

Presented By :

Hamilton County
Emergency
Management &
Homeland Security
Agency

PER-343: Social Media Engagement Strategies

[Register Here](#)

Or at: <http://www.hamiltoncountyohioema.org/available-training>

Dates/Time:

Date: June 21, 2019

Time: 08:00AM-04:00PM

Location:

The Health Collaborative
615 Elsinore Pl, Cincinnati, OH 45202

Description:

This course will prepare participants to engage individuals and volunteer organizations through social media, especially in the context of disaster preparedness and response. Social media engagement is often an enigma to most people, particularly in the public sector, because it is a different form of communication than most are accustomed. Through this course, participants will learn how to develop content that engages their audiences and turns their words into action throughout the disaster cycle. Participants will learn about social media engagement techniques, individual and organizational roles in crisis communication and Virtual Operations Support Teams

Recommended Knowledge:

PER-304: Social Media for Natural Disaster Response & Recovery or an equivalent operational knowledge of Facebook, Twitter and Instagram

Contact:

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FEMA



Target Audience



Law
Enforcement



Fire



Volunteer



Government
Officials



Private
Sector