



ADVANCED SOCIAL MEDIA

Hosted by The Corona Police Department

Learn the advanced tips and tricks used by businesses and professional marketers in this advanced social media class tailored to law enforcement and government organizations. You'll learn what is currently the accepted and proven way to produce polished, engaging and professional social media posts, news releases, videos, and graphics.

Our instructors are recognized by notable social media influencers as thought leaders, ambassadors of the profession, and disrupters of the normal policing communications.

WHAT YOU'LL LEARN...

- *Social media branding*
- *How to create a content calendar*
- *Caption and hashtag best practices*
- *Create IGTV videos*
- *Practice live streaming techniques*
- *Equipment recommendations*
- *Master Instagram stories*
- *Basic photo editing tips*
- *How to develop and manage a social media team*
- *Policy and legal considerations*
- *Quickly create engaging videos*
- *Mobile app and software recommendations*

MAY 7 - 8, 2019

8 am to 5 pm

Corona Police Department Training Center
730 Public Safety Way
Corona, CA 92880

Further information about this class, directions, and parking is available on our website at LawEnforcement.Social

\$395

REGISTER AT LAWENFORCEMENT.SOCIAL/CLASSES