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**Presentation title:** Using Twitter data in policing: Opportunities and challenges

In this presentation, I reflect upon the opportunities and challenges of information sharing via Twitter by police officers and other local actors involved in crime prevention and/or emergency services using two independent studies carried out in Sweden. The first study examines the content of Tweets in urban and rural contexts from a sample of police-related Twitter accounts, comparing official and personal accounts active in Southern Sweden. The second study investigates the nature of information sharing in social media about missing persons by using social media data (mostly Twitter) and conventional media coverage (media archives). Both studies call for a discussion of new models of police engagement using social media by a society that is increasingly shaped by the internet.