Course Information

Unlike other “law enforcement” social media courses taught by private sector personnel, this course is instructed by a law enforcement officer who created and administrated the Rosenberg Police Department page; one of the most successful and ground breaking police agency FACEBOOK pages in the nation.

This course is designed to be highly interactive and provides principles for creating, growing and maintaining a successful media program for community outreach through the use of social media tools, such as FACEBOOK, Twitter, Instagram, YouTube, etc.

We will provide you the TIPS and TRICKS to manipulate FACEBOOK algorithms allowing your agency to reach and grow your page fast without spending a dime on advertising.

This course is open to public safety professionals, including PIO personnel, police, fire, EMS, communications, corrections and civilian support.

This cutting edge way of COMMUNITY POLICING will undoubtedly provide unimaginable benefits to your organization and community as it has for many other agencies around the nation.

The goal is to exceed each participant expectation by providing a complete turnkey understanding and knowledge of how to effectively and successfully manage an outstanding social media

Instructor

Aaron Slater is a 17 year veteran of law enforcement who has held positions as an FTO, Detective, Undercover Narcotics, Sergeant, and Lieutenant. He has earned a B.S. in Organizational Leadership, a M.S. in Criminal Justice Leadership and Management, and is a graduate of LEMIT Leadership Command College. Aaron was a Lieutenant and division commander for the Rosenberg Police Department, Texas with an array of police experience and education. Specifically, is the creator of the Rosenberg Police Department Facebook page which became the fifth most followed municipal police agency page in the nation. He is most well known for his innovative and progressive philosophies taking police agencies toward the future of policing. Aaron Slater's work in social media has reached and been featured in many
national news outlets such as: People Magazine, Fox and Friends, Huffington Post, PoliceOne, Queen Latifa, Diane Sawyer, Good Morning America, The Washington Post, and many more. He has been awarded for his use in social media for law enforcement.

**Dates:**

July 14, 15 & 16, 2015

**Location:**

Columbus, Ohio Division of Police Training Academy - 1000 North Hague Ave., Columbus, OH 43204-2121

**Course Contact / Registration**

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To Register visit [www.patc.com](http://www.patc.com)