



DIGITAL CLASS

JUNE 17-18, 2025
10 AM-5 PM ET

\$525

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

PLUS GUEST INSTRUCTORS!



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