

Hosted by Fullerton Police Department
340 W Commonwealth Ave.
Fullerton, CA 92838

March 10-11, 2020 | 8 am - 4 pm



\$425

The Fullerton Police Department will be hosting PSMA for a 2-day social media training on March 10-11, 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.

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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