



Police Social Media **BOOTCAMP**[™]

April 26-29, 2021

Lakewood Public Safety Dept.

Lakewood, California

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

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

- Police Social Media tricks, secrets & pitfalls
- Growing impact of "Cyber Activism"
- Building an audience that has your back
- Handling a social media crisis
- News or Noise: A candid opinion
- LIVE! Facebook, IG Live, YouTube – Reality check!
- When to respond & when to just "shut-up"
- Brand & Image management
- Fake! Posts, sites, videos images & more
- Developing your dept's voice & message
- Public information dangers, traps & minefields
- Video, visuals & content on a budget
- Social media hits & misses, memes & nightmares
- Guerrilla tactics to fight lies, rumors & false narratives
- Secrets of viral headlines & messages
- Customizing your Facebook, Twitter & Instagram
- Content development strategies
- Trends & technology: Ahead of the curve
- Lessons from online investigations & crime-fighting

\$595 per person

PoliceSocialMedia.com

or 602-445-6442

