



FEMA

Training Opportunity



SEMA

Class Title: PER344 Social Media Tools and Techniques (POST Certified) (DHS Approved)

Class Date: June 6, 2017

Sponsor(s): Missouri State Emergency Management Agency, the National Disaster Preparedness Training Center at the University of Hawaii, Boone County Office of Emergency Management

Course Description: This eight-hour performance-level course is designed to provide participants with the knowledge and skills to use social media tools and techniques for intermediate-level messaging, strategy, and increased situational awareness. This course builds upon the existing PER-304 Social Media for Natural Disaster Response and Recovery course by providing more participants with a more in-depth training in the use of strategy, tools, and messaging techniques in the use of social media. It goes beyond the implementation of the most popular tools and strategies and helps social media managers expand their organization's social media presence in various platforms to different audiences, in partnership with other agencies and organizations. This course will also give participants a better understanding of data mining and crowdsourcing techniques through practical activities and discuss potential uses for data visualization and mobile apps. **NOTE: All participants must bring a Wi-Fi enabled laptop or Wi-Fi enabled electronic device to the class. Participants also must have a Facebook and Twitter account and be able to post test messages on these accounts.**

Prerequisites: Completion of the PER304 Social Media for Natural Disaster Response and Recovery class

Target Audience: Individuals involved in emergency management, planners, as well as communication and public information personnel

Location: Boone County Office of Emergency Management
2145 E. County Drive
Columbia, MO 65202

Class Limit: 30 Participants

Class Time: 8:00 am– 5:00 pm

Enroll online at: <http://training.dps.mo.gov>

For questions or issues registering: Jack Raetz – Training Officer
Phone: (573) 526-9016

If you need assistance or special accommodations for this training, please contact Jack Raetz at (573) 526-9016 jack.raetz@sema.dps.mo.gov prior to the training date.