



# Advanced Social Media

## Hosted By Emeryville Police Department

Learn advanced tips and tricks to produce polished, engaging, and professional social media posts, news releases, videos, and images. Our training is provided in a workshop format; we don't tell you how to do it, we show you through hands-on practice.

Our instructors are recognized by notable social media influencers as thought leaders, ambassadors of the profession, and disrupters of the normal public safety and government communications.

### What You'll Learn...

- Caption and hashtag best practices
- Live streaming techniques
- Platform settings and security
- Mastering Stories
- IGTV
- How to boost your reach and engagement
- Basic photography and editing tips
- Content calendars
- How to develop and manage a social media team
- Policy and legal considerations
- Quickly create engaging videos
- Media relations and social media
- Introduction to LinkedIn
- App, equipment, and software recommendations

**October 19-20, 2020**

8 am to 5 pm

Emeryville Police Department  
2449 Powell Street  
Emeryville, CA 94608

**\$425**

Additional information can be found on our training website:  
[lawenforcementsocialmediatraining.com](http://lawenforcementsocialmediatraining.com)

Questions? Feel free to email us at  
[info@lawenforcement.social](mailto:info@lawenforcement.social)

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