Class Title: PER304 Social Media for Natural Disaster Response and Recovery (POST Certified) (DHS Approved)

Class Date: April 23, 2015

Sponsor(s): Missouri State Emergency Management Agency, the National Disaster Preparedness Training Center at the University of Hawaii, Johnson County EMA, Johnson County 911

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 post messages on these accounts.

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

Location: Johnson County Central Dispatch
315 Hawthorne
Warrensburg, MO

Class Limit: 30 Participants

Class Time: 8:00 am– 5:00 pm

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

Or send completed application to: 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 prior to the training date.