

Social Media for Law Enforcement™

Best social media practices for law enforcement department and their personnel

Course Overview

Social Media Methods for Law Enforcement™ is designed to help personnel and their departments utilize social media (Facebook, YouTube and twitter) effectively to managing their online presence.

This course helps agencies positively impact and engage their communities through the generation of their own managed social media presence.

Social media sites are also rich in criminal activity. Criminal intelligence gathering and online investigations may be the other side of the coin, but few personnel have been trained in the actual use of these websites. This course helps personnel use social media sites; a prerequisite for any online investigation.

Many officers have been administratively disciplined (or fired) due to their activity on social media sites. Many departments have enacting strong policies regarding online officer behavior. This course provides best practices (both professional and personal) for online behavior.

This course is intended for law enforcement personnel, including: any sworn officer, support staff, administrative personnel, Supervisors and Management. Attendees need only a basic understanding of computers.

Note: This is not a social media investigations course; it is an application course for managing social media.

Day 1

1. **Law Enforcement and the web** – Finding our place in cyber space.
2. **Facebook Fundamentals** – where do we start, and how much does it cost?
3. **Engaging the community** – how to hold a virtual community meeting.
4. **Social Media and the News Media** – how to design a seamless flow of information.

Day 2

5. **YouTube** – how to send your message on your own terms.
6. **Twitter, MySpace, Google+, LinkedIn** – and many sites you've never even heard of.
7. **Information on the go** – how to leverage smart phones and tablets to engage the officers.
8. **How do we know if Social Media is working?** – using the available metrics to evaluate your strategy.
9. **Creating the environment** – How to decide what message to prioritize and when to send it.
10. **Getting buy in** – How to get buy in from the Chief, Manager and Council.

Day 3 (Optional)

1. **Hands On Activities** – Attendees develop their own materials in a structured hands-on environment.
2. **Custom Development** – Attendees work with instructor on existing case materials in need of support.

Doug Nolte



Lt. Doug Nolte is a nineteen-year veteran of the Wichita Police Department. He is currently assigned as the Information Services Section Commander overseeing department public information, overseeing the department web services and social media (i.e. Facebook, Twitter and YouTube) operations.

Lt. Nolte received his Master's in Management from Friends University in 1999. He graduated Magna Cum Laude from Wichita State University in May 1992 with a B.S. in Administration of Justice. He has served as an adjunct professor at Wichita State University and Butler County Community College. Lt. Nolte and his wife live in Kansas.

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