

Communication technology is evolving at an unprecedented pace. As technology changes, knowing how to use the latest communication channels to relay information about potential risks, inform people about life-saving actions, identify misinformation and gather facts becomes critically important. This workshop gives an overview of how the public and the news media increasingly want their information delivered. It also provides practical, hands-on experience on how to use new communication channels (many of which are available at little or no cost) to address public concerns, monitor news media reporting, gather event information, and deliver timely and accurate information to everyone who needs it.

Argonne National Laboratory's Emerging Communication Channels Workshop introduces public safety professionals and government communicators to the tools available to help effectively manage online agency reputation and risk management information. It also highlights how to effectively use new communication tools to gather and disseminate emergency public information before, during and after a crisis. The course has been designed by communication experts with experience on critical incidents large and small.

In this one day workshop, you will learn about:

- Understanding and Using Social Media for PIOs
- Social Media as Tools for PIOs
- Searching Smarter
- Direct Information Management
- Information Organization
- Information Gathering and Dissemination Tools
- Integrating New Communication Channels into a Joint Information System/Joint Information Center (JIS/JIC)
- Best Practices
- Technology Limitations

This course is designed for:

- Public information officers and public affairs officers
- Joint Information Center staff
- Information technology specialists
- Emergency managers
- Elected and appointed officials
- Representatives from volunteer agencies and private sector organizations

This course developed and presented by Argonne National Laboratory.

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