

SOCIAL MEDIA FOR LAW ENFORCEMENT

Course Overview: Social media is an important part of today's law enforcement agency's communications toolkit. Participants will learn how social media can work for your agency. Learn the importance of policy and tips to help get your message directly to your target audiences, and hold media accountable.

- Topics:**
- The Power of Social Media
 - What is Social Media
 - Types of Social Media
 - "Push" versus "Pull"
 - How to Use Social Media to Hold the Media Accountable
 - Why Should We Use Social Media?
 - Track Social Media
 - Social Media Pitfalls: Internal and External
 - How Different Size Departments Utilize Social Media
 - Managing the Social Media Beast
 - Social Media Policies
 - Tips for Using Social Media
 - Website "Killers"
 - Optimize Your Outreach

Who Should Attend? This course is designed for managers and executives as well as public information officers in law enforcement and emergency service agencies.

Faculty: **Judy Pal**
10-8 Communications

With 30 years of experience in the field of management, communications and broadcast journalism, Judy Pal has overseen public affairs for police, government and private industry in both Canada and the United States.

She is a past President of the National Information Officers' Association and has served as an adjunct professor, reporter, producer and news anchor. Judy's company, 10-8 Communications, exclusively services law enforcement and public safety.

Date, Hours and Location: December 6, 2012
8:00am to 5:00pm
ILEA headquarters (The Center for American and International Law)
5201 Democracy Drive
Plano (Dallas metroplex), Texas 75024

Tuition: \$99 ILEA Member / \$129 Non-member

Cancellation Policy: Tuition, less a \$25 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received no later than five (5) working days prior to the program (email: cburkel@cailaw.org). No refunds after this date, although substitutions of attendees for this program are permitted.

TCLEOSE Credit: Law enforcement personnel attending this course are eligible for eight (8) hours of Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit.