

# Strategic Communications Office Media Relations Unit



**CITY & COUNTY OF SAN FRANCISCO**

Police Department

May 5, 2022

# MRU Role & Responsibilities

The Strategic Communications Office is responsible for strategizing all external and internal messaging and communications on behalf of the SFPD. The Director of Strategic Communications provides oversight to the Media Relations Unit (MRU).

Members assigned to the MRU are responsible for the following duties:

- Act as the point of contact for the various media outlets (print, television, radio, and social media).
- Provide information to the public by responding to media inquiries, compiling information for public records requests, and by creating multimedia content to convey messages and provide public safety updates from the Department.
- Oversee the overall social media presence/accounts, that include posting updates and maintaining content for the SFPD website.

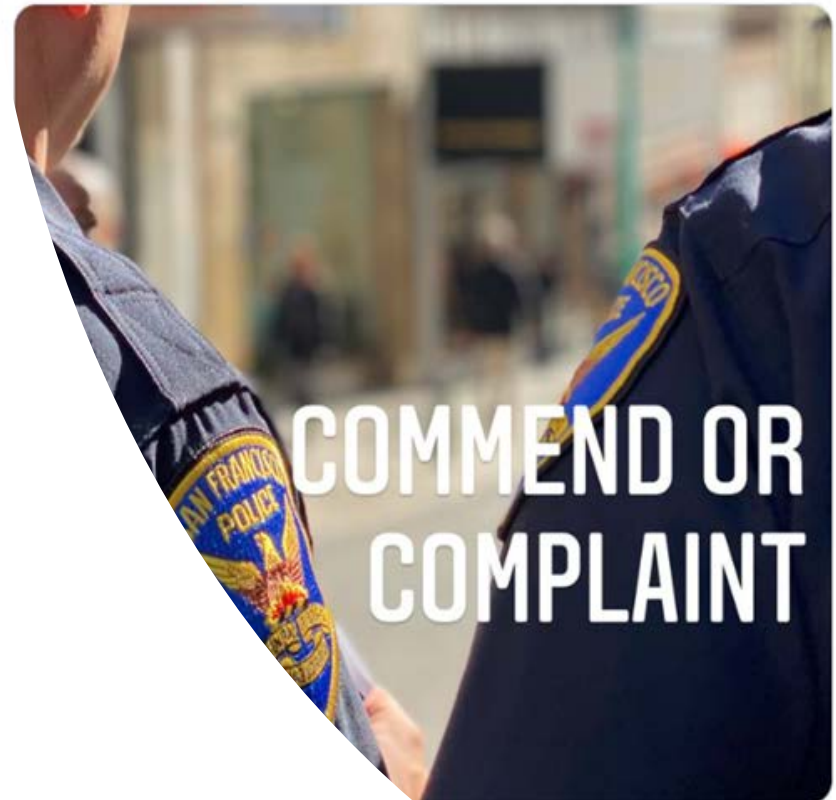
← Tweet



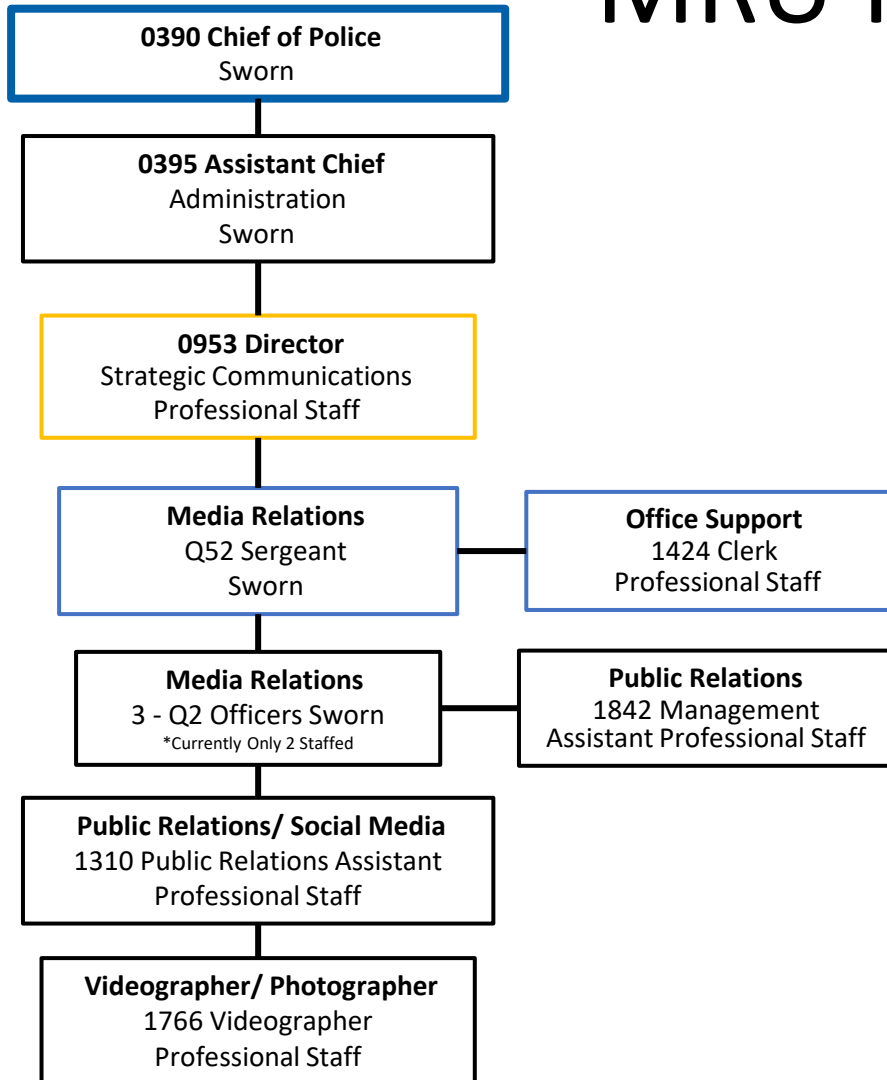
We want your feedback, San Francisco.

Visit [bit.ly/3HC4KpG](https://bit.ly/3HC4KpG) to Commend an Officer.

Visit [bit.ly/3DrdtbH](https://bit.ly/3DrdtbH) to File a Complaint



# MRU Positions & Budget Allocations



Unit Position	Class	Cost	# of Pos	FY 22 Budget
Director	0953	\$289,423	1	\$289,423
Sergeant	Q52	\$210,378	1	\$210,378
Public Information Officers	Q4	\$183,841	3	\$551,523
