

NDPTC - The National Disaster Preparedness Training Center at the University of Hawaii

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Social Media Engagement Strategies (PER-343)

Delivery Date:

05/07/2024

Time:

8:00 a.m. - 5:00 p.m. (US/Eastern)

Location:

Highland Heights, Kentucky

Instructor(s):

Bronlea Mishler, Kyle Nelson (/instructors/instructor_bios/)

Map

Course Description

Status:

FEMA Certified

Description:

This eight-hour performance-level course is designed to provide participants with knowledge and skills using social media tools to engage individuals and volunteer organizations for assistance during an emergency. Participants will learn about social media engagement techniques, individual and organizational roles in crisis communication, and Virtual Operations Support Teams (VOST).

The course will supplement and build upon NDPTC's existing FEMA-certified performance-level course entitled "Social Media for Natural Disaster Response and Recovery" (PER-304) by providing social media strategies for engaging the public during disaster events.

Course Modules

- Social Media Content Types and Considerations
- Strategies for Audience Engagement
- Measuring Outcomes
- Designing a Social Media Strategy for Your Agency

Target Audience:

- Emergency Managers
- Citizen/Community Volunteer
- Government Administrative
- Fire Service
- Law Enforcement
- Emergency Medical Services
- Public Works

Course Level:

Performance

Prerequisites:

PER-304 Social Media for Disaster Response and Recovery, or equivalent operational knowledge of Facebook, Twitter, and Instagram

Recommended courses: IS-42, IS-100, IS-200, IS-700

Requirements:

- 1) Participants will be required to bring their own laptop or wi-fi enabled device to the training session for the hands-on exercises.
- 3) Participants must have Twitter, Facebook and Instagram account prior to attending the course
- 2) This course conducts a pre-test, post-test, and course evaluation online.

Course Flyer:

View PDF (https://d1wt9ys8kr8als.cloudfront.net/media/flyers/2023/07/Flyer_5-7-24_SMES_HighlandHeightsKY.pdf)

ASFP Credit Units:

6.5 Continuing Education Credits

IACET Credit Units:

0.6 Continuing Education Units

IAEM (E/G) Credit Units:

7.0 Emergency/General Management Training Credit Hours

Registration Information

Seats Available:

47

Registration Closes:

05/07/2024

Host Agency:

Campbell County Office of Emergency Management (KY)

Contact Person:

William R. Turner
wturner@campbellcountyky.gov

Special Note:

Interested Participants should register at: <https://tinyurl.com/2s3za7yu>

Registration Code:



Register for Course





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//Socialize With Us

NDPTC has a great interest in using social media for all stages of the disaster cycle. Please visit our various social media outlets for news and updates about our center.

-  Facebook (<https://www.facebook.com/disasterctr>)
-  Twitter (<https://twitter.com/disasterCtr>)
-  Youtube (<https://www.youtube.com/user/ndptc>)
-  Instagram (<https://www.instagram.com/ndptc/>)

// Require an Alternate Format

People requiring an alternate format, call 808-725-5220 for assistance or email us at ndptc-training@lists.hawaii.edu (</contacts/#message-panel>).

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