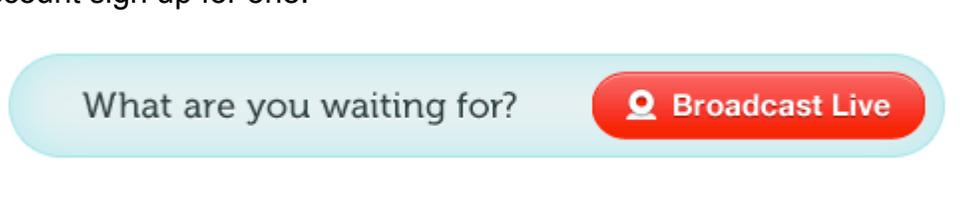


Twitcam is the latest live video micro blogging website and it is free. Below are 7 easy steps to getting started on Twitcam.

1. You will need internet access (either Wifi or wired connection, a laptop with a webcam or an external USB Webcam)
2. Sign into www.twitcam.com with your twitter account, if you don't have a twitter account sign up for one.



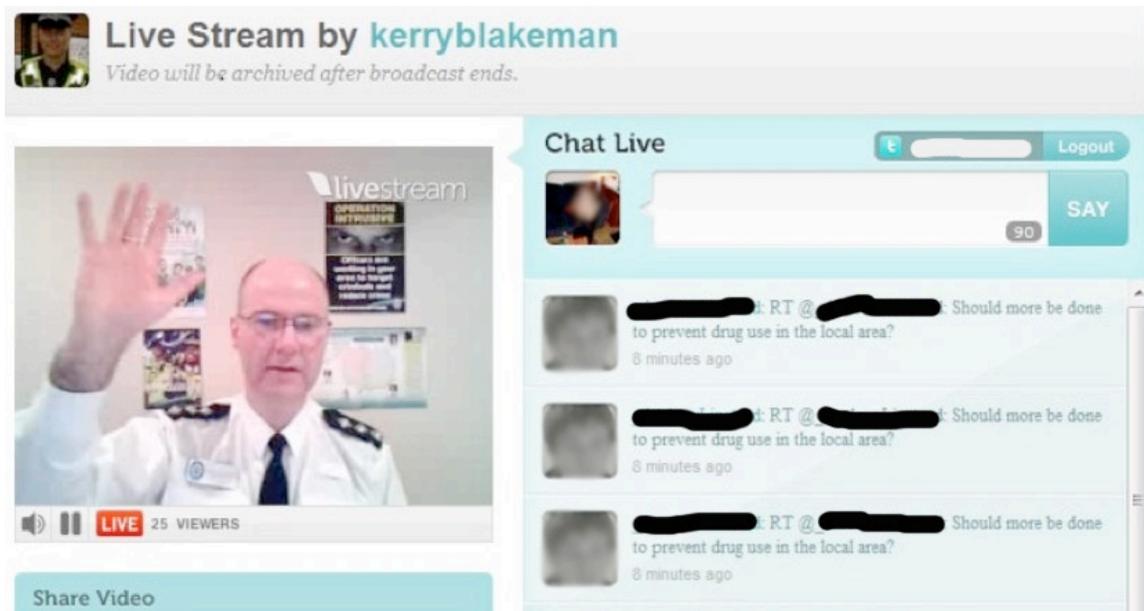
3. Once you are signed in click the broadcast live button.
4. You will get a pop up asking for access to your microphone and camera, click allow.
5. This will start the live video feed and the link for your followers to click on will be displayed on Twitter.
6. You followers click on this link and can then type in a question which comes through onto your laptop. (NB if you have a smart phone the question comes through much quicker on your phone- again via Twitter)

7. Once you have completed your video make sure you click the archive button to save it. (This will then appear on Twitcam as archived)

Simply put, twitter users only need to log into **twitcam.com** with their correct username and password and **TwitCam** will automatically find the camera installed; then you need to make a page for the live broadcast and then start your broadcast. This makes a live video chat in twitter available with only one click.

An additional benefit of this tool is that while using **TwitCam**, you can also interact by tweeting normally with other followers.

This is a typical screenshot taken from Twitcam. You can see the number of viewers is 25, the image that is being broadcast and the box where you can ask a question and also the questions that are being asked on the right hand side.



Please visit this link from Youtube to see an outside broadcast of how we have used a business wifi to broadcast live from the streets of Coventry using Twitcam.

<http://www.youtube.com/watch?v=RmV9JvDravo>

The following is a summary of some of the questions asked during my first live broadcast :-

Do you think PCSO's have the sufficient rights to be active in the prevention of crime around Coventry?

Do you feel that community support officers are beneficial to the local area?

What's your view on the level of ASB in Coventry?

Can you do anything to ENCOURAGE Warwickshire Police to use twitter or twitcam?

What is your opinion on the relationship with teenagers and police?

Do you think we should have elected Police commissioners?

Is the rumour true that all potential recruits to police will have 2 be specials first?

Should more be done to prevent drug use in the local area?

Here's a question! How can the general public help you with policing in Coventry?

Burglary was at a high recently what have you been doing to drive it down?

Will the old idea of a non emergency number come back?

What support is in place for victims of crime?

Has your community said anything? Are they worried about crime levels, DP issues, house prices falling (as stated in media)?
(in relation to Police.uk)

The broadcast actually lasted over an hour as the questions just kept being posted.

At the end of the broadcast I asked for any feedback, the following is what was posted on my Twitter account:-

Well done West Midlands Police - let's hope Warwickshire Police can follow this idea very soon.

Hope to see more Kerry, very very helpful! What a fantastic way to engage

I am in Vancouver, British Columbia

Got to get some of this!!!!

No we don't have webcam from the RCMP like this...but they should...well done!

Hello. It's great to see you live!

Watching too what a brilliant idea - provoking some thought here

Nice one Kerry

Thank you so much for your Twitcam session. It was excellent. It's a great way for you to talk to the public

Excellent viewing...perhaps multi-agency next time

Glad it went well. I didn't tune in - I was watching the football!

You will see there are some really positive comments, it gives us an opportunity to broaden our levels of engagement and I was really encouraged by the amount of questions from teenagers. This ties in nicely with our work with The Creative & Media course across Coventry schools who are conducting a schools campaign to improve communication and consultation with the police via social media, see the following link:-

<http://www.facebook.com/home.php#!/pages/Revolution-Caught-It-Report-It-Sort-It/157926557595374>

If you have any questions please give drop me an message via twitter @kerryblakeman or e mail k.blakeman@west-midlands.pnn.police.uk

Chief Inspector Kerry Blakeman
Local Policing Coventry
West Midlands Police