of 0.461 and a mean of 1.92 reflect a more concentrated view of the negative impact, with less variability compared to the positive impact.

In the last statement, responses show that 32.7% believe the impact is moderate, with 28.8% believing it to be of least extent (LE). The mean of 1.92 and a standard deviation of 0.302 suggest that perceptions of a neutral impact are also somewhat varied but lean towards moderate to least extent.

The general conclusion from the above analysis shows that public attitude and perception have a great extent impact to the public trust and in a positive manner. This aligns with research by (Dekker, et al., 2020), which suggests that the perception of public trust in law enforcement is significantly influenced by public attitudes. Moreso, it concurs with a respondent interviewer who states that;

"We are largely affected by how these police posts and updates important information. Some posts are generally for a show off and not really suggestive of their hard work."  
KII-XXIV.

The findings highlight the importance of addressing public attitudes and perceptions to enhance trust in the police. They suggest that while there is some alignment between the public and NPS views, efforts should be made to bridge any gaps and ensure that the public's perception aligns more closely with the NPS's intended impact.

### **Strategies employed to enhance public trust in the police through social media**

#### **Public awareness of the strategies employed to enhance public trust in the police through social media**

In this section, the respondents were asked about their awareness of the strategies the police use on social media to gain public trust. The results from both the public and the NPS are presented below.

**Table 4: NPS Awareness of police strategies on social media to gain public trust**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	222	79.9%
No	25	9%
Not Sure	31	11.1%

(Researcher, 2024)

Results shows that a large majority (79.9%) of the respondents are aware of the strategies used on social media to gain public trust.

Only a small fraction is not aware (9%) or are unsure (11.1%). This high level of awareness among the respondents indicates a strong internal communication or training effort regarding the strategies being employed.

Although there's a high level of awareness of the strategies, the results also indicate a significant disparity in awareness levels. This gap suggests a potential issue in the communication or visibility of these strategies to the people of Nairobi, who are the intended recipients of these trust-building efforts.

One of the Interview Participant noted;

"The police have been active on social media, but I think many people still don't know what specific strategies they are using. They just see posts, but the purpose behind them isn't always clear." KII-XIII

This qualitative observation aligns with the quantitative findings, highlighting a gap in public awareness despite active police efforts. In their Journal; Accountability and transparency as levers to promote public trust and police legitimacy: Findings from a natural experiment; Kochel & Skogan (2021) stated that public trust in law enforcement can be significantly enhanced through transparent communication strategies on social media.

However, the effectiveness of these strategies is contingent upon public awareness and understanding of the police's objectives.

The results highlight a critical area for improvement in the police's use of social media. While the strategies may be well understood and implemented within the NPS, their impact on public trust is limited by the public's lack of awareness. This suggests that the police need to enhance their outreach and ensure that their social media strategies are not only visible but also clearly understood by the public. This could involve more targeted communication, public education campaigns, or greater transparency in how these strategies are presented on social media platforms.

### **To Analyze the Level of Awareness of the Impact of Social Media Strategies Used by the Police to Gain Public Trust**

In this section, respondents were asked to assess their level of awareness regarding the impact of various social media strategies used by the police to gain public trust. The strategies were rated based on whether respondents believed these strategies help the police to gain public trust with options being Yes, No, and Not Sure. The results from both the public and the NPS are presented below.

