



PER-343 SOCIAL MEDIA ENGAGEMENT STRATEGIES

No. of OPENINGS: Min.25/Max.40

ONEIDA COUNTY

1 DAY

SEPTEMBER 19, 2018

CENTRAL NEW YORK

ANNOUNCED: JULY 12, 2018

Description:

This course will prepare participants to engage individuals and volunteer organizations through social media, especially in the context of disaster preparedness and response. Social media engagement is often an enigma to most people, particularly in the public sector, because it is a different form of communication than most are accustomed. Through this course, participants will learn how to develop content that engages their audiences and turns their words into action throughout the disaster cycle. Participants will learn about social media engagement techniques, individual and organizational roles in crisis communication and Virtual Operations Support Teams (VOST).

Who Should Attend?

Public and private sector organizations with the responsibility to convey disaster related information to the public as well as gather information during and after a disaster. This might include the following members or representatives of the following groups: State, county and local emergency management agencies. In addition, it may include Community Emergency and Community Response Teams such as neighborhood organizations, community associations and various non-first responder response teams.

Requirements:

- **Participants will be required to bring their own laptop or wi-fi enabled device to the training session for the hands-on exercises. This course conducts a Pre-test, Post-test, and Course Evaluation online.**

Location:

State Preparedness Training Center
Room 108 (Main Building)
5900 Airport Road
Oriskany, NY 12601

Time:

8:00 a.m. – 5:00 p.m.

Cost:

There is no fee for the course. Food, lodging & transportation costs are the responsibility of the participant.

Registration:

Please register using the link below:

<https://www.surveymonkey.com/r/558CRHK>

If you are having problems opening the registration link, please copy link and paste into your browser

Registration Deadline: [September 5, 2018](#)

Completion:

Participants, who actively participate, attend all course contact hours will receive a Certificate of Attendance for the course.

Prerequisites:

Successful completion of PER-304 Social Media for Natural Disaster Response and Recovery. Recommended courses include: IS-42, IS-100, IS-200 and IS-700.

You must be a US Citizen to take this course. If you are not please let us know by email for further instruction at OEM.TRAINING@DHSES.NY.GOV

TRAINING NOTICE

Contact: NYS Office of Emergency Management - Training & Exercises at (518) 292-2351 or OEM.training@dhses.ny.gov