

SOCIAL MEDIA STRATEGIES SUMMIT

JOIN YOUR PEERS ONLINE AT THE PREMIER SOCIAL MEDIA EVENT FOR PUBLIC SAFETY PROFESSIONALS AND FIRST RESPONDERS

APRIL 23-24, 2025 // VIRTUAL CONFERENCE



SHARE EXPERIENCES

and learn new social media strategies with your first response and public safety colleagues from around the globe — virtually!



BE YOUR TEAM'S SOCIAL MEDIA CHAMPION!

We'll help you build the foundations of a sustainable, scalable social media policy that you can easily share with leadership and use to train and empower your team.



NETWORK WITH AGENCY PEERS FROM ACROSS THE COUNTRY.

SMSsummit is your best resource for fresh social media ideas and community building strategies.



LEARN STRATEGIES AND TIPS

for tackling issues most important to first responders including social media and crisis communications, humanizing staff, improving agency reputation, and building relationships with your community.



GET ALL YOUR SOCIAL MEDIA QUESTIONS

answered through speaker Q&A, live chat, and discussions with other attendees



ASSESS AND AUDIT YOUR CURRENT SOCIAL MEDIA INITIATIVES.

Leave with and results-focused initiatives you can immediately apply to your agency or department.



WHAT ATTENDEES SAY ABOUT OUR VIRTUAL EVENTS:

"Awesome! I would definitely recommend the Summit to anyone who has a part in running social media pages. So much information I can put to use immediately."

- CITY OF BURLINGTON POLICE DEPARTMENT

"This summit was exactly what I needed when it comes to being a PIO and having to prioritize and juggle everything. The presentations were immensely informative. Thank you!"

- ARLINGTON COUNTY SHERIFF'S OFFICE

"The sessions were engaging, informative, and provided a wealth of valuable resource material. I'm thrilled to be taking away a plethora of new ideas that I'm eager to implement with my team."

- ARKANSAS DEPARTMENT OF PUBLIC SAFETY



REGISTER TODAY! Call: 888.409.4418 // www.socialmediastrategiessummit.com

SMSSUMMIT

AGENDA-AT-A-GLANCE



TUESDAY, APRIL 22, 2025

OPTIONAL PRE-SUMMIT INTERACTIVE WORKSHOP

Join us for a hands-on, small-group session with activities and discussions, led by an experienced trainer. This workshop can be added to your summit registration for an additional fee.

9:00am - 12:00pm Pacific Time

HARNESSING SOCIAL MEDIA EFFECTIVELY DURING AN EMERGENCY

This interactive, hands-on workshop will cover guiding principles and best practices for harnessing social media effectively during an emergency. Attendees will learn about active monitoring of priority channels, receive guidance on messaging, and understand tips for engagement with priority stakeholders on different channels.

Workshop leader Chris Malpass, with over 10 years of experience in preparedness training, will provide a mix of theory and recent case studies to highlight how these practices come together in real life. Attendees will participate in a team-based tabletop simulation for a chance to apply theory to a scenario-based practical session. Between each phase, Chris will run debrief sessions to allow participants to share their rationale and for Chris and the workshop group to provide feedback. Join us for this very detailed walk-through of social media crisis communications to equip your team with everything they need to communicate effectively with the public when your agency's next emergency arises.

Meet Your Trainer

Chris Malpass,
Chief Commercial Officer,
Social Simulator



 **Social Simulator**

Chris is an expert in crisis management, with more than 15 years of experience supporting public and private sector clients in responding to high-impact incidents and issues.

Chris also develops and delivers cutting-edge crisis preparedness training for clients globally, running immersive workshops and simulations to help client teams build the knowledge, skills, and confidence they need to manage a real-world crisis effectively.

Chris' experience includes roles for Deloitte Risk Advisory and the BBC.

He has a Masters in International Public Relations from the Cardiff School of Journalism.

Please Note: This workshop is NOT included in the general conference ticket. It is an add-on that must be purchased separately.



LEADING PRACTITIONERS SHARE PROVEN METHODS TO EXECUTE A SUCCESSFUL SOCIAL MEDIA STRATEGY.

