



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

NDPTC NATIONAL DISASTER PREPAREDNESS TRAINING CENTER UNIVERSITY of HAWAII
 828 Fort Street Mall, #320, Honolulu, HI 96813
 PHONE: 808.956.0600
 ndptc-operations@lists.hawaii.edu

DATE: July 8, 2026

TIME: 8:00 - 5:00

HOSTING AGENCY:

Travis County Office of Emergency Management

REGISTRATION POC:

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

REGISTRATION LINK/ INFORMATION:

<https://ndptc.hawaii.edu/training/delivery/4301/>

LOCATION:

Travis County Office of Emergency Management
 700 Lavaca Street
 Austin, TX 78701

Course Requirements

- Participants must bring Wi-Fi enabled device
- Participants must have at least one work-related or personal social media 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



FEMA