Management Assistant	1842	\$145,039	1	\$145,039
Clerk	1424	\$125,000	1	\$125,000
Public Relations Assistant	1310	\$113,615	1	\$113,615
Videographer	1766	\$120,941	1	\$120,941



## Applicable Policies

The following are Department policies and procedures that outline specific duties performed by the Media Relations Unit

### Department General Order (DGO)

DGO 1.08, Community Policing

DGO 2.09, Personal Use of Social Media

DGO 3.16, Release of Police Reports

DGO 8.02, Hostage and Barricaded Suspect Incidents

DGO 8.09, Media Relations

DGO 9.02, Vehicle Accidents

### Department Notice (DN)

DN 20-106, Guidelines for Handling Stranger and Parental Abductions of Children

DN 20-112, Department Medial Relations and Social Media – Booking Photos & Arrestee information

DN 20-123, Procedures for Responding to Requests for Incident Reports at District Stations

DN 20-139, Signing Release Forms for SF Animal Care and Control Documentation

DN 20-140, Management of Department Social Media Accounts

### Department Bulletin (DB)

DB 18-040, Release of Information to the News Media and/or Public Regarding Homicide Detail Investigations

### Department Manual

Department Manual 22, SFPD Media Resources Manual

### Unit Order

Unit Order 16-03, Media Relations Response to Officer Involved Shooting

Unit Order 21-01, Aligning Strategic Communication with Community Engagement Division Efforts



Thank you.

Any questions?