

POLICE MEDIA RELATIONS +



SocialMedia™

July 24 & 25, 2017
Littleton Police Dept.
Littleton, Colorado

A Vital 2-Day Seminar for Police, Sheriff's & Public Safety Supervisors

- Officer Survival! Handling reporters on-scene
- How NOT to go viral & become the news
- Secrets & tricks reporters don't want you to know
- Police Social Media: Hits & misses
- There's a problem with those words
- Facebook, YouTube, Twitter & Google are news
- When to respond & when to just "shut up!"
- "Cyber Activism" - A dramatic impact on police
- The art of talking without revealing anything
- Court rulings impacting every supervisor & officer
- News coverage trends you need to know NOW!
- Fighting rumors, lies and innuendo
- 1-word that will save your #\$\$%
- Videos: Good, bad & ugly of media interviews
- Perception is everything on-scene, in public & online!
- A simple item to slow things down on your scene
- Emergency responses to tough media questions



\$295 per person
PoliceMediaRelations.com
or 602-445-6442