

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



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.



WHAT ATTENDEES SAY ABOUT OUR VIRTUAL EVENTS:

"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 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

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

— SEDONA FIRE DISTRICT — ARIZONA



REGISTER TODAY! Call: 888.409.4418 // www.socialmediastrategiessummit.com

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.

AGENDA

Wednesday ★ April 12th, 2023

8:15AM - 8:30AM PT

Welcoming Remarks by Summit Emcee

Christine Townsend, Founder, [PIO Toolkit](#)



8:30AM - 9:15AM PT

Panel: Thinking Outside the Box: How to Generate Fresh Content Ideas

Moderator: Trent Faris, Public Information Officer, [York County Sheriff's Office, South Carolina](#)

Panelist: Ty Wood, Social Media Coordinator, [Clovis Police Department](#)

Panelist: Austin McDaniels, Director of Communications, [Alaska State Troopers](#)

Panelist: Rebecca D'Auria, Public Affairs Specialist, [Orange County Sheriff's Department](#)



9:15AM - 9:30AM PT

Thought Leader Spotlight

9:30AM - 9:45AM PT

BREAK



9:45AM - 10:30AM PT

Video Best Practices - Creative Content Creation for Instagram Reels & TikTok

Wendy Aguilar, Media and Communications Specialist, [Sacramento Fire Department](#)

Captain Keith Wade, PIO, [Sacramento Fire Department](#)



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

Thursday ★ April 13th, 2023

8:15AM - 8:30AM PT

Welcoming Remarks by Summit Emcee

Christine Townsend, Founder, [PIO Toolkit](#)



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](#)



12:30PM - 1:15PM PT

Using Social For Recruitment and Retention Messaging

Austin McDaniel, Communications Director, [Alaska State Troopers](#)



1:15PM PT

Day 2 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.



INTERACTIVE SESSIONS

We're much more than back-to-back video presentations. Get your questions answered live during our speaker Q&A sessions, participate in 1:1 meetings, and chat face to face at our networking discussion tables.



THE LATEST IN SOCIAL

Our seasoned speakers are discussing the most pressing social media challenges for public safety professionals including social media and crisis communications, humanizing staff, improving agency reputation, and building relationships with your community.



LEADERS IN THE INDUSTRY

Our programming showcases departments and agencies with proven social media strategies and processes to share that you can replicate at your own agency. Each of our events feature brand new case studies to ensure your agency doesn't miss a beat.

Who Should Attend

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






Public Information & Public Affairs	<	>	Community Service, Education & Outreach
Administrative Support	<	>	Community Affairs
Communications	<	>	Public Relations
Digital Marketing & Digital Media	<	>	Media Relations
Emergency Management	<	>	Customer Service
Social Media & Content Management	<	>	Digital Engagement

SOCIAL MEDIA STRATEGIES SUMMIT FIRST RESPONDERS

April 12-13, 2023 | VIRTUAL CONFERENCE



TUITION & REGISTRATION FORM

PRESALE TICKETS Discount Expires January 19th, 2023, 11:59pm Pacific Time!  \$749 ○ \$349	EARLIEST BIRD TICKETS Discount Expires February 16th, 2023, 11:59pm Pacific Time!  \$749 ○ \$449	EARLY BIRD TICKETS Discount Expires March 23rd, 2023, 11:59pm Pacific Time!  \$749 ○ \$549	LAST CHANCE TICKETS Discount Expires April 11th, 2023, 11:59pm Pacific Time!  \$749 ○ \$649	AT THE DOOR TICKETS Ticket price starting April 12th, 2023.  ○ \$749
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GROUP DISCOUNTS: Please contact Andrea Vargas at andrea.vargas@gsmiweb.com or [619-597-7236](tel:619-597-7236) 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:

Tel: [619-597-7236](tel:619-597-7236) Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time
Fax: (619) 923-3542 24 Hours a Day
Mail: 1501 India St., Suite 103-60, San Diego, CA 92101
Email: andrea.vargas@gsmiweb.com
Please include your name & telephone number
Web: www.socialmediastراتيجيessummit.com
www.gsmiweb.com

CANCELLATION AND QUALITY ASSURANCE

GSMI strives to provide you with the most productive and 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 provided upon arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the Virtual Event to: VP of Educational Services, 1501 India St. Suite 103-60, San Diego, CA 92101.

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 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.

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 access the Virtual Event, you are still responsible for payment. In no event shall GSMI be obligated to refund all or a portion of the registration fee.

If GSMI is prevented from carrying out its obligations as it pertains to the Virtual Event you registered for as a result of 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 war, terrorism, disaster, civil disorder, epidemic or pandemic, curtailment or restriction on transportation facilities, or any 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 the rescheduled Conference.

Name: _____

Title: _____

Department: _____

Company: _____

Mailing Address: _____

State: _____ City: _____

Country (if applicable) : _____

Phone: _____

Fax: _____

Email: _____

PAYMENT METHOD:

Credit Card : _____ Check: _____

Card Type: _____ Card Number: _____

Expiration Date: _____ Name on Card: _____

CVV: _____