PRESENTING THOUGHT LEADERS:



nextdoor

Joseph Porcelli,
Global Public Agency Lead,
Nextdoor



Angelica Kellner,
Senior Social Media Specialist,
Miami-Dade Police Department



Brandi Bates, MPIO,
Brand and Communications Manager,
Tetra Tech Disaster Recovery



David Cuerpo,
Senior Communications Specialist
& Public Information Officer,
Seattle Fire Department



Cristie Hopkins,
Director of Media and Public Relations,
Harford County Sheriff's Office



Sergeant John Perrine,
PIO,
Indiana Police Department



Kayla Dale,
PIO,
Amador Fire Protection District



Lisa Herndon,
Public Information Officer,
Herndon Police Department



Scott Thomsen,
Director of Communications
and Public Affairs,
Ventura County Fire Department



Rebecca D'Auria,
Public Affairs Specialist,
Orange County Sheriff's Department



Ronda Scholting,
PIO,
West Metro Fire Rescue



Alaina Gertz,
Deputy Director of Communications,
Fairfax County Police Department



Austin McDaniel,
Communications Director,
Alaska State Troopers



Autumn King,
PIO,
Lee County Sheriff's Office



Jessie Santero,
PIO,
Lee County Sheriff's Office



Ali Pardi,
Deputy Communications Director,
Phoenix Fire Department

The SMSummit is filled with a variety of relevant and informative sessions. I have learned so much that I will be able to apply to my department's social media strategy and I am excited to see the results.

Brantford Fire



SMSSUMMIT

AGENDA-AT-A-GLANCE



AGENDA

To view the most up to date program, please visit our agenda online.

WEDNESDAY, APRIL 23, 2025

7:55am - 8:00am PT

Welcome Remarks by Summit Emcee

Joseph Porcelli, Global Public Agency Lead, **Nextdoor**

8:00am - 8:45am PT

Organizational Buy-In and Support: Building a Culture of Social Media Advocacy

Angelica Kellner, Senior Social Media Specialist, **Miami-Dade Police Department**

8:45am - 9:30am PT

Navigating Negative Comments and First Amendment Laws on Social Media

Brandi Bates, MPIO, Brand and Communications Manager, Disaster Recovery, **Tetra Tech**

9:30am - 9:45am PT

BREAK

9:45am - 10:30am PT



Panel: Leveraging Social Media During a Critical Incident

David Cuerpo, Senior Communications Specialist & Public Information Officer,

Seattle Fire Department

Cristie Hopkins, Director of Media and Public Relations, **Harford County**

Sheriff's Office

Sergeant John Perrine, PIO, **Indiana Police Department**

Kayla Dale, PIO, **Amador Fire Protection District**

10:30am - 11:15am PT

Facebook Best Practices: Creating Content That Will Perform Its Best

Speaker TBA

11:15am - 12:00pm PT

BREAK

12:00pm - 12:45pm PT

Telling Your Agency's Story in Non-Traditional Ways

Lisa Herndon, Public Information Officer, **Herndon Police Department**

12:45pm - 1:30pm PT

Post with Purpose: Inspire Action with Social Media Campaigns

Scott Thomsen, Director of Communications and Public Affairs,

Ventura County Fire Department

1:30pm PT

Day 1 Concludes

SMSSUMMIT

AGENDA-AT-A-GLANCE



THURSDAY, APRIL 24, 2025

7:55am - 8:00am PT

Welcome Remarks by Summit Emcee

Joseph Porcelli, Global Public Agency Lead, [Nextdoor](#)

8:00am - 8:45am PT

Balancing Fun & Professional Social Media Messaging

Rebecca D'Auria, Public Affairs Specialist, [Orange County Sheriff's Department](#)

AMA-style!

8:45am - 9:30am PT



"Ask Us Anything" Panel: How to Make the Most of Social Media as a Solo PIO with No Budget

Speaker TBA

9:30am - 9:45am PT

What You Need to Know About Nextdoor

Joseph Porcelli, Global Public Agency Lead, [Nextdoor](#)

9:45am - 10:00am PT

BREAK

10:00am - 10:45am PT



Panel: Video Best Practices: Content Creation for Instagram Stories & Reels

Ronda Scholting, PIO, [West Metro Fire Rescue](#)

Alaina Gertz, Deputy Director of Communications, [Fairfax County Police Department](#)

Austin McDaniel, Communications Director, [Alaska State Troopers](#)

10:45am - 11:30am PT

Elevate Your Agency's Brand on X

Autumn King, PIO, [Lee County Sheriff's Office](#)

Jessie Santero, PIO, [Lee County Sheriff's Office](#)

11:30am - 12:00pm PT

BREAK

12:00pm - 12:45pm PT

Leveraging Social Media to Humanize Your Staff

Ali Pardi, Deputy Communications Director, [Phoenix Fire Department](#)

12:45pm - 1:30pm PT

How First Responder Agencies Can Leverage LinkedIn

Speaker TBA

1:30pm PT

Day 2 Concludes



I had the pleasure of attending a fantastic two days of sessions where the presenters were nothing short of excellent. The sessions were engaging, informative, and provided a wealth of valuable resource material. I'm thrilled to be taking away a plethora of new ideas that I'm eager to implement with my team.

- ARKANSAS DEPARTMENT OF PUBLIC SAFETY



THE LEADING SOCIAL MEDIA CONFERENCE TAILORED TO PUBLIC SAFETY AND FIRST RESPONDERS.

