



U.S. Fish & Wildlife Service

National Conservation Training Center

Conserving the Nature of America

CLM7158 - Digital Communications in Conservation Training Workshop

Course Code	CLM7158
Course Title	Digital Communications in Conservation Training Workshop
Description	<p>Learn how to create compelling content that tells our FWS story and deliver it to our audience where they live—in the digital world. The Digital Communications in Conservation Training Workshop is the place to discover the latest trends and tools in digital content creation and delivery for the Service. Subject-matter experts will share their best techniques and strategies for creating captivating, memorable, and shareable content. The Service will be launching a Content Management System for the web and a new Digital Asset Management system. Learn how you can take advantage of these new platforms to make your digital job easier. Don't miss this opportunity to network and collaborate with others in the Service who are meeting the challenge of the digital age.</p> <p>OBJECTIVES:</p> <p>Upon completion of this workshop, participants will be able to:</p> <ul style="list-style-type: none">• Create written and visual content for the web and social media platforms that tells our FWS story.• Transition to the new Content Management System used to create FWS web pages.• Receive an update on the status of efforts to plan and implement a new Digital Asset Management system to store and retrieve digital content.• Engage with your social media audience more effectively, and nurture and build your online community.• Measure the effectiveness of your communications to ensure you're giving our audience what they crave. <p>TARGET AUDIENCE:</p> <p>This workshop is intended for FWS employees who are actively involved in developing and delivering communications to the public via social media and creating and maintaining web pages.</p>
Delivery Method	Instructor Led
Non-FWS Fee	\$597.00
Instructional Hours	24
Credits/CEUs	2.0
Course Content Contact	Michelle Donlan: michelle_donlan@fws.gov; (304) 876-7231
Curriculum Category	Communications
Course Frequency	Every other year
Registration Category	Nomination
Registration Link	Register in DOI Talent
DOI TALENT Course Type	ILT
College Credit Name	Semester Hours
College Credit Value	1

Schedule: CLM7158 - Digital Communications in Conservation Training Workshop

Start	End	Session Information	Location	Session Contact
9/1/2020	9/3/2020	For registration questions contact: katie_poston@fws.gov For course content questions contact: michelle_donlan@fws.gov	National Conservation Training Center (NCTC)	katie_poston@fws.gov