

October 9-10  
8 am - 4 pm

Three Forks Marina  
5201 Three Forks Rd  
Fort Gibson, OK 74434

Hosted by Fort Gibson Police Department



**\$425**

# The Fort Gibson Police Department will be hosting PSMA for a 2-day social media training October 9-10



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:**  
**(765) 730-3257**  
[cwinkle@psmatraining.com](mailto:cwinkle@psmatraining.com)

## **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