

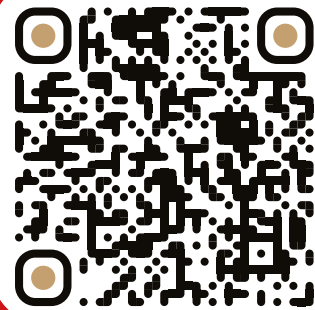


ADVANCED SOCIAL MEDIA

PRESENTED BY TOC PR

\$449

SCAN TO REGISTER



COURSE OVERVIEW

When used effectively, social media can be one of the best tools for public safety and government agencies to connect with their community, communicate in crisis, and share other relevant information. You will learn advanced tips, tricks, and tools to help you produce polished, engaging, and professional content. Upon completing this class, you will have the confidence and training needed to take your department's social media program to the next level.

TOPICS COVERED

- ▶ Mobile photo and video content creation
- ▶ Content strategy
- ▶ Branding
- ▶ Legal & policy considerations
- ▶ Boosting reach & engagement
- ▶ Livestreaming
- ▶ News releases on social media
- ▶ Developing & managing social media teams
- ▶ Platform settings
- ▶ Insights and analytics
- ▶ Platform best practices
- ▶ App and equipment recommendations