PER-344

SOCIAL MEDIA TOOLS AND TECHNIQUES

Join us for our Social Media Tools and Technique course and acquire the knowledge and skills needed to use social media tools and techniques for intermediate-level messaging, strategy, and increased situational awareness. Build upon your existing knowledge with more in-depth training in the use of strategy, tools, and messaging techniques in the use of social media. Learn valuable concepts beyond the implementation of the most popular tools and strategies and of how to expand your organization's social media presence in various platforms to different audiences, in partnership with other agencies and organizations. Better your understanding of data mining and crowd-sourcing techniques through practical activities and discuss potential uses for data visualization

WHO SHOULD TAKE THIS COURSE

- ✓ Citizen/Community Volunteer
- ✓ Emergency Management
- ✓ Emergency Medical Services
- ✓ Fire Service
- ✓ Governmental Administrative
- ✓ Healthcare
- ✓ Law Enforcement
- ✓ Public Health
- ✓ Public Safety Communications
- ✓ Public Works
- ✓ Transportation Security
- ✓ Other

MODULES

- ✓ Intermediate Social Media Tools
- ✓ Agency Strategy, Tool Selection and Administrative Best Practices
- ✓ Social Media Monitoring and Data Mining During Disasters
- ✓ Mapping and Mobile Apps

ELIGIBLE CONTINUING EDUCATION:

Association of State Floodplain Managers, CFM	**6.5 CEC**
International Association of Emergency Managers, CEM/AEM	**8 E/G**
International Association for Continuing Education & Training	**0.6 CEU**

DATE: **December 15th-16th, 2022**

TIME: **1:00pm - 5:00pm CT**

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

HOSTING AGENCY:

Eau Claire County Emergency Management Division

REGISTRATION POC:

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

REGISTRATION LINK/ INFORMATION:

https://ndptc.hawaii.edu/training/delivery/3231/

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

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

NDPTC NATIONAL DISASTER PREPAREDNESS TRAINING CENTER
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NOAA Inouye Regional Center
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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

FEMA