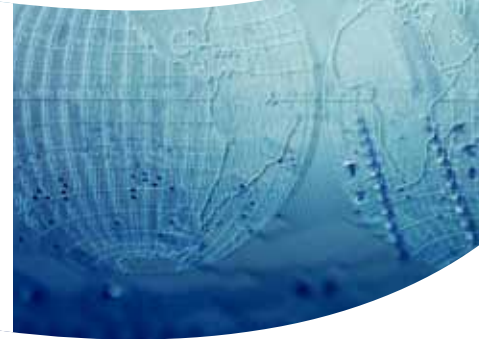


SOCIAL MEDIA FOR DISASTER RESPONSE AND RECOVERY



A performance-level course that will focus on the use of social media in enhancing disaster preparedness, response, and recovery. The training will provide participants with the knowledge and skills to integrate social media into their current communication plans. It will define social media and its uses and identify the tools, methods, and models to properly make use of social media for crisis communication.

Unlike traditional media sources where people are consumers of content, social media transforms people into both consumers and producers of content. These sources can provide rapid and immediate real-time information on an event so that emergency response personnel have greater situational awareness and can make quick decisions during crises. This course will provide the information (and hands-on experience) necessary to start and execute the participants' social media disaster plans.

WHO SHOULD TAKE THIS COURSE

This course is targeted for a broad cross section of professionals involved in emergency management, first responder services, planners, and communication and public information personnel.

MODULES

- ✓ Introduction to Social Media
- ✓ Understanding the Use of Social Media
- ✓ Implementing Different Social Media Platforms
- ✓ Using Social Media to Identify Trends, Monitor, and Conduct Simple Data Mining of Information
- ✓ Incorporating Advanced Social Media Monitoring and Data Mining Techniques

COURSE DELIVERY:

April 23, 2015
8:00 AM - 4:00 PM
Watertown, NY

LOCATION AND DETAILS:

Jefferson County Public Health Service
531 Meade Street
Watertown, NY 13601

REGISTRATION:

<https://nyslearn.ny.gov/>
<https://ndptc.hawaii.edu/training>

FOR REGISTRATION ASSISTANCE CONTACT:

Mary Wrobel
518-242-5003
mary.wrobel@dhsses.ny.gov

COURSE REQUIREMENTS:

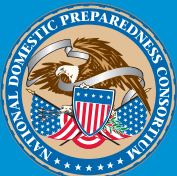
- Participants must bring a Wi-Fi enabled laptop.
- Participants must create a Twitter and a Facebook account prior to attending the course.
- Participants must be able to post test messages on these accounts.



**NATIONAL DISASTER
PREPAREDNESS
TRAINING CENTER**

at the UNIVERSITY of HAWAII

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As a member of the National Domestic Preparedness Consortium, the NDPTC is a DHS/FEMA training partner dedicated to providing critical all-hazards training throughout the United States and its territories with an emphasis on natural hazards and island and coastal communities



FEMA