

E S S E N T I A L

# SOCIAL MEDIA SKILLS

## IN A CRISIS



**Tuesday, October 25, 2016**  
**9 a.m. – 5 p.m.**

**Sunny Isles Beach City Hall Training Room**

18070 Collins Avenue, Sunny Isles Beach, FL 33160

Easy access from Florida's Turnpike and I-95 via  
 SR826 Eastbound at the Golden Glades Interchange.

**WHO SHOULD ATTEND:**

Public information officers (PIOs) and external affairs staff, social media specialists, city managers, deputy/assistant city managers and communications directors & staff, elected officials, public relations practitioners and C-suite executives.

**WHAT YOU'LL LEARN:**

Best practices heading into 2017 for informing critical audiences via social media platforms, including Florida Public Records concerns and legal sensitivities. How to create the **right** message at the **right** time so the **right** decisions can be made.

**REGISTRATION:**

Tuition is \$250 per student in advance  
 or \$300 the day of training.

We accept P-cards and credit cards.

Call **305.503.2800** or online at **NEWSDIRECTORS.ORG**

**INSTRUCTORS:**

**Mike Jachles**

*Chair, Florida Assoc. of Public Information Officers & State PIO Deployment Team, Joint Media Chair, SE Regional Domestic Security Task Force, FEMA Basic PIO & Joint Information Center instructor*

**Mark Economou**

*SE Regional PIO Chair, International Assoc. of Police Chiefs, Joint Media Co-chair, SE Regional Domestic Security Task Force*

**Jonathon Fishman**

*Law Enforcement Social Media Trainer*

**Brian Andrews**

*Crisis Communications Trainer*



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