

SOCIAL MEDIA

HOST AGENCY: KU MEDICAL CENTER POLICE
DEPARTMENT



SOCIAL MEDIA AND COMMUNITY OUTREACH

AUGUST 17-18,
2026

TRAINING COST
\$400

REGISTRATION INFORMATION

Register at www.PATC.com or [click here](#) to view more course information and register.

COURSE OVERVIEW

This course, led by a seasoned law enforcement officer who built one of the nation's most successful police Facebook pages, gives public safety professionals proven strategies to create or enhance impactful social media programs. Participants will cover key do's and don'ts, legal considerations, content strategy, and platform-specific guidance for Facebook, Instagram, X, TikTok, YouTube, and more. With practical insights and algorithm tips, this course provides a clear blueprint to boost community engagement, build trust, and increase transparency—without paid advertising.



AARON SLATER
Instructor

TRAINING LOCATION

Support Service Building
2100 W. 36th Ave., Room 135A
Kansas City, KS 66160

HOTEL ACCOMMODATIONS

Holiday Inn
3932 Rainbow Blvd.
Kansas City, KS 66103
Phone: 913-236-8700
Contact Hotel for Stat Govt. Rate

QUESTIONS?

www.PATC.com
1-800-365-0119

Social Media and Community Outreach

Instructor

Aaron Slater began his law enforcement career in 1998, serving as an FTO, Detective, Undercover Narcotics Officer, Sergeant, and Lieutenant. He holds a B.S. in Organizational Leadership, an M.S. in Criminal Justice Leadership, and is a graduate of the prestigious LEMIT Leadership Command College. As a division commander with the Rosenberg Police Department in Texas, Aaron became a national leader in modern policing strategies—most notably for pioneering one of the most impactful law enforcement social media platforms in the country. The Rosenberg PD Facebook page, which he created and managed, quickly became the fifth most-followed municipal police page in the U.S. His innovative use of social media has been recognized nationally, with features in **People Magazine**, **Fox & Friends**, **Good Morning America**, **HuffPost**, **Diane Sawyer**, **The Washington Post**, and more. He has received multiple awards for his work in law enforcement communication and public engagement.

Since transitioning from full-time law enforcement, Aaron has trained thousands of officers and hundreds of agencies in developing successful social media and community policing programs. He is the founder and CEO of Relentless Defender Apparel—the nation’s largest online law enforcement-themed apparel brand—President of the Relentless Defender Foundation, and a Board Director for the National Law Enforcement Officers Memorial Fund. Aaron also operates a media company specializing in social media management and marketing for public safety organizations across the country.

This course is a comprehensive, turnkey solution designed to help agencies of any size launch or elevate their social media presence with proven, real-world strategies.

Course Overview

Unlike many law enforcement social media courses taught by individuals outside the profession, this course is led by a seasoned law enforcement officer who created and managed one of the most successful and groundbreaking police department Facebook pages in the nation. This course delivers real-world, proven strategies from someone who has done it firsthand.

Participants will gain a complete understanding of how to develop, grow, and maintain an impactful social media program that enhances community engagement, builds trust, and increases transparency. The course emphasizes a shift in philosophy—teaching agencies to adopt business-minded marketing strategies tailored to public service, while remaining grounded in the values of modern community policing.

You will learn the essential do’s and don’ts of social media management, including legal considerations, content strategy, and platform-specific guidance across Facebook, Instagram, X, TikTok, YouTube, and more. Through interactive instruction, we’ll share insider tips and algorithm tricks that allow agencies to boost visibility and engagement without spending a dime on advertising.

This course is ideal for all public safety professionals: police, fire, EMS, dispatch, corrections, PIOs, and civilian support personnel. Whether you’re starting from scratch or looking to elevate an existing program, you’ll leave with a complete, turnkey blueprint to launch or enhance a successful social media presence.

Social Media and Community Outreach

By the end of this course, you will be equipped with the tools and strategies to not only meet—but exceed—the public’s demand for transparency, accountability, and connection.

Course Agenda

Day 1

- Introduction
- Student Expectations of the Course
- The Three Worlds of Law Enforcement
- Philosophy Shifts in Modern Police Agencies
- Running Your Agency Like a Business: Marketing Mindset
- The Benefits of an Effective Social Media Presence
- Choosing the Right Social Media Platform for Your Agency

Day 2

- Best Practices for Setting Up Your Page
- Legal Considerations and Social Media Guidelines
- Strategies to Increase Follower Reach and Engagement
- Building an Effective Agency-Wide Social Media Strategy
- The Do’s and Don’ts of Social Media Posting
- Content, Content... & More Content: What Works and Why
- The Future of Social Media in Public Safety

This course includes interactive instruction, real-world examples, and a certificate of completion upon conclusion.