



DIGITAL CLASS

JANUARY 17-18, 2024
10 AM-5 PM ET

\$479

YOU WILL LEARN

- Introduction to multiple social media platforms
- Understanding of algorithms and how they affect your posts
- How to conduct live videos
- Connecting with followers during a crisis
- First Amendment considerations from law experts
- Social media policies for your agency
- Keeping your employees out of hot water on personal accounts
- Photography and graphic design basics
- Gear you should consider adding to your social media team
- How to handle negativity on public safety pages



SOCIAL MEDIA PLATFORMS

- Facebook
- Twitter
- Instagram
- Nextdoor
- Archive Social
- And More!

And you'll network with other social media learners from public safety departments across the country!

WHY PSMA?

Our 2-day digital social media class makes it easy to learn from the comfort of your office or home!

The class is live and interactive and meets 10 am - 5 pm ET (with an hour lunch).



Kendra Loney
PSMA Lead Instructor
Public Information Officer,
Nashville, TN Fire Department



Jim Gillespie
PSMA Lead Instructor
Public Information Officer,
Plainfield, IN Police Department

PLUS GUEST INSTRUCTORS!

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