



# SOCIAL MEDIA ACADEMY

FOR GOVERNMENT AGENCIES

JANUARY 18-19, 2023 FROM 9AM - 4PM  
DUPONT POLICE DEPARTMENT  
1780 CIVIC DRIVE, DUPONT WA 98327  
\$425 PER STUDENT - SPACE IS LIMITED

## LET'S USE SOCIAL MEDIA TO OUR **ADVANTAGE.**

This course is designed to teach Public Information Officers (PIOs) and social media managers within law enforcement, fire service and government agencies to effectively use social media to their advantage.

This is a hands-on course that will prepare students for their work in creating their social media strategy and planning out content. 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, Instagram and TikTok.

Topics include:

- Defining your target audience
- The importance of branding
- Understanding the algorithm
- Determining your agency's social media strategy
- How to take effective photos and set up a shot
- How to deal with negative comments
- How to use social media during a crisis
- How to use social media for recruiting efforts

[CLICK HERE TO  
REGISTER NOW!](#)



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