



DIRIGO SAFETY, LLC
PUBLIC SAFETY ADVOCATES

Social Media Engagement for Law Enforcement

Does your agency have a social media strategy to increase engagement and connect with the community you serve?

Social Media is the 21st century way of communicating across all generations. Social media, when used correctly, can assist with community engagement, investigations, and recruitment. Through social media engagement, police departments can reach more people at the same time, across different platforms and different demographics. This course will cover the importance of a well-executed social media strategy, as well as tips to improve your current online presence.

Social Media outlets covered in this course:

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Snapchat
- ✓ YouTube
- ✓ LinkedIn
- ✓ Tip411
- ✓ Dropbox

Date: November 8, 2021

Time: 0800-1600

Location: Dirigo Safety, LLC

225 First Flight Dr.

Auburn, ME

COST \$179 pp



Instructor: Christian Behr

Over 30 years of law enforcement experience.