

# Kearney Police Department in partnership with the C.A.N.D.O. Task Force and the Buffalo County Sheriff's Office Present:



## 2-Day Social Media & Crisis Communications Training Course April 22 & 23, 2019

Kearney Police/Buffalo County Law Enforcement Center  
2025 Avenue A, Kearney, NE 68848

### COURSE DESCRIPTION

The 2-Day program covers social media & crisis communications for the public safety professional and their agency.

You will develop the skills for effective and efficient use of social tools and communication assets with your community for better relationships.

You will also have the knowledge, skills and abilities to minimize risk and maximize your reach in this complete communications 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/kearney](http://TwelveSixtySix.com/kearney)**

**NO COST FOR  
C.A.N.D.O.  
or  
S.C.A.L.E.S.  
member agencies.**

**Agencies may register  
for two seats, additional  
seats may become  
available.**

For More Info  
or to register go to  
[TwelveSixtySix.com/Kearney](http://TwelveSixtySix.com/Kearney)  
or call  
407-463-8736

**Local Contact For Information:**  
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