

PIO CLASS

Social Media Utilization & Communicating with the Media

MASTERING SOCIAL MEDIA

This course will provide you with the framework for how to build a successful social media program, teach you how to properly brand your department, and introduce ways to grow your social media audience.

Topics include:

- How social media can be effective for your department
- How to develop the framework for a successful social media program
- How to build your brand and grow your audience
- The importance of engaging with your audience

EFFECTIVE COMMUNICATION FOR POLICE, FIRE & OTHER EMERGENCY SERVICES

Whether you're a seasoned professional, or just starting out, the goal of this course is to equip you with the tools and confidence to navigate media interactions with ease.

Topics Include:

- Learn strategies for preparing and conducting successful interview and press conferences
- Understand the role of media in Emergency Situations
- Explore the best practices for collaboration between emergency responders and the media
- Developing relationships with the media and journalists



CLASS INFO

WHEN

Wednesday, August 28th, 2024
8:30 am - 4:00 pm

WHERE

Estes Valley Fire Protection District
901 N. Saint Vrain Avenue
Estes Park, CO 80517
970-577-0900

COST

\$60.00

DETAILS

Lunch will be provided

HOW TO REGISTER

www.estesvalleyfire.org/course-offerings



CHIEF REARDON Instructor Bio

Chief Reardon, with 25+ years in the fire service, is the Fire Chief/Emergency Management Director in Duxbury, MA. He has worked for 10+ years with the Boston media and is an award-winning photographer/videographer. Chief Reardon is a national speaker on leadership and media relations, contributing to magazines and social media. He is an EFO and CFO graduate as well as a Harvard University NPFLI Program graduate.

You can follow him on social media:
[@chiefreardon](https://twitter.com/chiefreardon).