

# 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.

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



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

#### **Opelika Police Department**

**501 S 10th Street**  
**Opelika, AL 36801**

**December 11<sup>th</sup> 2020**

**0800-1700**

**8 hours POST**

#### **Southlake Police Dept.**

**Training Center**

**100 E. Dove Rd**

**Southlake, TX 76092**

**February 12th 2021**

**0800 - 1700**

**8 hours TCOLE**

*Register today at*

*Blueshieldtactical.com*

*E-mail or call us at*

*Blueshieldtactical@gmail.com*

*(817) 501-6087*

