



Advanced Social Media

Hosted By The Palm Springs Police Department

Learn advanced tips and tricks to produce polished, engaging, and professional social media posts, news releases, videos, and images. Our training is provided in a workshop format; we don't tell you how to do it, we show you through hands-on practice.

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

What You'll Learn...

- Caption and hashtag best practices
- Live streaming techniques
- Platform settings and security
- Mastering Stories
- IGTV
- How to boost your reach and engagement
- Basic photography and editing tips
- Content calendars
- How to develop and manage a social media team
- Policy and legal considerations
- Quickly create engaging videos
- Media relations and social media
- Introduction to LinkedIn
- App, equipment, and software recommendations

November 4-5, 2020

8 am to 5 pm

Palm Springs Police Department
200 S Civic Dr.
Palm Springs, CA 92262

\$425

Additional information can be found on our training website:
lawenforcementsocialmediatraining.com

Questions? Feel free to email us at
info@lawenforcement.social

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