

## About Flash Mobs

Flash-mob's have been occurring throughout the United States for years. They have been called many different things including: "wilding" in the '70's and "rampaging" in the 80's. Over the last 18 months these incidents have been increasing in frequency, organization, and media appearances. Our technology driven, "instant communication" culture makes the process easy. Like the entertainment flash mobs, these "flash rob" groups can be organized and executed very quickly through the use of social media sites like Twitter and Facebook, or with mobile phones and texting.

### HOW IT WORKS:

The leader decides a start time. Messages are distributed electronically just prior to the event with time and location. Each action is very quick and participants typically disappear before police arrive.

For further  
information  
please contact:



**Phone 970.667.2151**

**Fax 970.962.2917**

**Emergency 911**

**810 E. 10<sup>th</sup> Street  
Loveland, CO 80537**

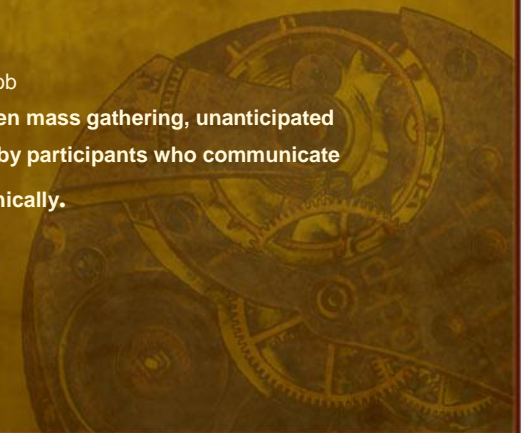
**[www.cityofloveland.org/police](http://www.cityofloveland.org/police)**

## FLASH MOBS:

**Preparedness, Actions, & Reactions**

flash-mob

A sudden mass gathering, unanticipated except by participants who communicate electronically.





## PREPAREDNESS

- Ensure employees understand the prioritization of company assets:
  1. Employee/customer safety
  2. Safety/integrity of structure (four walls)
  3. Security of cash/merchandise
- Ensure that surveillance methods are consistently tested, utilized, and serviced in a timely fashion (when necessary)
- Develop relationships with local police departments
- Discuss and assess the potential benefits and risks of silent alarm usage during an incident -

## ACTION DURING EVENT



- Stay out of the way
- Call 911 as soon as it is safe to do so
- Make NO ATTEMPT to confront or apprehend ANY of the suspects
- Try to remember identifiable features of one or more of the suspects
- If safe, attempt to identify vehicles and/or license plate numbers

## REACTION



- Assess the safety/condition of all employees and customers
- Call 911 (if you haven't already)
- Order and take a full physical inventory of the store to get a detailed assessment of precise inventory loss.
- Assist law enforcement when they arrive

