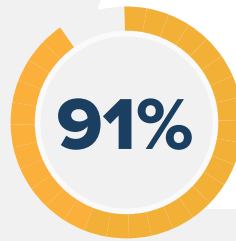


The SummitET Approach to Social Media Drills & Exercises

Our experts provide guidance and assistance for participants with the use of exercise-specific social media accounts on native platforms. To keep communications secure, these accounts are closed and protected so that exercise communication content is only visible to approved participants. These accounts are established to be used during exercises in the same way that agencies utilize their specific platforms in a real-world event – to share information, gather intelligence, engage with the public, etc.



Of companies are using social media to communicate with customers or employees.

Statista.com, 2019



The successful and productive use of social media is an essential part of a complete emergency public information program.



Benefits to Native Social Drills

No Extra Fees

Social media accounts are free to users on all platforms whether accounts are secure or public whereas many proprietary software programs charge per user.

Real-time Experience

Proprietary software tools only mimic existing sites in an exercise setting. Using native platforms grants players the ability to gain experience and familiarity with real-world, hands-on social media tools and practices.

On-Demand

The ability to introduce new platforms and invite or remove players as they need arises within the emergency management community.

No Software Lag

Social platforms are continuously updating and changing front- and back-end interfaces. Our approach allows your team to regularly test these changes in real-time.

Secure & Controlled

Social accounts are closed and protected so that exercise content is only visible to approved participant, and never mistaken for real-world communication.

Organic Management

Our approach requires limited assistance and support once initial set-up and training has been conducted.

Preparedness is not an accident®

Prepare your organization and people to manage and respond to crisis situations. When lives and reputations are on the line in today's high-risk, high-threat environment, it's the team with integrated training that will be ready to mitigate and respond to threats.

Get Started

Contact our experts to start preparing.

Info@SummitET.com
(844) 201-4302 | SummitET.com