



# Media and Social Media Crisis Communications Webinars

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Presented by: Julie Parker Communications

## Course descriptions:

\*Must have valid email to receive webinar invitation

### **Handling Negativity on Social Media August 18, 10:00 a.m. to 12:00 p.m.**

This two-hour online course will guide participants on how to best handle challenging or negative comments on social media platforms, how to respond publicly (or via direct message) when a specific incident occurs, when to post and when not to, managing the aftermath of a negative incident, and how your strategy should vary from channel to channel.

### **Crisis Communications August 21, 12:00 p.m. to 2:00 p.m.**

This two-hour online course covers the before, during and after a critical incident when it comes to media relations and social media strategy. Never before has there been more scrutiny upon law enforcement executives and their agencies. This course offers proven, often-tested principles of crisis messaging with examples of what to do and more importantly, what not to do when a critical incident occurs.

### **Using Social Media for Positive PR August 25, 10:00 a.m. to 12:00 p.m.**

This two-hour online course coaches participants on how to most effectively gain traction from a positive post and entice the media into covering your good news story, explains internal protocols for the social media strategist or PIO to use to tell good news stories, helps define your department's "voice", shows how planning ahead on social will lead to positive press and offers other tips and tricks of the trade.



Julie Parker is an Emmy & Edward R. Murrow Award-winning Washington, DC television news reporter turned police department media director, chief spokesperson and communications strategist. She now runs Julie Parker Communications, a boutique public relations firm specializing in law enforcement and local government.

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