

# Social Media Methods

## Best Social Media Practices for Law Enforcement Departments and Their Personnel

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### Course Details

Host by: Southlake Police Department

Location: 100 E. Dove Southlake , TX

Dates: 10/02/2017 to 10/03/2017, 8am - 4pm

Cost: \$420.00, \$450.00 or \$475.00 (depending on registration date) Includes training manuals, access to online materials

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### Course Highlights

Social Media Methods is a hands-on 2 day class that is designed to help personnel and their agencies who are looking to effectively manage their online presence. Social Media is the best tool available for Community Policing and public relations. There is so much more to marketing your agency than creating a Facebook Page and sending out a few tweets. Across the nation over 90% of law enforcement agencies are using social media. This sounds great, except most agencies are not using social media platforms to their full potential. This course will teach you to leverage the full power of social media platforms such as Facebook, Twitter, Instagram, Snapchat, Pinterest, and YouTube. You will learn to manage each of the platforms and learn some unique marketing strategy specific to each platform. You will leave this class with the confidence, knowledge, and skills to immediately launch your agency's social media program, or to improve upon an already successful program. You will learn the tips, tricks, and gain the contacts you need in order to reach the next level of marketing your agency. While this is not a course covering online investigations, students will gain useful knowledge about each social media platform which will undoubtedly help them with their investigations.

### Who Should Attend

This class is designed for sworn officers, civilian public information officers, support staff, supervisors, and law enforcement executives.

### Material Requirements

This is a hands on class. Students should bring a laptop with WIFI access. A tablet or smart phone is acceptable, but in order to leverage the full potential a laptop is preferred.

### Agenda

#### Day 1

1. 5 Keys for success in social media for law enforcement
2. Facebook Fundamentals – From creating the account to Facebook Live
3. Twitter – Building your legitimacy one tweet at a time
4. Instagram – It's more than just snapping a photo. Building a following for your agency
5. Getting buy in from the Chief / Sheriff / Mayor / Council

#### Day 2

1. Snapchat – Are there uses for law enforcement?
2. Pinterest, YouTube, Periscope, and the rest – keeping current with social media trends
3. Creating the social media team at your agency – who should be included?
  - a. Every officer is a social officer
4. Social Media Management tools – Hootsuite, Tweetdeck and others.
5. Policy Development – Often overlooked but is key to a successful program
6. Records retention - It's the law! Is your agency prepared?



**Instructor: Andy Green**

Andy Green is a Lieutenant for an agency in West Central Ohio with 18 years of service. He serves as the First Shift Commander in the Patrol Division, and commands the Community Oriented Policing Unit. He is additionally the Public Information Officer. Andy has spent the majority of his career assigned to the Patrol Division and has had numerous assignments as a supervisor and Commander. He was a 12 year member of SWAT and was the Assistant Team Commander when he left the unit. Andy is a Chief Warrant Officer in the Ohio Army National Guard with over 20 years of service. He is proud to have served in the 82nd Airborne Division. Andy is a veteran of Operation Enduring Freedom, having deployed to Afghanistan from 2011 – 2012. Andy is an advocate of using social media to improve relationships between law enforcement and the public. He has consulted with numerous agencies to improve their social media presence and is often called upon as a speaker and consultant regarding social media and government. He has helped agencies across the United States with policy development and social media implementation. Andy is a student at Liberty University where he is studying Public Administration. Andy lives in West Central Ohio with his wife and 4 children.



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