

# 2023 Iowa Homeland Security Conference

October 11-13, 2023

## **Session Title:**

Using Social Media to enhance your event programs

## **Speaker(s) & Professional title(s):**

Chris Cole, Chief of Police, Storm Lake Police Department

Tim Richmond, Wapello County Emergency Management

Jodi Freet, Cedar County Emergency Management

## **Summary:**

Police Chief **Chris Cole** will discuss how the Storm Lake Police Department has used social media platforms to brand their department, build community trust, and keep the community informed regarding public safety, severe weather, criminal activities and more.

This presentation will discuss how to effectively engage followers and post meaningful content that will provide the public with important information by using different types of media combined with humor. It will also touch on how to handle and avoid internet trolls and more.

<https://www.facebook.com/profile.php?id=100064848302023>

[https://www.youtube.com/channel/UCIqDg7xewR248OG4\\_TG379w](https://www.youtube.com/channel/UCIqDg7xewR248OG4_TG379w)

<https://www.instagram.com/stormlakepolicedepartment/>

**Tim Richmond** will discuss how we managed information, expectations, and resources and a great tool to do that is social media. I will cover our extensive usage of Facebook during the COVID-19 pandemic, share examples of how we provide PIO services for the water department, and share information from other local partners.

[www.facebook.com/wciem](http://www.facebook.com/wciem)

[www.wapelloready.org](http://www.wapelloready.org)

**Jodi Freet**, has championed the use of social media as part of her agency's educational, promotional and preparedness outreach. Through the use of a number of complimenting social media platforms, Cedar County Emergency Management has become a trusted source of information for the community, and strives to use the benefits of social media to carry out emergency management functions. This same philosophy was used when Cedar County Emergency Management began administering the social media accounts for the Region 6 LEPC. This presentation will provide tips, lessons learned and social media pitfalls to avoid when building and maintaining a robust social media presence for your program.

<https://www.facebook.com/CedarCountyEMA>

<https://www.facebook.com/Region6LEPC>

Twitter-@CedarCountyEMA

Instagram-Region6lepc

Instagram-cedarcoema