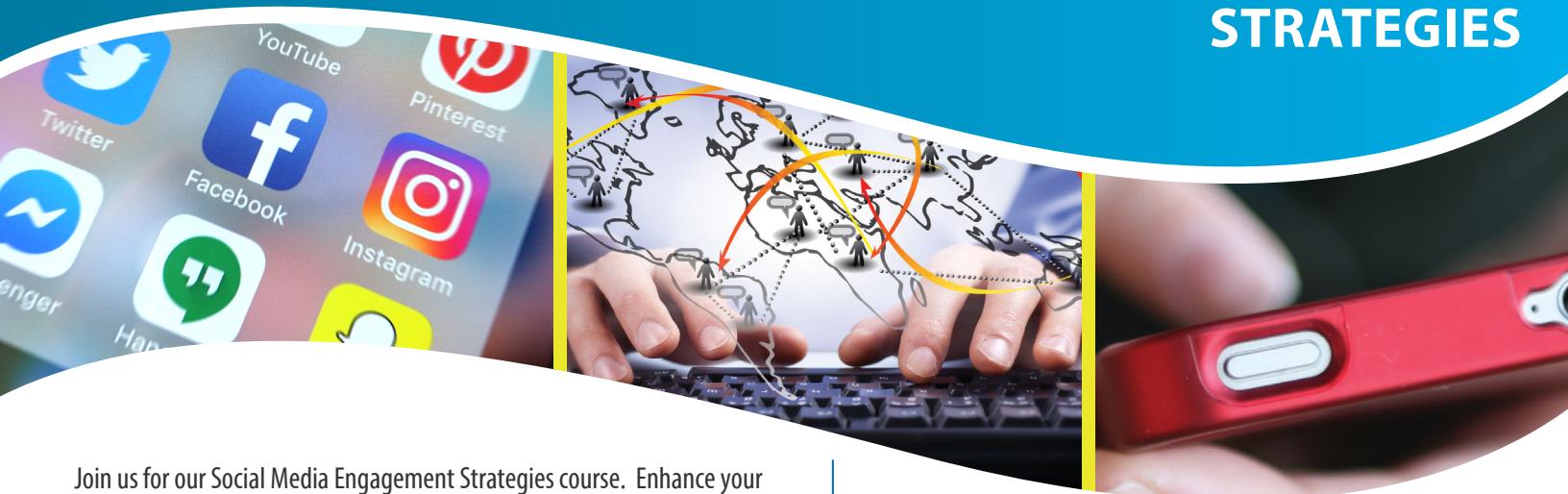




Join us for our Social Media Engagement Strategies course. Enhance your knowledge and skills to implement strategies to better engage individuals and partner organizations. Experience more in-depth training in the use of social media content types, engagement strategies, and measurement tools. Participate in group activities throughout the course and increase your abilities to create a social media strategy and better adapt to changing needs and strategies throughout the phases of emergency management.

WHO SHOULD TAKE THIS COURSE

- ✓ Citizen/Community Volunteer
- ✓ Emergency Management
- ✓ Emergency Medical Services
- ✓ Fire Service
- ✓ Government Administrative
- ✓ Health Care
- ✓ Law Enforcement
- ✓ Public Health
- ✓ Public Safety Communications
- ✓ Public Works
- ✓ Safety Professionals
- ✓ Other

MODULES

- ✓ Social Media Content Types and Considerations
- ✓ Strategies for Audience Engagement
- ✓ Measuring Outcomes
- ✓ Design a Social Media Strategy for Emergency Managers

ELIGIBLE CONTINUING EDUCATION:

Association of State Floodplain Managers (ASFPM), CFM	6.5 CEC
International Association of Emergency Managers, CEM/AEM	7 E/G
International Association of Continuing Education & Training	0.6 CEU



NOAA Inouye Regional Center
1845 Wasp Blvd Building 176, Honolulu, HI 96818
PHONE: 808.725.5220 • FAX: 808.725.5230

DATE: December 6th-7th, 2022

TIME: 1:00pm - 5:00pm ET

****You must attend both days to receive credit****

HOSTING AGENCY:

Ohio Emergency Management Agency

REGISTRATION POC:

Stephen Hughes
269-466-6431 | sthughes@hawaii.edu

REGISTRATION LINK/ INFORMATION:

<https://ndptc.hawaii.edu/training/delivery/3219/>

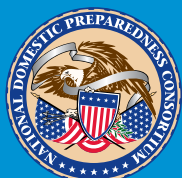
Camera and microphone are highly recommended

Pre-Requisite

PER-304 Social Media Platforms for Disaster Management, or equivalent operational knowledge of Facebook, Twitter, and Instagram. Equivalent knowledge is a general understanding of the basics of Facebook, Twitter, and Instagram, ie. searching for hashtags, creating profiles, Facebook groups, etc. If you utilize social media in a professional capacity, you meet the prerequisites to be successful in this course.

Course Requirements

- Participants must bring Wi-Fi enabled device
- Participants must create a Twitter, Facebook and Instagram account prior to attending the course
- Participants must be able to post test messages on these accounts



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