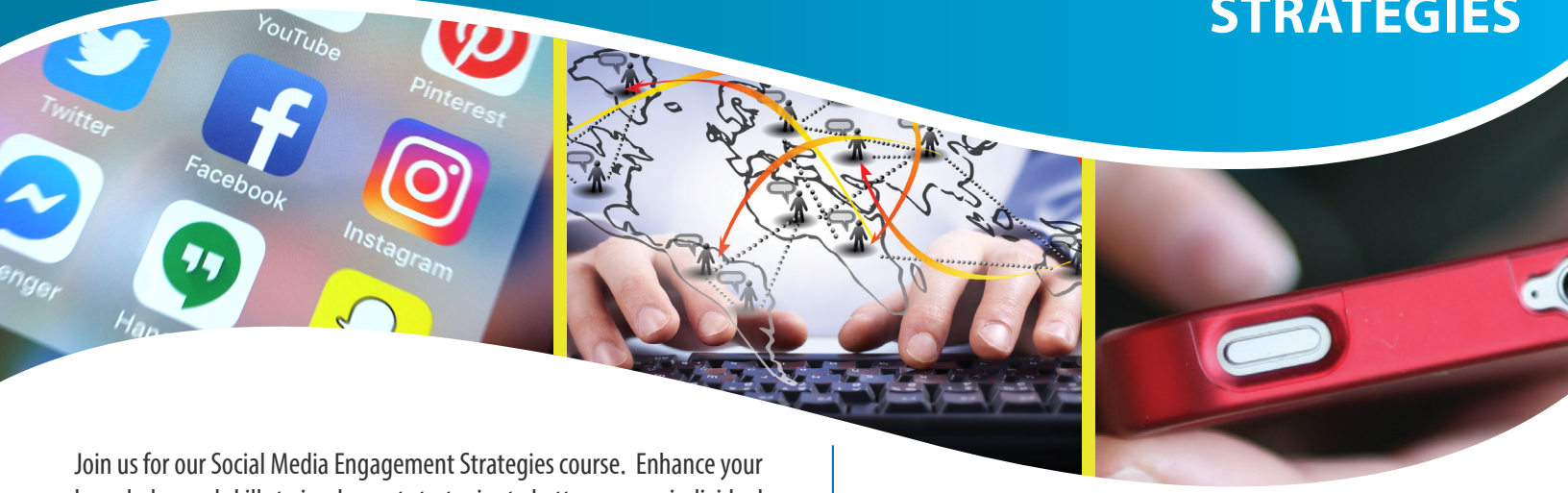
PER-343

SOCIAL MEDIA ENGAGEMENT STRATEGIES



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**

DATE: **March 31st, 2027**

TIME: **8:00am - 5:00pm**

HOSTING AGENCY:

Elkhart County Emergency Management Agency

REGISTRATION POC:

Courtney Mathews
CMathews@elkhartcounty.com | 574-891-2238

REGISTRATION LINK/ INFORMATION:

https://indiana.acadisonline.com/AcadisViewer/Login

LOCATION:

Elkhart County Health Department's Neff Center
608 Oakland Avenue
Elkhart, IN 46516

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

NDPTC NATIONAL DISASTER PREPAREDNESS TRAINING CENTER
UNIVERSITY of HAWAI'I
Manoa Innovation Center
2800 Woodlawn Drive, Suite 202, Honolulu, HI 96822
PHONE: 808.956.0610

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