# **SOCIAL MEDIA** STRATEGIES SUMMIT

### JOIN YOUR PEERS ONLINE AT THE PREMIER SOCIAL MEDIA EVENT FOR PUBLIC SAFETY PROFESSIONALS AND FIRST RESPONDERS

# APRIL 12-13, 2023 // VIRTUAL CONFERENCE



SHARE EXPERIENCES and learn new social media strategies with your first response and public safety colleagues from around the globe — virtually!



NETWORK WITH AGENCY PEERS FROM ACROSS THE COUNTRY. SMSsummit is your best resource for fresh social media ideas and community building strategies.

#### GET ALL YOUR SOCIAL MEDIA QUESTIONS

answered through speaker Q&A, live chat, and discussions with other attendees

"The SMSsummit provided a great opportunity to continue valuable training in a distance learning format while still giving you and in person feel."

- GAINESVILLE FIRE RESCUE

# WHAT ATTENDEES SAY ABOUT OUR VIRTUAL EVENTS:

"What a wonderful group of speakers! They were all very experienced and answered questions thoroughly. I can't wait to share this new info with my chain of command."

- HOBBS POLICE DEPARTMENT

#### BE YOUR TEAM'S SOCIAL MEDIA CHAMPION!

We'll help you build the foundations of a sustainable, scalable social media policy that you can easily share with leadership and use to train and empower your team.



LEARN STRATEGIES AND TIPS for tackling issues most important to first responders including social media and crisis communications, humanizing staff, improving agency reputation, and building relationships with your community.



ASSESS AND AUDIT YOUR CURRENT SOCIAL MEDIA INITIATIVES. Leave with and results-focused initiatives you can immediately apply

to your agency or department.

"Excellent virtual summit! The quality of both the speakers and the practical content was top notch."

- SEDONA FIRE DISTRICT -ARIZONA

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# Agenda At-A-Glance

## 'This conference just keeps better and better each year!"

- Harris County Homeland Security & Emergency Mgmt.

TO VIEW THE MOST UP TO DATE PROGRAM, PLEASE VISIT OUR AGENDA ONLINE.



### Wednesday **★** April 12<sup>th</sup>, 2023



Panel: Thinking Outside the Box:

**How to Generate Fresh Content Ideas** 

Panelist: Austin McDaniels, Director of Communications,

Video Best Practices - Creative Content

Creation for Instagram Reels & TikTok

Wendy Aguilar, Media and Communications Specialist,

BREAK (

Moderator: Trent Faris, Public Information Officer,

Panelist: Rebecca D'Auria, Public Affairs Specialist, **Orange County Sheriff's Department** 

York County Sheriff's Office, South Carolina

Panelist: Tv Wood, Social Media Coordinator,

8:30AM - 9:15AM PT

**Clovis Police Department** 

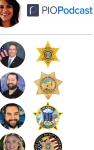
**Alaska State Troopers** 

9:15AM - 9:30AM PT

9:30AM - 9:45AM PT

9:45AM - 10:30AM PT

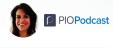
**Thought Leader Spotlight** 



## *Thursday* **★** April 13<sup>th</sup>, 2023

#### 8:15AM - 8:30AM PT

Welcoming Remarks by Summit Emcee Christine Townsend, Founder, PIO Toolkit



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#### 8:30AM - 9:15AM PT

Social Media Metrics - How to **Measure What Matters** Jeremy Warnick, Director of Communications & Media Relations. **Cambridge Police Department** 

9:15AM - 9:30AM PT **Thought Leader Spotlight** 

9:30AM - 9:45AM PT

BREAK (

#### 9:45AM - 10:30AM PT **Panel: Dealing with Negative Comments on Social** Moderator: Kirsten Barber, Digital Media Manager,

North Carolina Department of Public Safety Panelist: Yael Bar tur, Law Enforcement and Public Sector

Social Media Consultant Panelist: Heather LaLiberte, Social Media Manager, **Pierce County Sheriff's Department** Panelist: Captain Brennan Matherne, Public Information Officer

Lafourche Parish Sheriff's Office

10:30AM - 11:15AM PT How to Maintain Trust & Recover After An Emergency or Critical Incident Cristie Hopkins, Director of Media and Public Relations, **Harford County Sheriff's Office** 

11:15AM - 11:45AM PT BREAK

11:45AM - 12:30PM PT **Balancing Fun & Professional Messaging on Social** Eric Hurst, PIO, South Metro Fire Rescue

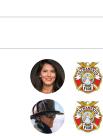
**Using Social For Recruitment and** 

12:30PM - 1:15PM PT

1:15PM PT



**Day 2 Concludes** 





Sacramento Fire Department

Captain Keith Wade, PIO,

10:30AM - 11:15AM PT Panel: How to Effectively Run Social Media Channels When It's Not Your Full-Time Job Moderator: Jody Donaldson, North Carolina Department of Public Safety Panelist: Raquel Zick, PIO Santa Barbara County Sheriff's Department Panelist: Amanda Hunter, Public Information Manager, Pasco Sheriff's Office Panelist: Kevin Maccioli, Director of Media Relations & Public Information, **Middlesex Sheriff's Office** 

11:15AM - 11:45AM PT BREAK (

11:45AM - 12:30PM PT **Building Community and Increasing Engagement on Facebook** Tyler Whitlow, Founder, Shasta Solutions

12:30PM - 1:15PM PT **How to Raise Engagement Rates** on Social Media Kate Kimble, Public Information Director, Larimer County Sheriff's Office

1:15PM PT





**Day 1 Concludes** 











# THE LEADING SOCIAL MEDIA CONFERENCE TAILORED TO PUBLIC SAFETY AND FIRST RESPONDERS.

Here's what you can expect when you sign up for our summit.



