

# LAW ENFORCEMENT MEDIA RELATIONS & SOCIAL MEDIA STRATEGIES FOR A CHANGING WORLD

February 22, 2021

Spokane County Sheriff's Office



**COURSE OVERVIEW:** From policing through a pandemic to unprecedented civil unrest, effective public communication for law enforcement has never been more critical. This fast-paced, 1-day course is designed for small to mid-size police department social media managers, Public Information Officers and supervisors who oversee the public message. The course provides strategies to connect directly with the public, manage negativity, and navigate the legal hazards of digital media, as well as bridge social media to media relations and manage the press release and press conference. Taught by a Chicago-area police chief who has over a decade of experience in media relations and social media management for law enforcement in a major news market, all participants also receive handouts with templates for **Social Media Policy** that may adapted for your agency; along with specific state related legal/government compliance research conducted by the speaker for each seminar.

**TOPICS INCLUDE:** 1st Amendment, Records Retention, and Other Legal Considerations for Social Media; Creating Engaging Content; Avoiding Common Social Media Pitfalls and Managing On-line Negativity; Crisis Communications; Engaging Traditional Media to Tell Your Story; Managing the Negative News Story; Navigating the Press Release and Press Conference

**\$175 Registration Fee**

Discount for Groups of 3 or More: 847-875-3620



**INSTRUCTOR:** Chief Christopher Mannino, in his 24th year in law enforcement, instructs on media relations and social media management across the country. He is a graduate of the FBI National Academy and holds a Master's Degree in Political & Justice Studies. His agency is regularly recognized for their communication through both traditional and social media in a major US news market.

