



# Police Social Media **BOOTCAMP**™

**Oct. 2-4, 2012**  
**Grand Prairie Police Dept.**  
**Grand Prairie, Texas**

## **3-day 'Master Social Media Officer'™ - Certification Course**

Intensive Police Social Media Training - High caliber instruction, candid-discussions, computer labs, videos, cool-tech & more.

### **Topics...**

- Police Social Media tricks, secrets & pitfalls
- 7 must have apps for your dept.
- Twitter, Facebook & YouTube are the news now!
- Developing your message and voice
- You may NOT need a media policy: Pros & Cons
- Managing online rumors, lies and innuendo
- Why reporters need your dept. on social media
- Cool alternatives to Facebook & Twitter
- Recruiting online: The rules have changed!
- 5 ways NOT to use social media
- Setup your Facebook, Twitter, LinkedIn & Google+
- Online "fame" can be a career killer
- How to build & keep your audience
- Sheriff's Dept's dangerous social media problem
- iPad & Droid Apps that dramatically impact your agency
- Public information dangers & traps
- You're already in social media... Get ready!
- Good, bad & ugly videos
- Managing a social media crisis
- Content development & strategies
- Trends & technology: Ahead of the curve
- Crime-fighting, investigations & more

**\$595 per person**

PoliceSocialMediaBootCamp.com  
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