

Your instructor is a former NYPD
Public Information Sergeant.



SAVAGE
TRAINING GROUP

Crisis Communication and Social Media for Public Safety

June 7, 2024
Rocklin, CA

Rocklin Police Department EOC/Community Room | 4080 Rocklin Rd. | Rocklin, CA 95677

Hosted by the Rocklin Police Department

Instructor: Paul Grattan, Jr., Former Digital Communications Officer (NYPD)(ret.)

\$299/student

CA POST Certified: #1345-33240-23-004

In these uncertain times, public safety agencies who understand social media messaging and crisis communication have weathered the storm. Those who don't have inflamed critics, alienated their citizens and spent their days doing damage control.

The way your agency communicates with the public during a crisis is under scrutiny like never before. Public safety departments no longer have the luxury to "just wing it". Make sure your agency has a simple plan you can use to tell your own story, instead of letting critics or the media tell it for you.

We created this course especially for agencies like yours who are busy and need a simple, easy-to-follow plan. Students will leave with the confidence to know how to craft a social media message and what to say to the media.

Instructor **Paul Grattan Jr.** will share with you how the nation's largest police agency uses social media and in-person interviews to communicate in a crisis. You'll see real-world examples of communication

failures and successes, and take away sound strategies for media inquiries, press conferences and social media posts.

Your agency is one incident away from being in a full-blown public relations crisis. Don't miss this opportunity to get practical tools you can immediately plug into your department's strategies.

This training is restricted to public safety personnel only. Students must be employed by a law enforcement, fire, EMS, OES or other government public safety agency.



Paul Grattan Jr. is a former sergeant with the New York City Police Department and a Policing Fellow with the National Police Foundation. While with NYPD, he was a full-time digital communications officer, where he crafted messages for command staff and managed social media messaging.

Space is limited so register today at
SavageTrainingGroup.com