# Who Should Attend

If you're a First Responder, Command Staff, or professional that manges your public safety agency's social media chanhels, this event is for you!

- Public Information & Public Affairs
  - Administrative Support <
    - Communications <
  - Digital Marketing & Digital Media
    - Emergency Management
- Social Media & Content Management

- Community Service, Education & Outreach
- > Community Affairs
- > Public Relations
- > Media Relations
- > Customer Service
  - Digital Engagement

## SOCIAL MEDIA STRATEGIES SUMMIT FIRST RESPONDERS April 12-13, 2023 | VIRTUAL CONFERENCE



#### **TUITION & REGISTRATION FORM**

PRESALE TICKETS	EARLIEST BIRD TICKETS	EARLY BIRD TICKETS	LAST CHANCE TICKETS	AT THE DOOR TICKETS
	Discount Expires	Discount Expires	Discount Expires	Ticket price
-	<b>Eebruary 16<sup>th</sup>, 2023,</b> L:59pm Pacific Time!	March 23 <sup>rd</sup> , 2023, 11:59pm Pacific Time!	<b>April 11</b> <sup>th</sup> , <b>2023</b> , 11:59pm Pacific Time!	starting April 12 <sup>th</sup> , 2023.
\$749	\$749	\$749	\$749	○ \$749
○\$349	○\$449	<b>\$549</b>	○\$649	0 3/49

**GROUP DISCOUNTS:** Please contact Andrea Vargas at <u>andrea.vargas@gsmiweb.com</u> or <u>619-597-7236</u> to register a group.

◆ Please fill in the following information and fax back to: (619) 923-3542 ◆ Please submit one form for each delegate attending.

#### GSMI OFFERS 5 WAYS TO REGISTER:

the rescheduled Conference.

Tel: <u>619-597-7236</u> Monday - Friday 8:00 a.m 6:00 p.m. US Pacific Time	Name:	
<b>Fax:</b> (619) 923-3542 24 Hours a Day		
Mail: 1501 India St., Suite 103-60, San Diego, CA 92101	Title:	
Email: andrea.vargas@gsmiweb.com	<u></u>	
Please include your name & telephone number		
Web: www.socialmediastrategiessummit.com	Department:	
www.gsmiweb.com		
	Company:	
	company.	
CANCELLATION AND QUALITY ASSURANCE		
GSMI strives to provide you with the most productive and	Mailing Address:	
effective educational experience possible. If after completing		
the course you feel there is some way we can improve, please provide us in writing with your comments on the evaluation	<u>State:</u>	City:
provided upon arrival. Should you feel dissatisfied with your	<u></u>	eng.
learning experience and wish to request a credit or refund,		
please submit it in writing no later than 10 business days after	Country (if applicable) :	
the end of the Virtual Event to: VP of Educational Services, 1501		
India St. Suite 103-60, San Diego, CA 92101.	Phone:	
We will evaluate individual complaints in a context of collective	·····	
comments from the Virtual Event. As speakers are confirmed		
months before the Virtual Event, some speaker changes or topic	Fax:	
changes may occur in the program. GSMI is not responsible for speaker changes, but will work to ensure a comparable speaker		
is located to participate in the program.	Email:	
Cancellations are subject to the entire Virtual Event registration		
fee. All sales are final. No payments will be refunded or		
refundable. Please note that if you do not cancel and do not	PAYMENT METHOD:	
access the Virtual Event, you are still responsible for payment.		
In no event shall GSMI be obligated to refund all or a portion of	Cue dit Cenel	Charles
the registration fee.	Credit Card :	Check:
If GSMI is prevented from carrying out its obligations as it		
pertains to the Virtual Event you registered for as a result of	Card Type:	Card Number:
any cause beyond its control, or such Virtual Event cannot be Virtually conducted because of a software or issue with the		
hosting platform or due to acts of God, strikes, labor disputes,		
government requisitions, restrictions or war or apparent act of	Expiration Date:	Name on Card:
war, terrorism, disaster, civil disorder, epidemic or pandemic,		
curtailment or restriction on transportation facilities, or any	CVV:	
other comparable calamity, casualty or condition (collectively		_
a "Force Majeure") GSMI shall have the right to immediately		
terminate the affected Virtual Event without liability and shall be		
relieved of its obligations to Registrant. If the affected Virtual		
Event is terminated due to a Force Majeure occurrence before the first day of the Virtual Event, then GSMI will reschedule the		
affected Virtual Event and your registration fee will be applied to		