



FREE FAC WEBINAR

Using the Integration of Social Media with Emergency Management to Help with COVID-19 Pandemic Recovery

**June 30, 2020
11:30 a.m. - 1:30 p.m. EST**

Social networking is on the rise across all generations of people groups. With the universal nature of networking and messaging apps, social media (SM) has transcended its traditional role as an entertaining pastime, to a vital part of our lives. Today, SM is an important, if not crucial tool for sharing information between individuals and connecting organizations with their customers. For this reason, SM managers are quickly becoming critical elements to emergency management (EM) for information gathering and sharing. Effectively used, integrating SM with EM is highly beneficial during incidents, emergencies, and irregular operations, providing improved situational awareness and reducing the time it takes to return to normal operations. Whether your airport is a large hub or a general aviation airport, this Webinar will introduce valuable insights into the recent ACRP WebResource Guidance, "Integrating Social Media with Emergency Management". During the webinar, our speakers will guide you through the steps of developing a program for integrating the two disciplines, and discuss the many resources to help you get the most out of your new program, as you begin recovery from the COVID 19 Pandemic.

PRESENTERS:



Dave Evans
VP Social Strategy



David DiMaria
Senior Consultant & VP
of Operations

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