



# Kentucky State Fire School

Lexington, KY

June 10-14, 2026



## 505 Public Information and Social Media Tools and Tricks

Internal and external communications for Fire and EMS Departments has never been more important than it is now. In a time where infinite information is at everyone's fingertips, how departments communicate in times of emergency and non-emergencies matters. It is critical to the department's brand that the information shared is factual, accurate, and timely.

In this class, participants will learn how to effectively communicate with the media, members of their community, and also their department. They'll learn what can and cannot be shared on social media, and how effective communication can help increase community trust in your department. At the conclusion of class, students will participate in a mock interview that will prepare them for real world scenarios and challenge them to effectively communicate during times of crisis.

*This 1-day course will be offered Saturday.*

**Lead Instructor: Payton Rogers, Hopkinsville Fire Department**

**2026 Kentucky State Fire School  
Central Bank Center  
410 W. Vine Street, Lexington, KY**