



FEMA

# Training Opportunity



SEMA

- Class Title:** PER304 Social Media for Natural Disaster Response and Recovery (POST Certified) (DHS Approved)
- Class Date:** July 26, 2016
- Sponsor(s):** Missouri State Emergency Management Agency, the National Disaster Preparedness Training Center at the University of Hawaii, St Louis County Office of Emergency Management
- Course Description:** This course enhances the participants' abilities to build up an organization's communication strategy for disaster preparedness, response and recovery. The course will provide participants with the knowledge and skills of social media and its uses and the current tools, methods and models to properly make use of social media for crisis communication. Participant will take part in facilitator-led activities that challenge them to identify effective social media platforms for their organizations to utilize during crisis situations. The usage of social media for disaster preparedness has two components: 1) As effective means for providing updated information about a crisis, proactive steps must be taken prior to disasters in order for effective communications to occur; 2) As a part of crisis observation, managers should be monitoring social media platforms and channels that may be relevant to their organizations. **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 test post messages on these accounts.**
- Target Audience:** Individuals involved in emergency management, planners, as well as communication and public information personnel
- Location:** St Louis County Emergency Operations Center  
1150 Hanna Road  
Ballwin, MO 63021
- 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  
P.O. Box 116  
Jefferson City, MO 65102  
Phone: (573) 526-9016 Fax: (573) 526-9262
- If you need assistance or special accommodations for this training, please contact Jack Raetz at (573) 526-9016 [jack.raetz@sema.dps.mo.gov](mailto:jack.raetz@sema.dps.mo.gov) prior to the training date.**