Here's what you can expect when you sign up for our summit.



INTERACTIVE SESSIONS

We're much more than back-to-back video presentations. Get your questions answered live during our speaker Q&A sessions, participate in 1:1 meetings, and chat face to face at our networking discussion tables.



THE LATEST IN SOCIAL

Our seasoned speakers are discussing the most pressing social media challenges for public safety professionals including social media and crisis communications, humanizing staff, improving agency reputation, and building relationships with your community.



LEADERS IN THE INDUSTRY

Our programming showcases departments and agencies with proven social media strategies and processes to share that you can replicate at your own agency. Each of our events feature brand new case studies to ensure your agency doesn't miss a beat.

Who Should Attend

If you're a First Responder, Command Staff, or professional that manages your public safety agency's social media channels, this event is for you!

Public Information & Public Affairs	<	>	Community Service, Education & Outreach
Administrative Support	<	>	Community Affairs
Communications	<	>	Public Relations
Digital Marketing & Digital Media	<	>	Media Relations
Emergency Management	<	>	Customer Service
Social Media & Content Management	<	>	Digital Engagement



SOCIAL MEDIA STRATEGIES SUMMIT FIRST RESPONDERS

April 23-24, 2025 | VIRTUAL CONFERENCE



TUITION & REGISTRATION FORM

<p>PRESALE TICKETS Discount Expires January 23rd, 2025, 11:59pm Pacific Time!</p> <p>\$749 ○ \$349</p>	<p>EARLIEST BIRD TICKETS Discount Expires February 13th, 2025, 11:59pm Pacific Time!</p> <p>\$749 ○ \$449</p>	<p>EARLY BIRD TICKETS Discount Expires March 13th, 2025, 11:59pm Pacific Time!</p> <p>\$749 ○ \$549</p>	<p>LAST CHANCE TICKETS Discount Expires April 22nd, 2025, 11:59pm Pacific Time!</p> <p>\$749 ○ \$649</p>	<p>AT THE DOOR TICKETS Ticket price starting April 23rd, 2025.</p> <p>○ \$749</p>
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April 22 Pre-Summit Workshop Tuition: **\$199 each (Not included in general conference admission. Must be purchased separately)**

GROUP DISCOUNTS: Please contact Andrea Vargas at andrea.vargas@gsmiweb.com or [619-597-7236](tel:619-597-7236) to register a group.

✦ Please fill in the following information and fax back to: (619) 923-3542 ✦ Please submit one form for each delegate attending.

GSMI OFFERS 5 WAYS TO REGISTER:

Tel: [619-597-7236](tel:619-597-7236) Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542 24 Hours a Day

Mail: 1501 India St., Suite 103-60, San Diego, CA 92101

Email: andrea.vargas@gsmiweb.com
Please include your name & telephone number

Web: www.socialmediastrategiessummit.com
www.gsmiweb.com

CANCELLATION AND QUALITY ASSURANCE

GSMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please provide us in writing with your comments on the evaluation provided upon arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the Virtual Event to: VP of Educational Services, 1501 India St. Suite 103-60, San Diego, CA 92101.

We will evaluate individual complaints in a context of collective comments from the Virtual Event. As speakers are confirmed months before the Virtual Event, some speaker changes or topic changes may occur in the program. GSMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Cancellations are subject to the entire Virtual Event registration fee. All sales are final. No payments will be refunded or refundable. Please note that if you do not cancel and do not access the Virtual Event, you are still responsible for payment. In no event shall GSMI be obligated to refund all or a portion of the registration fee.

If GSMI is prevented from carrying out its obligations as it pertains to the Virtual Event you registered for as a result of any cause beyond its control, or such Virtual Event cannot be Virtually conducted because of a software or issue with the hosting platform or due to acts of God, strikes, labor disputes, government requisitions, restrictions or war or apparent act of war, terrorism, disaster, civil disorder, epidemic or pandemic, curtailment or restriction on transportation facilities, or any other comparable calamity, casualty or condition (collectively a "Force Majeure") GSMI shall have the right to immediately terminate the affected Virtual Event without liability and shall be relieved of its obligations to Registrant. If the affected Virtual Event is terminated due to a Force Majeure occurrence before the first day of the Virtual Event, then GSMI will reschedule the affected Virtual Event and your registration fee will be applied to the rescheduled Conference.

REGISTRATION:

Name: _____

Title: _____

Department: _____

Company: _____

Mailing Address: _____

State: _____ City: _____

Country (if applicable): _____

Phone: _____

Fax: _____

Email: _____

METHOD OF PAYMENT:

Credit Card : _____ Check: _____

Card Type: _____ Card Number: _____

Expiration Date: _____ Name on Card: _____

CVV: _____