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Social Media Methods for Law Enforcement™

Spokane County Sheriff's Office
Spokane Valley, WA
June 19-20, 2012 $350.00 per seat
Register at www.policetechnical.com

Course Overview

Social Media Methods for Law Enforcement™ is designed to help personnel and their departments utilize social media effectively to managing their online presence.
Facebook, YouTube and twitter are powerful social mediums. But few law enforcement agencies are effectively leveraging these sites for the benefit of their departments and communities. This course helps agencies positively impact and engage their communities through the generation of their own managed social media presence.

Social media sites are also rich in criminal activity. Criminal intelligence gathering and online investigations may be the other side of the coin, but few personnel have been trained in the actual use of these websites. This course helps personnel use social media sites; a prerequisite for any online investigation.
Nationally, many officers have been administratively disciplined (or fired) due to their activity on social media sites. Many departments have enacting strong policies regarding online officer behavior. This course provides best practices (both professional and personal) for online behavior.

This course is intended for law enforcement personnel, including: any sworn officer, support staff, administrative personnel, Supervisors and Management. Attendees need only a basic understanding of computers.

Note: This is not a social media investigations course; it is an application course for managing social media.

Day 1

1. **Law Enforcement and the web** – Finding our place in cyber space.
2. **Facebook Fundamentals** – where do we start, and how much does it cost?
3. **Engaging the community** – how to hold a virtual community meeting.
4. **Social Media and the News Media** – how to design a seamless flow of information.

Day 2

5. **YouTube** – how to send your message on your own terms.
6. **Twitter, MySpace, Google+, LinkedIn –** and many sites you've never even heard of.
7. **Information on the go** – how to leverage smart phones and tablets to engage the officers.
8. **How do we know if Social Media is working? –** using the available metrics to evaluate your strategy.
9. **Creating the environment** – How to decide what message to prioritize and when to send it.
10. **Getting buy in –** How to get buy in from the Chief, Manager and Council.

Doug Nolte

Lt. Doug Nolte is a nineteen year veteran of the Wichita Police Department. He currently is assigned as the Commander over the Information Services Unit and serves as the Department's Public Information Officer.

Lt. Nolte has advocated for the use of technology and information sharing as a key component in addressing crime and fear of crime. His practical knowledge of law enforcement operations and working in the community to get information out helped him craft the I.M.P.A.C.T. program to put police and citizens together to discuss crime and fear of crime in the citizen's neighborhoods.

For scheduling please call: 812.232.4200 or email at: jmanson@policetechnical.com