**Table 5: Assessment of the impact of social media strategies on gaining public trust**

Strategy	Yes	No	Not Sure	Total
Incident reporting	222 (79.9%)	37 (13.3%)	19 (6.8%)	278 (100%)
Incident updating	230 (82.7%)	32 (11.5%)	19 (6.8%)	278 (100%)
Public relations	203 (73.0%)	51 (18.3%)	24 (8.6%)	278 (100%)
Community discussions	175 (62.9%)	69 (24.8%)	34 (12.2%)	278 (100%)
Collection of info from surveys	183 (65.8%)	62 (22.3%)	33 (11.9%)	278 (100%)

(Researcher, 2024)

Most of the respondents had an overwhelming opinion that incident updating had the most impact as a strategy in gaining public trust. More so, Incident reporting had an almost same strength with 79.9% agreeing with its strength of impact. These high percentages suggest strong confidence from the respondents regarding the effectiveness of these strategies. Public relations are also widely seen as impactful, with 73.0% of the respondents agreeing that it helps build trust. Community discussions and Collection of information from surveys are acknowledged by a majority of the respondents as helpful, though results are slightly lower compared to other strategies. This is also evidenced from the interview Participants who argued that;

"The police are doing more on social media than people realize. Many don't see the updates or understand their importance, but those who do see them trust the police more." KII-XIII

Such remarks align with the quantitative data, indicating that public awareness of these strategies may be lower, even though the strategies are recognized as effective by those who are aware.

To affirm these findings, in her project, Bell (2020) on the flagship of Anti-segregation policing in the US, she noted that the effectiveness of social media strategies by law enforcement is often under-recognized by the public, despite being well-regarded within the police force. This discrepancy can lead to challenges in trust-building efforts.

The results indicate a significant gap between the police's implementation of social media strategies and the public's awareness of their impact. This gap suggests a need for improved communication and engagement efforts to enhance public awareness and appreciation of these strategies. Increasing visibility and clarity around these efforts could strengthen public trust and enhance security management outcomes.

## Assessment of Social Media Strategies in Promoting Accountability and Transparency

In this section, respondents were asked to evaluate whether the social media strategies used by the police help in promoting accountability and transparency. The responses were categorized as "True," "Not true," and "Not sure." The results from both the public and the NPS are presented below.

**Table 6: Perception of social media strategies in promoting accountability and transparency**

Strategy	True	Not true	Not sure
Incident reporting	157 (57.5%)	61 (22.3%)	60 (21.6%)
Incident updating	172 (61.9%)	52 (18.7%)	54 (19.4%)
Public relations	142 (51.1%)	73 (26.2%)	63 (22.7%)
Community discussions	63 (22.7%)	133 (47.8%)	82 (29.5%)
Collection of info from surveys	58 (20.9%)	148 (53.2%)	58 (20.9%)

(Researcher, 2024)

A majority of public respondents believe that Incident reporting and Incident updating promote accountability and transparency, with 57.5% and 61.9%, respectively showing "True" responses.

Public relations had also a considerable impact with 51.1% showing the perception that the strategy promotes accountability and transparency.

On the other hand, the respondents perceive community discussions and collection of information from surveys as the least used strategies with 47.8% and 53.2% perceiving them as untrue in promoting accountability and transparency.

In general Incident reporting and Incident updating are seen as the most effective strategies perceived to promote accountability and transparency. However, **Community discussions** are viewed with more skepticism by the respondents, indicating a potential area for improvement. From the qualitative data, a respondent noted that;

"The use of social media for incident reporting has greatly enhanced transparency. People feel that they are being informed and that the police are more accountable."  
KII – XIV.

This qualitative insight aligns with the quantitative findings, further supporting the perceived effectiveness of incident reporting.

On the other hand, O'Regan, King & Smith (2022) studied on; Combining accountability forms: transparency and "intelligent" accountability in a public service organization. As a recommendation, they stated that transparency and accountability are significantly enhanced through consistent incident reporting and updates via social media. Such results align with the findings of this study.

The results indicate that Incident reporting and Incident updating are crucial for promoting accountability and transparency in police activities. These strategies are highly valued by both the public and the NPS, highlighting their importance in the police's social media engagement. However, the lower confidence in Community discussions suggests a need for more effective implementation or communication of this strategy to improve its perceived value. These findings underscore the importance of leveraging social media to enhance transparency and accountability, ultimately contributing to building public trust.

