

Hosted by University of
California, Santa Cruz Police
Department

114 Carriage House Road
Santa Cruz, CA

March 30-31, 2020 | 8am-4pm



\$425

The University of California, Santa Cruz Police Department will be hosting PSMA for a 2-day social media training on March 30-31, 2020.



This training is specifically for public safety agencies. The training is open to police, fire, EMS, 911, and other government agencies.

This 2-day training is great regardless of your skillset. If you have questions or want to register visit www.psmatraining.com.

CONTACT CHASE WINKLE:
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PARTICIPANTS WILL LEARN:

- Various platforms such as Facebook, Snapchat, Instagram, YouTube, & Twitter
- How to use social media as a tool to build stronger relationships in their communities
- Social media policies and steps to protect your agency
- Working through internal pushback
- Canva design
- How to build an audience
- Facebook Live and how it can be utilized
- Handling negativity
- PIO tactics
- Dealing with the media
- Content calendar