

ST. LOUIS COUNTY & MUNICIPAL POLICE TRAINING

ACADEMY with

Twelve Sixty Six Communications present:



Social Media & Crisis Communications Training Course For Public Safety

(MO POST CERT)

COURSE DESCRIPTION

The 3-Day Social Media & Crisis Communications Course covers the A to Z of social media for the public safety professional and their agency. Effective use of the tools and platforms, increase communication with your community, raise awareness and provide education opportunities that are second to none.

Students learn more than the 'how to' of the tools. They learn the 'why' so that a deep understanding is gained for the process of community building and effective messaging from your agency.

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
- ✓ Crisis Communications & Issue Management

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/stlouiscounty

WHERE

St. Louis County & Municipal
Police Training Academy
1266 Sutter Avenue
St. Louis, Missouri 63133

WHEN

October 29 - 31, 2018
8:00 am to 4:00 pm

COST

CMPA Tuition Paying Members
register at www.stlcmpa.org

\$350 Non-CMPA Members

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

LOCAL CONTACT
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