Social Media Monitoring Training Program

Policies. Program Development. Tools. Roles. Structure. Exercises. Training.
Best practice integration of social media into routine and emergency management and communication.

Social media monitoring is an increasingly important element of emergency operations and communication. But developing a comprehensive program that will be effective, consistently implemented and independent of specific individuals and their skills remains a challenge. This program, based on a highly successful model established for a large US metropolitan public health agency, is designed to meet that need.

Program Elements

Assessment: Comprehensive evaluation of current practices, emergency management, crisis and emergency communications: processes, policies, training, technology.

Program Development: Recommended Social Media Monitoring operation, policies, roles, structure and integration with emergency management and communications.

Tools: Identification of appropriate monitoring, analysis and reporting tools specific to the organization needs.

Training: Specific to the program, roles, structure, tools and response integration. Includes organization-related search terms, reporting, analysis, validation. Delivery may included classroom, virtual training, videos, online, train-the-trainer materials, testing (to confirm comprehension of content).

Exercises: Exercise design, management, evaluation.

Incident Support: Clients completing the program may opt for on-going emergency/crisis support from Agincourt's team of qualified experts.

Program Consultants

Your consultants will include some of the most recognized experts in social media in emergency management.

Bill Boyd, retired fire chief and Incident Commander, has worked with DHS and regional response organizations on integrating social media in emergency management.

Patrice Cloutier, former broadcaster and current government communicator, is well-known as a leading researcher and thought leader in social media in emergencies.

Gerald Baron, CEO Agincourt Strategies, created the PIER System recognized as the leading emergency communication software, and is author of *Now Is Too Late.* He is a frequent writer, blogger and speaker on social media in crisis and emergency communications.

Next

1. **Complete this interest form (click here).**

2. **Initial consultation** Free two hour online consultation with team of experts to begin assessment and discuss program scope and plan.

3. **Project Scope and Budget** Receive and review proposed scope and budget.

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