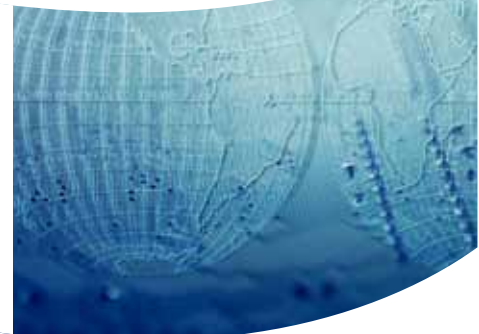


SOCIAL MEDIA ENGAGEMENT STRATEGIES



This eight-hour performance-level course is designed to provide participants with knowledge and skills using social media tools to engage individuals and volunteer organizations for assistance during an emergency. Participants will learn about social media engagement techniques, individual and organizational roles in crisis communication, and Virtual Operations Support Teams (VOST).

The course will supplement and build upon NDPTC's existing FEMA-certified performance-level course entitled "Social Media for Natural Disaster Response and Recovery (PER-304) by providing social media strategies for engaging the public during disaster events.

WHO SHOULD TAKE THIS COURSE

This course is targeted for a broad cross section of professionals involved in emergency management, first responder services, planners, and communication and public information personnel.

MODULES

- ✓ Course Introduction
- ✓ Social Media Methods and Tools
- ✓ Engagement Strategies and Tactics
- ✓ Emergency Management Engagement
- ✓ Virtual Operations Support Teams (VOST)

January 21, 2016
8:00 am - 5:00 pm
Houston, TX

LOCATION AND DETAILS:

Houston Emergency Center Media Room
5320 N Shepherd Drive
Houston, TX 77091

REGISTER AT: <https://www.preparingtexas.org/>

FOR REGISTRATION ASSISTANCE CONTACT:

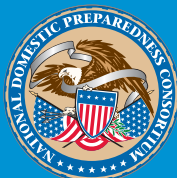
Melanie Manville • melanie.manville@houstontx.gov
713-884-4446

COURSE REQUIREMENTS:

- Participants must bring a wi-fi enabled laptop/tablet.
- Participants must register and take pretest online.
- Participants must have successfully completed NDPTC's FEMA-certified performance-level course entitled Social Media for Natural Disaster Response and Recovery (PER-304).



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As a member of the National Domestic Preparedness Consortium, the NDPTC is a DHS/FEMA training partner dedicated to providing critical all-hazards training throughout the United States and its territories with an emphasis on natural hazards and island and coastal communities



FEMA