

**Thursday, July 11**

**City of Temecula**  
**41000 Main St.,**  
**Temecula, CA 92590**

**9:30 to 2:30 p.m.**

9:30 to 10 a.m.: Registration  
and Networking

10 a.m. to 2 p.m.: Program

### Speaker Information

Ziggy Azarcon

**Law Enforcement Social**



### Workshop Sponsors



### Lunch Sponsors



## CAPIO/PRSA-Inland Empire Present:

### Let's Get Social: Advanced Social Media Tools and Tips

Your agency has multiple social media accounts to engage with your community and stakeholders, but in the ever-changing social media world there's always something new to learn.

Whether you're an experienced social media maven or new on the scene, this advanced course will broaden your knowledge and give you the tips, tricks and tactics you need to know to rise above the social media clutter.

#### Key takeaways from this hands-on course include:

- Social media branding for your agency
- How to develop and manage a social media team
- Platform navigation, security, best practices and legal considerations
- Photo editing tips
- How to develop content and video for Instagram
- How to create IGTV videos
- Live video streaming techniques
- Content strategy
- Caption and hashtag best practices
- Content calendar creation
- Mobile app and software recommendations and equipment recommendations
- Lessons Learned, Tips and Tools

#### Prices

CAPIO/PRSA-IE Members - \$45

CAPIO/PRSA-IE Non-members - \$70

#### Contact information

info@capiro.org or call 1-844-CAPIO55

*Workshop co-hosted by CAPIO and PRSA-IE.  
Lunch will be provided*

**REGISTER TODAY**

**@ CAPIO.ORG**