

August 15-16  
8 am - 4 pm

J. Reuben Long Detention Center

4150 J. Reuben Long Avenue  
Conway, SC 29527

Hosted by Horry County Sheriff's Office



\$425

The Horry County Sheriff's Office will be hosting PSMA for a 2-day social media training August 15-16.



This training is specifically for public safety agencies. The training is open to police, fire, EMS, 911, and other government agencies.

This 2-day training is great regardless of your skillset. If you have questions or want to register e-mail [cwinkle@psmatraining.com](mailto:cwinkle@psmatraining.com).

CONTACT CHASE WINKLE:  
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#### PARTICIPANTS WILL LEARN:

- Various platforms such as Facebook, Snapchat, Instagram, YouTube, & Twitter
- How to use social media as a tool to build stronger relationships in their communities
- Social media policies and steps to protect your agency
- Fundraising through social media
- Canva design
- How to build an audience
- Facebook Live and how it can be utilized
- Handling negativity
- PIO tactics
- Dealing with the media
- Content calendar