

LA VISTA POLICE DEPARTMENT & Twelve Sixty Six Communications present:



Social Media & Crisis Communications Training Course

COURSE DESCRIPTION

Day 1 & 2 covers social media for the public safety professional and their agency to develop effective use for communications with your community.

Day 3 prepares you for Crisis Communications. How to prepare for and deal with the crisis when it happens and then we tie social media and crisis comms together for the complete package!

TOPICS INCLUDE

- ✓ Policy, Procedure, Strategy, Goals and Guidelines
- ✓ Risk Management/Human Rights -(Legal)
- ✓ Effective use of social media platforms and tools
- ✓ Curate / Create Content
- ✓ Practical training with platforms
- ✓ Analytic and metric based assessment
- ✓ Monitoring
- ✓ Digital Integration
- ✓ Crisis Communications Preparedness

PARTICIPANTS RESULTS WILL BE:

- ✓ Use tools and platforms effectively and professionally
- ✓ Recognize and Minimize potential and perceived risk
- ✓ Measure, evaluate and improve program effectiveness
- ✓ Build online relationships and trust with your community
- ✓ Develop effective social media campaigns and strategies

Register @ TwelveSixtySix.com/lavista

WHERE

7701 S 96th St,
La Vista, NE 68128

WHEN

April 24 - 26, 2018
8:00 am to 4:00 pm

COST

\$350
(Group Discount Available
Call for information)

**For More Info
or to register go to
TwelveSixtySix.com/lavista
407-463-8736**

LOCAL CONTACT
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