## Impact of challenges in the use of social media by police on public trust

### Challenges Faced by Police in Using Social Media to Gain Public Trust

**Table 7: Public perception of challenges faced by police in using social media**

Challenge	Yes	No	Not Sure
False information and misuse	216 (77.7%)	40 (14.4%)	22 (7.9%)
Privacy concerns	174 (62.6%)	78 (28.1%)	26 (9.4%)
Technical issues and lack of resources	195 (70.1%)	61 (21.9%)	22 (7.9%)
Inadequate training	199 (71.6%)	53 (19.1%)	26 (9.4%)

(Researcher, 2024)

A large majority of public respondents (77.7%) believe that false information and misuse are significant challenges faced by the police. Moreover, privacy concerns are recognized as a challenge by 62.6% of the respondents. 70.1% of respondents acknowledge that technical issues and lack of resources are challenges. While 71.6% of respondents agree that inadequate training is a challenge faced by the police.

These results show that the respondents are largely aware of the challenges the police face in using social media to build trust. They show high levels of agreement that these challenges exist. The consistency in these findings suggests that these challenges are universally recognized. Interview participant on the same noted that;

" The spread of false information is one of the biggest hurdles we face. It undermines our efforts and creates mistrust. We also struggle with resource limitations, which hinders our ability to respond effectively." KII-XII

The recognition of these challenges by both the public and NPS underscores the need to develop more robust strategies to mitigate these issues. Addressing these challenges is critical to enhancing the effectiveness of social media as a tool for building public trust. Understanding and tackling these challenges will improve communication, transparency, and trust between the police and the community, contributing to better security management in Nairobi City County

### Ranking the Impact of Challenges on Police Use of Social Media and Public Trust

In this section, respondents were asked to rank the impact of various challenges on police use of social media and its effect on public trust. The results from both the public and the NPS are presented in the tables below.

**Table 8: Ranking of challenges affecting police use of social media**

Challenge	Degree of effect				Mean	Standard Deviation
	N A	L A	MA	GA		
False information and misuse	21 (7.6%)	42 (15.1%)	93 (33.5%)	122 (43.9%)	2.89	.678
Privacy concerns	30 (10.8%)	50 (18.0%)	105 (37.8%)	93 (33.45%)	2.76	.646
Technical issues and lack of resources	27 (9.7%)	47 (16.9%)	93 (33.4%)	111 (40.0%)	2.81	.578
Inadequate training	24 (8.6%)	39 (14.0%)	95 (34.2%)	120 (43.2%)	2.86	.674

(Researcher, 2024)8



False information and misuse are ranked as the most significant challenge, with 43.9% of respondents indicating it greatly affects public trust. The challenge had a mean of 2.89 and a standard deviation of 0.678, which is indicative of a large degree of effect.

Inadequate training is similarly ranked highly, with 43.2% of the respondents noting it greatly affects public trust. With a mean of 2.86 and a standard deviation of 0.674, shows that the challenge had a large degree or extent of the effect. Technical issues and lack of resources follow closely behind with 40 % of the respondents agreeing to effect on public trust. With a mean of 2.81 and 0.578, shows majority of the participants agreed to its effect, which is above moderate. Privacy concerns are seen as the least moderately impactful challenges affecting police use of social media. With a slightly lower mean of 2.76 and a standard deviation of 0.646, it shows that the participants seemingly had varying effects, though majority supported the challenge as above a moderate impactful challenge.

Generally, the results indicate that the respondents rank false information and misuse as the most significant challenge, followed by inadequate training. Technical issues and lack of resources are also perceived as significant, while privacy concerns have a slightly lower impact. The consistency in the rankings underscores the universality of these challenges across the respondents. On the same note the interview respondent had the following to say regarding the degree of effect of challenges affecting police use of social media.

