



# Police Social Media **BOOTCAMP**<sup>TM</sup>

April 2-5, 2018  
Cloquet Police Dept.  
Cloquet (Duluth), Minnesota

## 4-day 'Master Social Media Officer' - Certification Course

Intensive Police Social Media Training - High caliber instruction, candid discussions, computer labs, videos, cool-tech & more.

- Police Social Media tricks, secrets & pitfalls
- News or Noise: A candid opinion
- LIVE! Facebook, Periscope, YouTube – Reality check!
- When to respond & when to just “shut-up”
- Building an audience that has your back
- Video, visuals & content on a budget
- Is our social media policy legal or landfill? – Court ruling
- Real dangers of fake posts, sites, images & news
- Developing your dept’s voice & message
- Social media hits, misses, videos, memes & nightmares
- Did you bring the “clickbait”?
- Guerrilla tactics to fight lies, rumors & false narratives
- Secrets of viral headlines, content & messages
- Hidden impact of “Cyber Activism”
- Customizing your Facebook, Twitter & Instagram
- Online “fame” can be a career killer
- 5-simple rules to keep you out of the news
- Public Information: Dangers, traps & minefield’s
- Handling a social media crisis
- Content development & strategies
- Trends & technology: Ahead of the curve
- Crime-fighting, investigations & more

**\$595 per person**

**PoliceSocialMedia.com**

**or 602-445-6442**

