Course Description

PER-344 Social Media Tools and Techniques

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 Applications for Disaster Management course by providing participants with a more in-depth training in the use of strategy, tools, and messaging techniques for 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.

Participants will participate in group discussion and activities throughout the course that reinforce the use of social media tools for disaster management. In these activities, participants will apply their knowledge of the presented materials to build up to the final facilitator-led comprehensive activity.

Course Objectives:

- Describe and evaluate the value of using various types of intermediate social media tools
- Create a social media strategy integrating tools, techniques, and best practices
- Use data mining, crowdsourcing, and mapping techniques for information gathering
- Apply social media tools and techniques in a comprehensive activity while implementing rumor dispelling techniques

Prerequisites:

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

PER-304 Social Media for Disaster Response and Recovery, or equivalent operational knowledge of Facebook, Twitter, and Instagram

Recommended courses include: IS-42, IS-100, IS-200 and IS-700

All participants must have a FEMA Student Identification (FEMA SID) number. Students can search for their existing/create a new FEMA SID at: https://cdp.dhs.gov/femasid/.

Length: 8 Hours

Target Audience:

- Public/Private Sector Organizations
- Community Emergency/ Response Teams
- Neighborhood Organizations
- Community Associations
- State, County, Local Emergency Management Agencies
- Red Cross
- Emergency Medical Services
- Non-Governmental Organizations
- Private Business
- General Public
- Citizen/Community Volunteer
- Public Works Private Sector/Corporate Security and Safety

Cost:
There is no fee for the course. Other cost considerations are detailed in each LMS course offering.

Signup Details:
Register through the New York State DHSES Learning Management System. Access the LMS through the link on the