

BLUESHIELD

TACTICAL SYSTEMS



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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.

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



Opelika Police Department

501 S 10th Street
Opelika, AL 36801

December 11th 2020

0800-1700

8 hours POST

Hotels:

La Quinta Inn & Suites by

Wyndham Opelika Auburn

3151 Capps Way,

Opelika, AL 36804

(334) 748-9000

Hampton Inn & Suites Opeli-

ka - I-85 - Auburn Area

3000 Capps Way,

Opelika, AL 36804

(334) 745-4311

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

Register today at

Blueshieldtactical.com

E-mail or call us at

Blueshieldtactical@gmail.com

(817) 501-6087

