



Campbell County

Office of Emergency Management

William R. Turner, Director

TRAINING ANNOUNCEMENT

COURSE TITLE: Social Media Engagement Strategies (PER-343)

DATE: May 7th, 2024

LOCATION: Campbell County Fire Training Center
10 Training Center Drive
Highland Heights, KY

TIME: 8:00 AM - 5:00 PM

COURSE DESCRIPTION:

This eight (8) hour course will prepare participants to engage individuals and volunteer organizations through social media, especially in the context of disaster preparedness and response. Social media engagement is often an enigma to most people, particularly in the public sector, because it is a different form of communication than most are accustomed. Through this course, participants will learn how to develop content that engages their audiences and turns their words into action throughout the disaster cycle. Participants will learn about social media engagement techniques, individual and organizational roles in crisis communication and Virtual Operations Support Teams (VOST).

PARTICIPANT CRITERIA:

• Emergency Management • Emergency Medical Services • Fire Service • Governmental Administrative • Law Enforcement • Public Works Citizen/ Community Volunteers

PERQUISITE:

None

SPONSORSHIP:

This Course is sponsored by the Campbell County Office of Emergency Management and the Kentucky Office of Homeland Security. Delivered by the National Disaster Preparedness Center at the University of Hawaii. All training delivered by the NDPTC is certified by DHS and offered tuition-free to the nation's emergency response community and associated stakeholders.

INSTRUCTIONS:

- 1) Course enrollment maximum is 40 participants.
- 2) There are no course fees.
- 3) This training is open to the public.
- 4) **Pre-registration is required, by May 1st, 2024.**
- 5) Register Online at: <https://tinyurl.com/2s3za7yu>

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TO APPLY FOR THIS COURSE

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- 1) You are encouraged to register online.
If you have questions please contact the:
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8774 Constable Drive
Alexandria, KY 41001
Fax 859-547-3150
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