



**Social & Digital Media
PLUS Media Relations
Training Course
May 10-12, 2016**



BRIAN ALLEN, Chief of Police

The Social and Digital Media Training Course has been created and designed to guide participants in the use of the most common tools and platforms. Participants will complete the training having gained the required knowledge, skills and abilities to be able to use the tools effectively for their agency and community.

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

PARTICIPANTS WILL BE ABLE TO:

- Use tools effectively and professionally
- Minimize risk
- Measure program effectiveness
- Build relationships and trust with their communities
- Interact professionally and confidently with the media

Registration is open
Click here or visit
TwelveSixtySix.com

WHERE

Washoe County
Public Safety Center 5190
Spectrum Blvd.
Reno, Nevada, 89518

WHEN

Tuesday, May 10 thru
Thursday, May 12, 2016
8:00 am - 5:00 pm

PRICE

\$325

For More Info / Register
twelvesixtysix.com

407.463.8736
Local Contact
Det. Ken Gallop
775.353.2241, Ext. 5549