

## Communications (as of 2/18/17)

### **Social Media Part 1: Getting Started**

Need help demystifying the world of social media? Learn what platforms are available and who uses them, how various accounts work, what people mean when they say “tweet” and “hashtag,” tips for managing your accounts on a weekly basis, tricks for posting messages from your mobile device, advice for creating social media policies that protect your organization, and where to focus your limited resources so you get the best return on investment.

### **Social Media Part 2: Taking Your Program to the Next Level**

If you and your organization have figured out the basics of Facebook and Twitter and are ready to “up” your social media game, join in this social media deep dive! Learn how to use videos and where to find free online tools to edit and polish them; how to broadcast events using Facebook Live; strategies and tips for making Twitter chats more effective; how to use Snapchat filters and why they’re important; and strategies for reaching out to and leveraging social media influencers.

### **Building Innovative Safety Campaigns That Capture Attention**

The most successful campaigns capture the public’s interest, a tall order in our increasingly information saturated world. But it’s possible and you can benefit from the work of others. Learn about research on effective messaging and how it is being put to use, discover new methods and strategies to reach target audiences, and explore innovative traffic safety campaigns that go beyond the public service announcement to effectively engage and educate the public.

### **Leveraging Partnerships to Expand Impact & Reach**

Partnerships are key to extending reach and making a big impact with limited resources, but where should you start? Learn how to leverage relationships with multiple partners, as well as how to overcome obstacles in building partnerships and the challenges associated with working within and with state and federal government. Explore the role of partnerships in successfully amplifying your message through social media.

### **Overcoming Misconceptions & Preconceptions about Law Enforcement with the Public & Juries**

Current events have increased tensions between communities and law enforcement putting officers at a disadvantage on the road and in the courtroom. Engage in a discussion about what you can do to rebuild and strengthen relationships between police officers and the people they are sworn to protect as well as address anti-police bias on juries and in trial proceedings. You’ll explore communications strategies and campaigns that have helped law enforcement re-engage with local communities and deepen their ties, as well as strategies for overcoming negative preconceptions when presenting trial testimony. Explore jury selection questions and techniques that uncover and address anti-police bias and methods for humanizing law enforcement in the eyes of the jury.

### **Tips & Tactics for Engaging Millennials & "Generation Z"**

The next era of demographic change is upon us and you must be prepared to engage with them! Millennials are today’s young adults, settling down and starting families, while the first wave of an emerging age group, often called “Generation Z,” is now old enough to take control of the car keys. What are their similarities? Differences? How do you reach them, and what type of messaging is effective?

### **Marketing on a Shoestring: Resources That Won’t Break the Bank**

A new spin on this ever-popular session provides you the opportunity to hear from and talk with an array of organizations, companies and agencies that have created free and low-cost traffic safety marketing and education materials and collateral that you can use to make the roadways in your community and state safer. Be sure to bring your conference bag, there will be samples!