



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



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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

**DATE:** April 15, 2026

**TIME:** 8am - 5pm

### HOSTING AGENCY:

Northwest Shoals Community College Police Department

### REGISTRATION POC:

Bobby Inman  
Bobby.inman@nwsc.edu

### REGISTRATION LINK/ INFORMATION:

<https://ndptc.hawaii.edu/training/delivery/4117/>

### LOCATION:

Northwest Shoals Community College Police Department  
800 George Wallace Blvd  
Muscle Shoals, AL 35661

### 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>



FEMA