



SOCIAL MEDIA ACADEMY

PRESENTED BY TOC PR

\$499

JUNE 9 & 10

**8AM-5PM
RIVERSIDE POLICE DEPARTMENT
10540 MAGNOLIA AVENUE
RIVERSIDE, CA 92505**

SCAN TO REGISTER



COURSE OVERVIEW

Social media, when utilized effectively, can serve as a vital tool for public safety and government agencies to engage with their communities, recruit new employees, communicate during emergencies, and disseminate important updates. In this course, you will explore advanced techniques, tips, and resources to create polished, captivating, and professional content. By the end of the course, you'll feel empowered and prepared to enhance your department's social media initiatives and make a significant impact.

TOPICS COVERED

- ▶ Creating engaging photos, videos & graphics
- ▶ Developing an effective content strategy
- ▶ Understanding branding essentials
- ▶ Navigating legal & policy considerations
- ▶ Strategies for boosting reach & engagement
- ▶ Writing engaging captions
- ▶ Best practices for live streaming
- ▶ Sharing news releases via social media
- ▶ Building & managing social media teams
- ▶ Utilizing insights & analytics for improvement
- ▶ Optimizing platform features & settings
- ▶ Recommendations for apps and equipment