"Misinformation spreads like wildfire and causes a lot of harm. It's a real challenge for us, alongside the need for better training and resources." KII-XIX

In their research on social media adoption in the police: Barriers and strategies which was a Government *Information Quarterly* report in USA, Dekker, van den Brink & Meijer (2020) found that false information, privacy concerns, and resource limitations are significant barriers in law enforcement's social media efforts, aligning with the findings of this study.

Understanding the impact of these challenges is crucial for developing strategies to overcome them. By addressing false information, improving training, and enhancing resources, police can more effectively use social media to build public trust, ultimately leading to better security management in Nairobi City County.

### Assessment of the Impact of Challenges on Public Trust

Respondents were asked to assess the impact of the challenges faced by the police while using social media on public trust. The results from both the public and the NPS are presented in the tables below.

**Table 9: Public assessment of the impact of challenges on public trust**

Statement	Level of agreement					Mean	Standard Deviation
	SD	D	N	A	SA		
The challenges police face while using social media impact public trust negatively	21 (7.6%)	36 (12.9%)	63 (22.7%)	90 (32.4%)	68 (24.5%)	2.76	.942
The challenges police face while using social media impact public trust positively	40 (14.4%)	77 (27.7%)	84 (30.2%)	52 (18.7%)	25 (9.0%)	1.58	.452
The challenges police face while using social media do not impact public trust	50 (18.0%)	73 (26.3%)	80 (28.8%)	47 16.9%	28 10.1%	1.52	.407

(researcher, 2024)

A significant majority (56.9%) agree and strongly agree that challenges faced by police in using social media negatively impact public trust. With a standard deviation of 0.942 and a mean of 2.76 shows that different respondents had varied responses across, though majority agreed that the challenges faced by police have a negative impact to the public trust.

On the other hand, 42.1 which is the highest value of in the levels of agreement for the second statement strongly disagree and disagree that the challenges police while using social media impacts public trust positively. A mean of 1.58 and a standard deviation of 0.452 affirms the results that the participants do not agree to the statement that “challenges police face while using social media impact public trust positively”. 27.7% agree and strongly that it will impact positively. Maybe they expect the police to be more innovative in overcoming the challenges.

On the other hand, such similar results are exhibited in the third statement where 44.3% strongly disagree and disagree that the challenges police face while using social media do not impact public trust. The statement is reinforced by a mean of 1.52 and a standard deviation of 0.407.

In all instances, the respondents perceive that challenges faced by the police in using social media tend to negatively impact public trust. To affirm the findings, one of the Interview Participant noted that;

"The obstacles we face, especially the spread of false information, can undermine the trust we've worked hard to build" KII-XXVIII

The study's results highlight the need to address the challenges faced by the police in using social media. Overcoming these challenges is crucial for maintaining and building public trust, which is essential for effective security management in Nairobi City County.

#### Assessment of Specific Challenges Facing Police in Using Social Media to Gain Public Trust

Respondents were asked to assess specific challenges facing the police in using social media to gain public trust. The results from the respondents are presented in the tables below.

**Table 10: Assessment of specific challenges facing police**

Challenge	Level of agreement					Mean	Standard Deviation
	SD	D	N	A	SA		
False information and misuse are challenges facing police while using social media	16 (5.8%)	21 (7.6%)	42 (15.1%)	104 (37.4%)	95 (34.2%)	2.94	.654
Privacy concerns are challenges facing police while using social media	15 (5.4%)	30 (10.8%)	51 (18.3%)	99 (35.6%)	83 (29.9%)	2.57	.574
Police face technical issues and lack of resources while using social media	9 (3.2%)	29 (10.4%)	58 (20.9%)	113 (40.6%)	69 (24.8%)	2.97	.632
Inadequate training is a challenge facing police while using social media	18 (6.5%)	20 (7.2%)	58 (20.9%)	108 (38.8%)	74 (26.6%)	2.96	.643

(Researcher, 2024)

A significant majority (71.6%) of respondents agree and strongly agree that false information and misuse are challenges affecting public trust. With a standard deviation of 0.654 and a mean of 2.94, shows that there

is a widespread concern across the participant, but the high standard deviation suggests varied intensity in how different respondents perceive this challenge.

