

al Media



SOCIAL MEDIA CONTENT PLANNING WORKSHOP

FOR GOVERNMENT AGENCIES

APRIL 13, 2023 FROM 9AM - 4:30PM

DUPONT POLICE DEPARTMENT

1780 CIVIC DRIVE, DUPONT WA 98327

\$225 PER STUDENT - SPACE IS LIMITED

YOU KNOW HOW TO USE SOCIAL MEDIA. NOW LET'S PLAN IT OUT.

This course teaches Public Information Officers (PIOs) and social media managers within law enforcement, fire service and government agencies to effectively plan out and schedule their social media content in advance.

It is designed for students to walk away with strategies and systems to implement immediately within their agency.

This course specifically focuses on Twitter, Facebook and Instagram.

Topics include:

- Creating content for the platform's audience
- Using analytics and social listening tools to determine social media content
- Incorporating social media strategy into the planning process
- How to create a social media campaign
- How to plan out social media content quarterly and/or annually
- How to continually create content your audience needs and wants

 [CLICK HERE TO REGISTER NOW!](#)

GROUP DISCOUNTS ARE AVAILABLE TO AGENCIES WHO SIGN UP 5 OR MORE STUDENTS