



SCHOOL COMMUNICATIONS/MARKETING NETWORK



THURS., OCT. 17, 2024
8:30-10 a.m.

Navigating the Complexities of Safety, Security, and Social Media in School Districts

In this informative workshop, experts from Case Western Reserve University will share their insights and strategies for effectively managing critical incidents, crisis communication, and social media engagement in an educational setting. Juli Regas, Paul Owens and Megan Koeth will equip attendees with the knowledge and tools needed to proactively address the unique challenges faced by school districts in the digital age. Participants will gain insights into effective collaboration between communications, public safety, and school administration to ensure the safety and well-being of students, staff, and the broader community. This workshop is designed for safety directors, communication directors, and administrators who are seeking to enhance their school district's preparedness and response capabilities in the face of evolving safety, security, and social media concerns.

About Juli, Paul & Megan . . .



Juli Regas, the university's Social Media Manager, will discuss best practices for leveraging social media platforms to disseminate timely information, address concerns, and maintain transparency during emergencies and other high-stress situations. She will explore how schools can harness the power of social media to enhance their crisis communication plans.



Paul Owens, the Chief of Police and Deputy Executive Director of Safety at CWRU, will provide invaluable guidance on developing comprehensive safety and security protocols for K-12 school districts. He will share real-world examples and lessons learned from the university's experience in responding to and mitigating critical incidents on campus.



Megan Koeth, CWRU's Executive Director of Public Safety, will discuss coordinating response efforts between administrative leadership, public safety personnel, and community stakeholders; leveraging technology and data-driven approaches to enhance school safety monitoring and threat assessment; and the importance of fostering a culture of safety awareness and preparedness among students, faculty, and the broader community.



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Advanced registration is appreciated.

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For more information, please contact:

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