

Your instructor is a former NYPD
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SAVAGE
TRAINING GROUP

Crisis Communication and Social Media for Public Safety

March 24, 2025 | San Diego, CA

Santa Cruz County Sheriff's Office Headquarters Community Room
5200 Soquel Ave., Santa Cruz, CA 95062
8am - 5pm

Hosted by the Santa Cruz County Sheriff's Office

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

\$299/student

CA POST Certified: #1345-33240-24-002

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

