

Don't Become a Social Media Statistic

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Social media is a great tool for EMS, but one errant tweet can cause incredible headaches, leading to bad press, bad community relations and more. One bad tweet can also sink a career. With the ease of use, no one is immune to social media mistakes. This class will show attendees how to avoid those problems and get members to be strong advocates on social media.

Presentation Outline:

Being on social media is a must these days. But with that comes real risks. How do we avoid these mishaps? And how do EMS leaders set boundaries for what's appropriate and not as an organization, while also protecting the rights of members to express themselves? This class will provide attendees with an easy-to-use framework for the safe use of social media platforms – including Twitter, Facebook, SnapChat and more.

Objective 1: Understand how to first responders can use social media effectively.

Objective 2: Understand where others have gone wrong, and the impact on those organizations.

Objective 3: Understand how to create a good framework to avoid social media pitfalls.