

BLUESHIELD

TACTICAL SYSTEMS



Social Media is Redefining Policing: Are you Prepared?

At some point we've all felt backed into a corner during a crisis and had trouble figuring out how to respond publicly – this 8-hour course gives you actionable techniques to craft your public messaging according to your agenda, rather than someone else's. There are no broad theories in this course – You'll see real-world examples of communication failures and successes, and take away sound strategies for preparing for and responding to media inquiries and press conferences. Our trainers will present their personal insights and experience (and lessons learned the hard way) for class discussion. Attendees can expect to take away actual tools and techniques that are universal to messaging and make you more comfortable handing public information on the fly. This course is perfect for PIO's, agency heads, command staff, digital communications teams, and anyone in messaging or media relations.



Contact us about hosting one of our courses at your agency.

8 hour course
\$169

Course Content:

- Understanding Social Media
- What Moves Messaging
- Social Media & Policing
- Telling Your Dept's Story
- Social Media Strategy
- Advancing Your Objectives
- Identifying Hurdles
- Tools Tips & Techniques
- Identifying a Crisis
- Planning for a Crisis
- Damage Control
- Best Practices

**Cass County Law
Enforcement Training
Center
336 Main St.
Plattsmouth, NE 68048**

**November 19th 2021
8 hours training
0800-1700**



Register today at

Blueshieldtactical.com

E-mail or call us at

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