



**FBINAA**  
FBI National Academy Associates, Inc.



**SPEAKERS BUREAU**

<b>Name</b>	Lauri Stevens
<b>Company/Agency /Organization</b>	LAWs Communications
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<b>Topic of Presentation</b>	Communication Strategies
<b>Title of Presentation</b>	Social Media Fundamentals for Law Enforcement
<b>Length of Presentation</b>	1-16 hours
<b>Presentation Objective</b>	Understand fundamental approaches to social media implementation in a police agency
<b>Referral Source</b>	Training Committee
<b>Referral Source Name</b>	Becky Storm
<b>Referral Source Email</b>	<a href="mailto:BStorm@fbinaa.org">BStorm@fbinaa.org</a>
<b>Presentation Description</b>	<p>This comprehensive two-day LAWs Academy training on social media use in law enforcement includes complete training in the use of Twitter, Facebook and Pinterest and third party management tools on day one. On day two we cover Google HangOuts, LinkedIn, more third party tools, basics of social media monitoring and social media strategy development with the COPPS Social Media Method and policy considerations. This fast-paced course is designed for the serious learner and is intended to take law enforcement attendees with little or no knowledge of social media usage to a point where they're comfortable and knowledgeable and have a complete working knowledge of how to gain all the benefits from using social media</p>

and mitigate the associated risks. Each event is customized to the local needs or requests of the host agency.

### **Speaker Bio**

Lauri Stevens is the principal consultant and founder of LAWS Communications. Lauri is also the creator and producer of the SMILE Conference® and the creator of the award winning ConnectedCOPS blog. She is an interactive media professional with over 25 years of media experience, including 12 years in higher education as a Department Chair of Interactive Media.

She is most well known for having worked with the Toronto Police Department in 2010 in the development of a service-wide social media strategy integrating every operational unit. Clients also include the Dallas Police, The USDOJ COPS Office and the Massachusetts State Police

She is a social media columnist for PoliceOne.Com and LawOfficer.com. She has also been published in Police Chief, FBINAA magazine, the NSA's Sheriffs Magazine, California Peace Officer, American Police Beat, Police and Security News and has been quoted in dozens of main stream publications including the Boston Globe, Washington Post, CNN, CBC and NPR.

### **Additional Comments**

Classes/presentations also available on social media investigations, social media monitoring, social media policy, leadership in a cyber world, internet safety, etc.