



# SOCIAL MEDIA ACADEMY

FOR GOVERNMENT AGENCIES

SEPTEMBER 18-19, 2023 FROM 9AM - 4PM  
LIBERTY LAKE POLICE DEPARTMENT  
23127 E MISSION AVE, LIBERTY LAKE WA 99019

\$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!](#)

\*ATTEND BOTH SOCIAL MEDIA ACADEMY + CONTENT PLANNING WORKSHOP  
COURSES IN LIBERTY LAKE FOR ONLY \$600!