



**Course Title:** Online Recruiting for Law Enforcement - 8 hours

**Instructor(s):** LAW ENFORCEMENT SEMINARS LLC

**Date(s):** December 3, 2020 (Thursday)

**Time(s):** 8:00AM – 5:00PM

**Location:** Polk State College - Center for Public Safety  
Kenneth C. Thompson Institute of Public Safety  
1251 Jim Keene Blvd  
Winter Haven, Florida 33880

**Cost:** \$255.00

**Description:** This course is designed for police recruiters, department webmasters, IT personnel, supervisors and human resource personnel. This course is a technically oriented class that is focused on building an agency's social media and online presence. Students will also learn about analytical tools and methods to enhance their agency's website effectiveness and improve communication with applicants.

- SOCIAL MEDIA RECRUITING
- DESIGNING QUALITY CONTENT
- APPLICANT TRACKING
- ENHANCING WEBSITE EFFECTIVENESS
- ONLINE ADS
- JOB BOARDS
- DEFINING YOUR AUDIENCE
- COMMUNICATION TOOLS

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