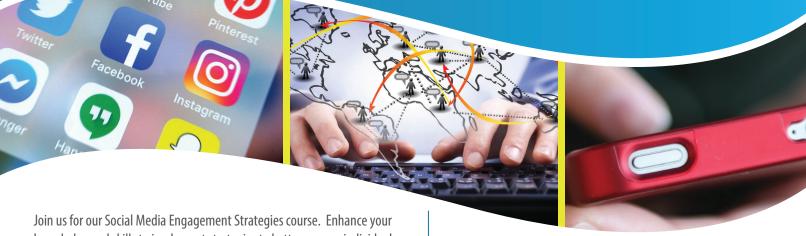
PER-343

SOCIAL MEDIA ENGAGEMENT STRATEGIES



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
International Association of Emergency Managers, CEM/AEM
International Association of Continuing Education & Training

0.6 CEU



NATIONAL DISASTER Oceanit Building

PREPAREDNESS 828 Fort Street Mall, #320, Honolulu, HI 96813

PHONE: 808.956.0600

DATE: July 21, 2026

TIME: 8:00 - 5:00

HOSTING AGENCY:

Fort Bend County HSEM

REGISTRATION POC:

Natural Disaster Preparedness Training Center ndptc-operations@lists.hawaii.edu

REGISTRATION LINK/INFORMATION:

https://ndptc.hawaii.edu/training/delivery/4156/

LOCATION:

Fort Bend County HSEM 307 Fort St. Richmond, TX 77469

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

Recommended

PER-304-W Social Media Platforms for Disaster Management https://ndptc.hawaii.edu/training/elearning



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

