

## 監警會在2015年6月至10月的網上動態

### IPCC's online activities from June to October 2015



監警會致力開拓社交媒體與公眾聯繫，網站新增把內容分享至社交媒體平台的功能

*The IPCC has been striving to engage the public through the use of social media, a newly added share function on the website enables users to share the contents to social media platforms*

### 監警會新網站廣受歡迎

監警會為了履行《監警會條例》第8條(1)(e)賦予的法定職能，增加市民對監警會工作的認識，遂積極開拓數碼傳播工作。其中一項重要環節是於今年4月推出全新的監警會網站，以吸引及方便公眾瀏覽監警會資訊。根據網站統計數據，新網站只推出了數月，2015年第二季的網站瀏覽次數便比第一季上升了約三成，而2015年首六個月主頁的瀏覽量亦已超過2014年的總和，顯示公眾對於從網上獲取監警會資訊的需求有增無減。

新網站的全新功能，包括網站指南、監警會與投訴警察課公開會議日期標示，及網站的流動版本，這些均是最受用戶歡迎的頁面。

### New IPCC website gains popularity

In order for the IPCC to discharge its functions under section 8(1)(e) of the IPCCO - i.e. to promote public awareness of its role - the Council is diligently developing its digital communications. An important recent step in this development was the launch of the new IPCC website this April, aiming to make the site more attractive and easier for the public to browse and find information on the IPCC. Though the new website has only been launched for a few months, the number of visits in the second quarter of 2015 increased by 30% over the first quarter; and the index page views in the first six months of 2015 have already surpassed the total number of index page views in 2014. This indicates the public's demand for online information about the IPCC is steadily increasing.

The website's new features, such as the site map, notifications of upcoming open meetings between the IPCC and CAPO, and the mobile version of the site are the most popular pages with visitors.



由今期起《監警會通訊》將以圖像化的電郵形式向持份者發放

*Starting from this issue, the e-version of the newsletter will be delivered to our stakeholders in a new graphics-based email format*



網站亦添加了新內容，包括兩輯《監警有道》電視劇集的內容

*New content has been added to the website, including the overview of the two IPCC Files drama series*

有別於以往必須下載整份《監警會通訊》及年度工作報告才能閱讀當中的內容，新網站讓訪客可按需要下載刊物個別章節，以迎合不同訪客的閱讀興趣及習慣。根據網站數據，按內容章節下載的次數較下載完整版為多，顯示此安排切合用戶需要。此外由今期起《監警會通訊》將以圖像化的電郵形式向持份者發放，讓讀者點擊圖像時可直接連結到刊物的不同內容。

## 連結社交媒體

監警會致力開拓社交媒體與公眾聯繫，並以循序漸進的方式，分階段發展網站及社交媒體。網站新增把內容分享至Facebook及Twitter的功能，用以推動社群參與。訪客只需要點擊圖示便可把資訊分享到個人Facebook及Twitter帳戶或專頁上。

網站亦添加了新內容，包括監警會與香港電台聯合製作的兩輯電視劇集《監警有道》。網頁除了簡介兩輯劇集內容外，訪客還可連結到監警會在YouTube的官方頻道上觀賞製作特輯及每集預告片，亦可連結到香港電台YouTube頻道上足本重溫。

Instead of being limited to downloading whole publications as previously, the new website enables visitors to download individual chapters of newsletters and IPCC reports, according to their interests and reading preferences. The website statistics show the download rate by chapter is higher than for whole publications, indicating that the new download option suits users' needs. Starting from this issue, the e-version of the newsletter will also be delivered to our stakeholders in a new graphics-based email format, which directly links to different contents of the issue when clicked.

## Connect to social media

The IPCC has been striving to engage the public through the gradual use of social media, by rolling out the new website and implementing social media elements in different phases. A newly added share function on the website enables users to share the contents via Facebook and Twitter, with the aim of encouraging community participation. Visitors can simply click on a page's share button, and it will be shared to their Facebook or Twitter accounts or pages.

New content has been added to the website, including the two IPCC Files drama series, jointly produced by RTHK and the IPCC. Besides providing an overview of the two drama series, the site enables visitors to watch the "making of" video and the episode trailers via a link to the IPCC YouTube channel; or they can watch the full episodes via links to the RTHK YouTube channel.