

Implementing Social Media Strategy for Law Enforcement

Hosted By: Daytona State College

School of Emergency Services - ATC Campus

1770 Technology Blvd- Off N. Williamson Blvd.

Daytona Beach, FL. 32117

Onsite questions: 386-506-4141

**Learn how to manage your department's social media accounts
and effectively communicate with the public**

FEE \$165.00

February 1, 2019

8:00 a.m. to 4:00 p.m.

This program is designed to meet the practical needs of a Public Information Officer, command staff, or other personnel assigned to create, implement, and manage a social media strategy for a law enforcement agency. Our course will show how to create effective agency accounts on the most popular social media sites such as Facebook®, Twitter®, and Instagram®.

Topics Include: legal considerations, civil rights issues, creating engaging content, avoiding pitfalls, and overview of additional social media platforms and tools. The goal of this training is to prepare police personnel on how to successfully create effective and secure social media accounts for their agencies, manage content within legal guidelines, meet community expectations, and successfully promote their law enforcement agency and community issues. Many people can set up a website, but have your personnel been properly trained to follow appropriate legal and professional standards that will also have an impact on your community?

Instructor: Chief Christopher Mannino, Park Forest Police Department, Illinois

Chief Christopher Mannino a 23 year veteran of his agency oversees field operations. He holds Master's Degree in Political and Justice Studies and is a graduate of the 237th session of the FBI National Academy, where his studies concentrated on media relations and promoting the law enforcement image. He implemented and manages his law enforcement agency's social media accounts, and has created social media content which has garnered national attention, as well as significant positive news coverage by the Chicago media market. He also manages the International Police Association- US Section's Facebook page

TO REGISTER USE:

www.regonline.com/SMFL18

For information or for group discounts call: 847-875-3620