

# Social Media Methods

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

### Course Details

Host by: Northern California Computer Crimes Task Force

Location: 455 Devin Road Suite 207 Napa, CA

Dates: 09/13/2017 to 09/14/2017, 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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[www.policetechnical.com](http://www.policetechnical.com)

### Course Highlights

Social Media Methods™ is designed to help personnel and their departments utilize social media effectively to managing their online presence. Facebook, YouTube and twitter are powerful social mediums. But few law enforcement agencies are effectively leveraging these sites for the benefit of their departments and communities. 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.

### Who Should Attend

This class is designed for sworn officers, support staff, administrative personnel, supervisors, and management. Prior students include sworn officers, detectives, investigators, supervisors, management personnel, and support staff.

### Material Requirements

Students should bring a laptop with access to the Internet. Attendees need only a basic understanding of computers.

#### Agenda

##### Day One

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 Two

1. YouTube – how to send your message on your own terms. Twitter, MySpace, Google+, LinkedIn – and sites you've never even heard of
2. Information on the Go – how to leverage smart phones and tablets to engage the officers
3. How do We Know if Social Media is Working? – using the available metrics to evaluate your strategy
4. Creating the Environment – How to decide what message to prioritize and when to send
5. Getting Buy-In – How to get buy in from the Chief, Manager and Council



#### 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, commands the Community Oriented Policing Unit, & is the Public Information Officer. Andy manages the social media team for his agency, responsible for all social media communication involving the agency. Andy launched the social media program at his agency in 2012. He 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 regarding social media. Andy is a Chief Warrant Officer in the Ohio Army National Guard. His military specialty is Air Defense Data Links and Airspace Management. He is a 20 year veteran of the United States Army. 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 lives in West Central Ohio with his wife and 4 children.