

# Social Media Methods



**Location:** LA HIDTA - 5801 E. Slauson Ave., Commerce, CA 90040

**Date:** April 14-15, 2025 0800-1600 Hrs PST

**Cost:** **\$475.00** (\$425.00 if purchased by January 14)

## Best Social Media Practices for Law Enforcement Departments and Their Personnel

### Course Overview:

Social Media Methods is a hands-on 2 day class that is designed to help personnel and their agencies who are looking to effectively manage their online presence. Social Media is the best tool available for Community Policing and public relations. There is so much more to marketing your agency than creating a Facebook Page and sending out a few tweets. Across the nation over 90% of law enforcement agencies are using social media. This sounds great, except most agencies are not using social media platforms to their full potential. This course will teach you to leverage the full power of social media platforms such as Facebook, Twitter, Instagram, Snapchat, Pinterest, and YouTube. You will learn to manage each of the platforms and learn some unique marketing strategy specific to each platform. You will leave this class with the confidence, knowledge, and skills to immediately launch your agency's social media program, or to improve upon an already successful program. You will learn the tips, tricks, and gain the contacts you need in order to reach the next level of marketing your agency. While this is not a course covering online investigations, students will gain useful knowledge about each social media platform which will undoubtedly help them with their investigations.

### Who Should Attend:

This class is designed for sworn officers, civilian public information officers, support staff, supervisors, and law enforcement executives.

### Material Requirements:

This is a hands on class. Students should bring a laptop with WIFI access. A tablet or smart phone is acceptable, but in order to leverage the full potential a laptop is preferred.

**See Registration Link for Day 1 & 2 Agenda**

Register Here: [HTTPS://LAHIDTATRaining.org](https://LAHIDTATRaining.org)

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