



Police Social Media **BOOTCAMP**[™]

**Jan 25-28, 2021
Richland Police Dept.
Richland, Washington**

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
- Building an audience that has your back
- Handling a social media crisis
- News or Noise: A candid opinion
- LIVE! Facebook, Periscope, YouTube – Reality check!
- When to respond & when to just “shut-up”
- Brand & Image management
- Fake! Posts, videos, pages, sites, images & news
- Developing your dept’s voice & message
- Is our social media policy legal or landfill? – Court ruling
- Video, visuals & content on a budget
- Social media hits, misses, videos, memes & nightmares
- 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
- Content development & strategies
- Trends & technology: Ahead of the curve
- Crime-fighting, investigations & more

\$595 per person

PoliceSocialMedia.com

or 602-445-6442

