

POLICE:NOW

INFLUENCE FOR GENERATIONS



Enhancing community engagement through linguistic talent and social media

PC Jack Gallagher
West Midlands Police

POLICE:NOW
INFLUENCE FOR GENERATIONS

Enhancing community engagement through linguistic talent and social media

Name: Jack Gallagher

Force: West Midlands Police

Rank: Police Constable

Degree and University: BA European and Middle Eastern Languages, University of Oxford

Police Now Neighbourhood Programme: 2016-2018

Having graduated from Oxford following a period of time spent living in Egypt, Jack was searching for a role with significant autonomy, responsibility and the opportunity to have real impact. He recognised Police Now as being unique in the graduate market. He was particularly drawn to the creativity available to him within a neighbourhood policing role, as well as being part of a national network of Police Now peers to support and drive ongoing professional development.

Working in the heart of Birmingham, Jack quickly recognised the community he served had low confidence in the police and relations were not overly positive. Through his ability to speak fluent Arabic and engage via Twitter, Jack quickly became a local social media sensation.

On the evening of Eid celebrations, Jack sought to engage with crowds of over 100,000 with limited resources. He filmed and posted a 15 second video message on social media of him speaking in Arabic *"Oh People! (Hey guys) many greetings from us at Sparkhill Police Station. My colleagues and I will be on the streets this evening. So if you see us don't forget to say hello. See you out there!"* The message went viral, having been viewed over 250,000 times on Facebook, liked 12,000 times, tweeted over 1,000 times and delivered a huge boost to police relations with the Arabic speaking community.

Jack's skills put his role as a neighbourhood police officer back at the centre of the local community. His legacy lives on as he continues to serve the area and the social media message has resurfaced each Eid celebration since he first recorded it, demonstrating the lasting positive effect he has had on community relations.

