



SOCIAL MEDIA FOR PUBLIC SAFETY SUPERVISORS

PRESENTED BY TOC PR

\$249

MAY 20

**8AM-5PM
MARINA PARK COMMUNITY CENTER
1600 W. BALBOA BOULEVARD
NEWPORT BEACH, CA 92663**

SCAN TO REGISTER



COURSE OVERVIEW

In today's digital landscape, social media plays a pivotal role in communication, public relations, and community engagement for police and fire departments. This course is designed for command staff, supervisors, and managers in public safety who are interested in enhancing their department's social media initiatives.

Participants will gain insights into crafting effective social media strategies that promote transparency, build community trust, support recruitment efforts, and ultimately enhance public safety.

Through a blend of interactive discussions, case studies, and hands-on activities, attendees will develop the necessary skills and knowledge to create a strong online presence, foster community relationships, and navigate the unique challenges faced by public safety organizations in the digital realm.

TOPICS COVERED

- ▶ The importance of social media in contemporary public safety
- ▶ The role of administrators & managers
- ▶ Strategies for gaining staff support & participation
- ▶ Best practices for content creation & captioning
- ▶ Innovative approaches to recruitment
- ▶ Building your department's social media identity
- ▶ Understanding analytics & algorithms
- ▶ Effective crisis communication techniques
- ▶ Utilizing critical incident videos & body-worn camera footage
- ▶ Creating & managing social media teams
- ▶ Establishing policies & procedures
- ▶ Legal & ethical considerations in social media use