Privacy concerns are also widely recognized, with 65.5% of respondents agreeing and strongly agreeing. With a slightly lower standard deviation of 0.646, reflecting somewhat less variability in perception compared to false information and misuse. A mean of 2.76 shows that the participants recognize the statement therein as a challenge that police would face while using social media.

Technical issues and lack of resources are acknowledged by 65.4% of respondents, with a standard deviation of 0.578 and a mean of 2.81. This suggests that while technical challenges are a major concern, perceptions of their impact vary among respondents.

Inadequate training is identified by 65.4% as a challenge, with a standard deviation of 0.674. The consistency in almost a levelled mean score across challenges indicates a general agreement on the statements therein as identified challenges, but the varying standard deviations highlight differing levels of concern.

In general, a mean above 2 across challenges suggests that respondents uniformly recognize these issues as significant obstacles in the effective use of social media by the police. The respondents generally show slightly higher agreement levels compared to the public, indicating a stronger acknowledgment of these challenges within the police force. These findings were congruent to one of the interviewer opinions;

"The challenge of misinformation is ongoing, and it can severely damage the trust we try to build. Coupled with limited resources, it becomes a significant hurdle." KII - XXI

In his work, Vese (2022) investigated on the regulation of social media and the right to freedom of expression in the era of emergency, which was published in a European journal of risk regulation. As a finding the author noted similar challenges in law enforcement's use of social media, noting that misinformation, privacy concerns, and lack of training and resources are pervasive issues that can undermine public trust.

The study underscores the importance of addressing the challenges identified in using social media for trust-building. By mitigating these challenges, the police can more effectively leverage social media as a tool for enhancing public trust and, by extension, improving security management in Nairobi City County.

### **How addressing the challenges can help the police in using social media to gain public trust**

Respondents were asked to assess specific statements on how addressing the challenges can help the police in using social media to gain public trust on a 5-point scale where 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree. The results are presented in the tables below.

**Table 11: Public assessment of statement on addressing challenges in police use of social media**

Statement	Level of agreement					Mean	Standard Deviation
	SD	D	N	A	SA		
Investigating the technical barriers can help police mitigate challenges while using social media to gain public trust	7 (2.5%)	10 (3.6%)	36 (12.9%)	111 (39.9%)	114 (41.0%)	2.52	.698
Adequate training can help the police in addressing challenges they face while using social media to gain public trust	4 (1.4%)	7 (2.5%)	29 (10.4%)	120 (43.2%)	128 (46.0%)	2.79	.678
Conducting public awareness can help police in addressing challenges they face while using social media to gain public trust	6 (2.2%)	11 (4.0%)	32 (11.5%)	123 (44.2%)	106 (38.1%)	2.54	.394
Sealing cyber-crime loopholes can help police address challenges they face while using social media platforms	3 (1.1%)	7 (2.5%)	31 (11.2%)	107 (38.5%)	130 (46.8%)	2.65	.546

(Researcher, 2024)

From the results, 80.9% of respondents agree or strongly agree that investigating technical barriers can mitigate challenges, with a standard deviation of 0.698 and a mean of 2.52. The high standard deviation suggests that while most respondents recognize this as important, there is considerable variability in how strongly they feel about it. A mean of 2.52 shows that respondents hold a high position that “investigating the technical barriers can help police mitigate challenges while using social media to gain public trust”

Adequate training is identified by 89.2% of respondents as a crucial solution, with a standard deviation of 0.678 and a mean of 2.79. This shows a broad agreement on the need for better training, but again, the standard deviation reflects varying intensity in the responses.

Conducting public awareness campaigns is supported by 82.3% of respondents, with a standard deviation of 0.394 and a mean of 2.54. While the majority agree, the higher standard deviation indicates diverse opinions on its effectiveness.

