



Social & Digital Media Training Course

March 2 / 3, 2016

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

Mount Pleasant Police
Department
100 Ann Edwards Lane
Mount Pleasant, SC 29464

WHEN

Wednesday, March 2 thru
Thursday, March 3, 2016
8:00 am - 5:00 pm

PRICE

\$275

For More Info / Register
twelvesixtysix.com

407.463.8736
Local Contact
Sergeant C. Baldwin
843-884-4176