

HKPF to launch official Douyin account

The Public Relations Wing of the Hong Kong Police Force (HKPF) will launch its official Douyin account tomorrow (November 19), further expanding its social media channels to enhance engagement with the public in Hong Kong, Mainland China and other regions, particularly the younger generation. By means of its official Douyin account, HKPF hopes to enable more effective dissemination of anti-scam and anti-crime messages, and showcase the Force's positive image and share the Police's good stories with the public.

The inauguration of the official Douyin account coincides with the fourth anniversary of HKPF's motto, "Serving Hong Kong with Honour, Duty and Loyalty", which carries dual significance.

A video produced with the joint effort of officers from various formations led by the Commissioner of Police, Mr Siu Chak-ye, will be uploaded to HKPF's official Douyin account tomorrow to mark the launch of the new initiative.

Members of the public are welcome to view, follow and share the information from HKPF's official Douyin account (<https://v.douyin.com/iRabLepf/>) through the hyperlink.

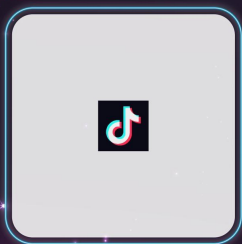
The HKPF Douyin account is the Force's ninth official social media account, following Facebook, Instagram, X, WhatsApp Channels, YouTube, Xiaohongshu, WeChat, and Weibo.

With the rapid rise of short video platforms, HKPF aims to utilise the Douyin platform to deliver diverse and useful information to the audience by means of creative short videos, thereby gaining their understanding and support for the Force.

The publicity strategy of HKPF has always been people-oriented and keeping pace with the times. It strives to keep up with the trends in social media development, aligning with the changing habits of Internet users by making timely adjustments to the promotion channels and the content of the productions in pursuit of constant renewal and excellence.



香港警察 抖音官方帳號



於2023年11月19日正式啟用

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