The strategy of sealing cyber-crime loopholes is agreed upon by 85.3% of respondents, with a standard deviation of 0.546 and a mean of 2.65. This shows strong support for the strategy, but the highest standard deviation among the strategies suggests significant differences in the perceived importance of this action.

The consistent levelling mean score above 2 across all strategies indicates that respondents uniformly recognize these actions as necessary for improving the police's use of social media to build public trust.

The respondents strongly agree on the importance of addressing technical barriers, providing adequate training, conducting public awareness, and sealing cyber-crime loopholes to help mitigate challenges in police use of social media. In an interview a respondent noted,

"Addressing the technical issues and providing proper training to our officers is crucial. Without these, our efforts on social media can only go so far." KII - XXVII

On the same note, Dekker et al, (2020), highlights that adequate training, public awareness, and addressing technical barriers are critical in enhancing the effectiveness of law enforcement's use of social media to build public trust.

The results emphasize the need for strategic interventions to address the identified challenges. Implementing these strategies can significantly enhance the police's ability to use social media effectively for trust-building, ultimately improving security management in Nairobi City County.

## **CONCLUSIONS AND RECOMMENDATIONS**

The study concluded that Facebook and Twitter are the most preferred social media platforms used by the police in Nairobi City County to build public trust. These platforms are widely recognized for their ability to reach a broad audience, making them effective tools for communication and engagement. The high preference for these platforms highlights their importance in the police's strategy to interact with the public.

The study concluded that the public's attitude and perception significantly impact the effectiveness of social media in building trust between the police and the community. Positive perceptions of police use of social media were found to enhance public trust, indicating that when the public views police efforts favorably, trust is strengthened. However, the study also revealed that negative perceptions can hinder trust-building efforts. The variability in responses suggests that while many people see the benefits of police social media use, others remain skeptical. This highlights the importance of addressing public concerns and ensuring transparency in police communications.

The study concluded that strategies like incident reporting and updating are crucial in enhancing public trust through social media. These strategies were frequently used and recognized by both the police and the public as effective tools for maintaining transparency and accountability.

The study concluded that the challenges faced by the police in using social media significantly impact their ability to build public trust. Issues like false information, privacy concerns, technical difficulties, and inadequate training were identified as major barriers. These challenges hinder effective communication and reduce the potential for social media to serve as a trust-building tool.

Based on the findings, it was recommended that the police prioritize and expand their use of Facebook and Twitter, as these platforms are the most preferred and widely used by the public. Enhancing engagement on these platforms can increase their effectiveness in building public trust. Features such as X-space have been the recent updates on twitter (X), that serves as a public meeting point. Police should get used to such social media interactions to engage the public whenever necessary.

It was recommended that the police focus on improving public perception by being transparent and consistent in their social media communication. Positive interactions and regular updates can help shape a more favorable attitude among the public. The police should address concerns about the negative impacts of social media use by carefully monitoring the content shared. Avoiding controversial posts and ensuring accuracy can reduce mistrust.

To enhance public trust, the police should focus on using social media strategies that have proven effective, such as incident reporting and timely updates. These strategies should be consistently applied to maintain transparency and keep the public informed.

To overcome challenges in using social media, the police need to address misinformation and ensure the accuracy of the information shared. Improving technical resources is necessary. The police should invest in better tools and training to effectively use social media. Adequate training will empower officers to use social media correctly, reducing errors and building trust.

### Areas for further research

Research should explore the sustainability of social media strategies used by police in building trust over time. This would help understand if the current positive effects are lasting or temporary.

With platforms like TikTok and Instagram gaining popularity, future studies could analyze how these newer platforms impact public trust and engagement with the police.

A study could focus on how police handle misinformation on social media and the tools they need to improve accuracy in communication. Misinformation remains a significant challenge.

Investigating how police use social media to improve real-time crime reporting and whether this leads to faster response times would offer insights into practical improvements in security management.

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