SOCIAL MEDIA ACADEMY

DECEMBER 8-9, 2026
8:00AM - 5:00PM

BUENA PARK POLICE DEPARTMENT
6640 Beach Boulevard
Buena Park, CA 90622

REGISTRATION
$499

ABOUT THE COURSE

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

- Creating engaging photos, videos, and graphics
- Writing engaging captions
- Developing an effective content strategy
- Understanding branding essentials
- Strategies for boosting reach and engagement
- Building your department's social media identity
- Best practices for live streaming
- Crafting and sharing news releases via social media
- Building and managing social media teams
- Utilizing insights and analytics for improvement
- Optimizing platform features, settings, and best practices
- Recommendations for apps and equipment

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