

WEBINAR TRAINING SERIES

Social Media Monitoring for Emergencies & Crises

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

In 90 minutes you can learn what you need to know to effectively integrate social media into your crisis and emergency management and communication programs. Top experts in this rapidly emerging field guide you through the tools, the techniques, the pitfalls and policies needed to build your program and train your team.

Intended for Incident Commanders, Fire Chiefs, Police Chiefs, Emergency Managers, PIO, Communication Managers and those in leadership positions on response teams. Choose to attend live and engage in lively question and answer sessions, or purchase and view the webinar at your leisure.

Webinar Topics

Schedule

Webinar 1: What You Need to Know to Set Up and Manage an Effective Social Media Monitoring Program *An overview of program requirements: Policies, Integration into emergency management, Tools, Monitoring Techniques, Training, Exercises*

Webinar 1:
Live: 2pET/11aPT
Wed Nov 20, 2013
[VIEW ONLINE NOW](#)

Webinar 2: Monitoring Techniques and Best Practices *Organizing consistent workflow, identifying search parameters, use of geolocation, validation of information.*

Webinar 2:
Live: 2pET/10aPT
Jan 22, 2014

Webinar 3: Using What You Learn *Analysis, validation, reporting and operationalizing social media content*

Webinar 3:
Live: 2pET/11aPT
Feb 26, 2014

Webinar 4: *How social media and news interact and how to engage audiences to build trust.*

Webinar 4:
Live: 2pET/11aPT
Mar 20, 2014

POSTPONED UNTIL FURTHER NOTICE

Webinar Presenters



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.

All webinars now offered free!

Participate Live

[Register to receive call-in information for live webinar](#). Each webinar will feature approximately 30 min of Q&A allowing you to question the experts and engage in discussion with other leaders.

View Later

Webinars will be available on YouTube for free viewing immediately after the live webinar in concluded. [Register](#) to get link.

DVD set?

Contact Agincourt if you are interested in downloading or a set of DVDs of any of the webinars or the series.

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